



COURSE SYNOPSIS

Coaching for Performance & Development

Workplace coaching skills course
for Managers & Leaders

Minds & Senses Coaching Academy PLT

PREAMBLE

This two-day course equips leaders with essential coaching skills to enhance team performance, engagement, and accountability. Coaching isn't just about guiding. It's about unlocking potential, fostering growth, and driving results. Participants will learn to hold structured coaching conversations, apply the G.R.O.W. model, and build a coaching culture. They will explore techniques to set goals, create awareness, and inspire action. Through hands-on exercises, case studies, and role-playing, they will gain the confidence to apply coaching effectively in workplace scenarios.

COURSE OBJECTIVES

By the end of the course, participants will be able to:

- a) Differentiate **coaching from other leadership conversations** and define what coaching is and isn't.
- b) Apply the **G.R.O.W. coaching model** in performance reviews and developmental conversations.
- c) Facilitate **team and group coaching** using structured techniques.
- d) Develop **coaching plans** that drive accountability and continuous improvement.
- e) Conduct **coaching conversations** that create awareness, set clear goals, and inspire action.

LEARNING OUTCOMES

By the end of the course, participants would have gained or been able to:

- a) **Identify** at least three workplace scenarios where coaching enhances performance and apply the appropriate coaching approach for each.
- b) **Conduct** a minimum of two structured coaching conversations using the G.R.O.W. model, demonstrating goal-setting, awareness-building, and action-planning skills.
- c) **Apply** effective questioning techniques to challenge assumptions, promote self-reflection, and drive commitment to action.
- d) **Differentiate** between team and group coaching by selecting and executing the most effective method in role-play exercises.
- e) **Design and implement** a structured coaching plan with at least three measurable goals, clear milestones, and defined accountability checkpoints.

LEARNING MODULES

Module 1: Introduction to Workplace Coaching

- *Ice-breaker: What coaching is and isn't?*
- *Exercise: Identifying coaching opportunities in the workplace*
- *Overview: Performance and developmental coaching*
- *Coaching models, including G.R.O.W model*

Module 2: Coaching in Performance Review Meetings

- *The G.R.O.W. steps in the performance reviews*
- *Exercise: Objective setting, feedback giving, coaching questions*
- *Role-play: Case study for performance review coaching*
- *Supervised coaching: Guided practice sessions*

Module 3: Team and Group Coaching

- *Differences between team and group coaching*
- *Discussion: Real-life scenarios for team and group coaching*
- *Demonstration: Conduct team coaching using G.R.O.W. model*
- *Exercise: Coaching practice for team and group scenarios*

Module 4: Developmental Coaching Conversations

- *PDP/IDP for developmental goals*
- *Exercise: Setting clear and purposeful coaching goals*
- *Exercise: Asking useful GOAL-setting questions*
- *Mock coaching: Setting clear coaching goal and outcomes*

Module 5: Creating Awareness for Growth

- *Exercise: Creating awareness with scaling techniques*
- *Exercise: Asking REALITY awareness creation questions*
- *Coaching practice: Mock coaching and peer coaching practices*
- *Supervised coaching: Creating awareness coaching session*

Module 6: Managing Progress & Accountability

- *Co-creating a coaching plan with empowerment*
- *Exercise: Asking OPTIONS & WAY FORWARD coaching questions*
- *Peer coaching: Building a results-driven coaching plan*
- *Exercise: Summary and learning actions*

LEARNING METHODOLOGY

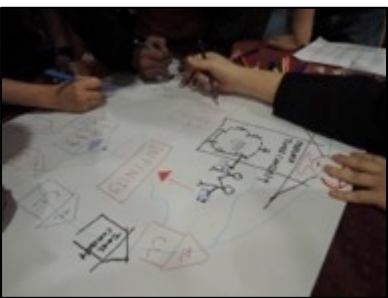
This instructor-led course combines discussions, case studies, and role-playing to help participants apply coaching techniques with confidence in real-world situations.

WHO SHOULD ATTEND

Senior Managers, Heads of Departments, Managers, Team Leaders, Supervisors, and anyone responsible for leading and coaching teams.

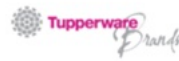
HOW WE DELIVER HIGH-IMPACT LEARNING

Our learning methodologies are highly interactive and designed to drive measurable transformation. We combine **one-on-one coaching**, **group facilitation**, **hands-on training**, and **digital learning resources** to ensure a dynamic learning experience that leads to real-world application.



OUR CLIENTS & PARTNERS

We have worked with **leading global and regional organisations** across diverse industries, delivering impactful leadership and salesforce development programs.



CLIENT SUCCESS STORIES

Here's what our clients say about their transformational experiences:

“We were delighted to partner with Simon in the creation of the coaching program. He was able to bring his passion and expertise for coaching into our business and work alongside our Head of L&D to bring all the principles of coaching to help construct powerful frameworks and tools, giving us a sustainable, scalable solution to internal coaching certification.”

Chief Executive Officer, Evolution Wellness Holdings Pte. Ltd.

“Thank you for facilitating various training programs for our sales team and key distributors. It has given the sales team a good basic fundamental understanding of their roles and what they can do to make a difference in the business. Well done.”

General Manager SEA, AB Mauri

“Simon, thanks for bringing my team to the next higher level of sales success. It's our pleasure to have you as our partner!”

General Manager, BAKELS Malaysia

“Thank you for co-designing & delivering a successful ‘D&I’ program for us. We love your dedicated approach to program design & delivery. I personally like the way you teach and demonstrate effective ways of connecting difficult conversations with coaching solutions. The learners now are not only get to learn what and how coaching helping them every day, but also embracing the value of being Coach-Leaders to their people and the Organization.”

Organization Development Manager, Samsung Electronics Malaysia

“Being an experienced coach, Simon was able to gain my trust quickly and thus delve into my inner self and how to mitigate my negative feelings. I am now a better person and feel better.”

Vice President, Rubber Cluster Services of FGV Holdings Berhad

“Thanks a lot, Simon. Your coaching sessions helped me learn coaching skills systematically. I'm glad to see my young engineers have improved their technical competencies and independence at work.”

Engineer Manager, Infineon Technologies Kulim

“My team has portfolio growth despite pandemic. Done pretty good for cross-selling and have a stable team with no resignation in 2020. Many thanks to your coaching which helps me see from the satellite.”

Senior Vice President, Marsh Insurance Brokers (M) Sdn Bhd

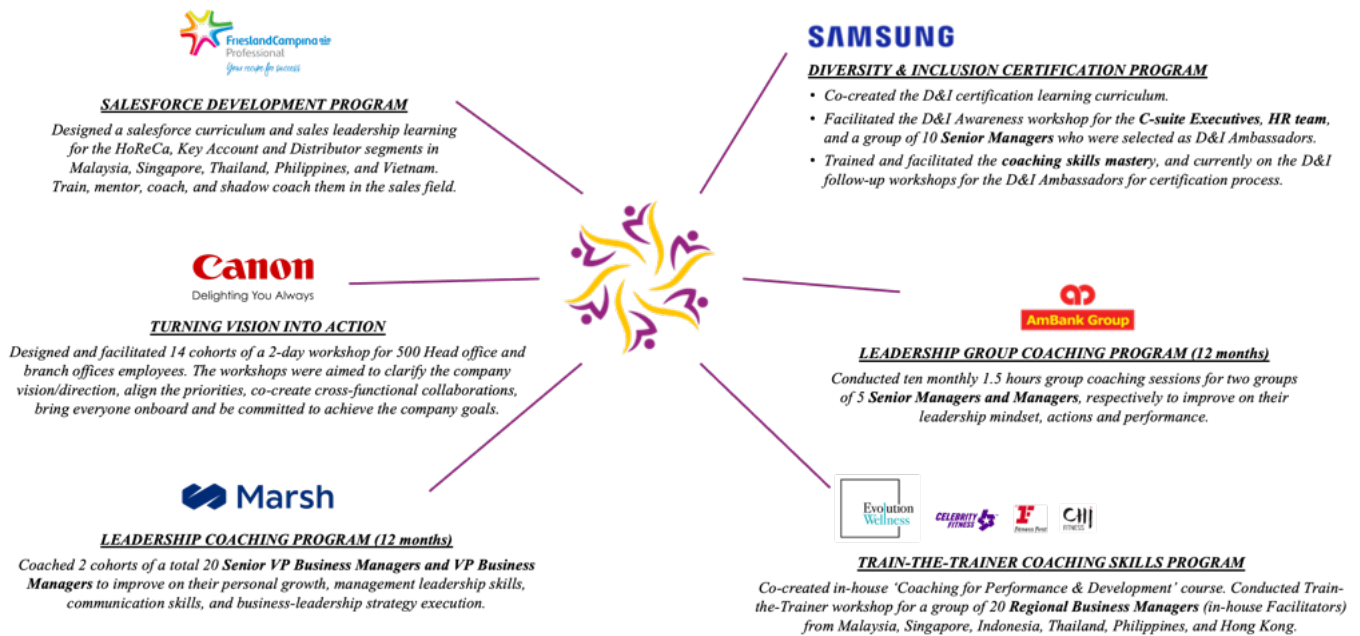
“Simon is a very mindful and systematic coach. I've enjoyed my sessions. Simon helped me to crystalise some of the ideas I have.”

Senior Manager of Camera & Commercial Printing Division, Canon Marketing (M) Sdn Bhd










“Simon is very good at leading me to think and kind to share real-life experiences to make my learning more meaningful and fun.”

Acting Head of CS, Samsung Malaysia Electronics (SME) Sdn Bhd

OUR IMPACTFUL DEVELOPMENT PROGRAMS



PRACTICAL TOOLS FOR LEADERS & SALES PROFESSIONALS

| | | |
|---|--|--|
|  Strategic Leadership Compass <small>(competency assessment included)</small> Grab Your Copy |  The Sales Leader's Playbook <small>(strategies for leading a high performance team)</small> Get the Playbook |  G.R.O.W. to Lead: Sales Coaching for High Performance Get the Guide |
|  战略领导力指南针 <small>(附带能力评估)</small> 获取您的副本 |  销售领导者的攻略手册 <small>(领导高效团队的策略)</small> 领取您的手册 |  G.R.O.W. 领导之道: 销售教练迈向高绩效 获取您的指南 |
|  The Sales Manager's First 90 Days <small>(90 days checklist included)</small> Claim Your Copy |  60 Lead with Purpose Missions <small>(900 coaching questions included)</small> - Available Soon - |  60 Lead with Purpose missions <small>(900 coaching questions + complimentary e-book)</small> Get Started |

TRAINER PROFILE

Simon Yap

Sales Leadership Coach

Certified Trainer, Facilitator, Coach Trainer



Simon Yap is a distinguished **Sales Leadership Coach, Certified Trainer, Facilitator, and Training Evaluator**, holding the prestigious **Professional Certified Coach (PCC)** credential from the International Coaching Federation (ICF) USA. He was awarded the **Best Executive Coaching Provider** at the HR Vendors of the Year 2019 Awards by Human Resources Online Magazine Singapore. He was also featured in Britishpedia as one of the **Successful People in Malaysia & Singapore** 6th edition, 2024. With over 2,000 coaching hours, Simon has been instrumental in the growth and development of C-suite executives, heads of departments, segment leaders, and high-potential talents.

Simon's specialisation in business-to-business (B2B) sales and leadership coaching began during his tenure at Unilever Foodsolutions Asia in 2005. In his role as sales capability development lead for the SEA region, he collaborated with Country Heads, Sales Directors, and Sales Trainers to develop and execute leadership and salesforce strategies. His extensive training, coaching, and mentoring of sales managers and trainers spanned across Malaysia, Singapore, Indonesia, Thailand, Vietnam, and the Philippines.

Bringing over 20 years of experience in SME and MNC sectors, Simon's background includes chemical sales, training consultancy, direct sales, pharmaceutical, and food service industries. His diverse corporate experience in sales, business development, training, consultancy, human resources, and coaching enables him to adeptly guide clients through change management processes and overcome adversities to achieve outstanding performance. His sought-after programs encompass **Value-based Selling, Coaching for Performance & Development, Turning Vision Into Action, one-on-one, team and group coaching, and Train the Trainer program aimed at developing in-house coaches.**

Simon has served a broad client base, including food service, FMCG, insurance, healthcare, pharmaceutical, fitness, business services, industrial products, government-linked companies, and non-profit organisations. Some of his clients include FrieslandCampina Professional APAC and China, Mamee Food Service, KitchenAid Asia, URC Snack Foods, Canon Marketing, Samsung Malaysia Electronics, Marsh Insurance Brokers, HSBC, Ambank Group, and Fitness First Asia.

Coaching, facilitation, and training are Simon's passions. He loves what he does.



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