

PRACTICAL COACHING SKILLS FOR MODERN MANAGERS

HCM : 10-11/12/2026

HN : 14-15/12/2026

Are you encountering challenges in developing your team?

- ✓ Do your team members overly rely on your guidance, lacking initiative in self-learning and personal development?
- ✓ Do you aspire to nurture your team's growth but don't know how to cultivate a self-driven learning atmosphere that encourages creativity and fosters independent thinking?
- ✓ Do you find it challenging to deliver impactful feedback, accurately assess talent potential, and design long-term development plans for your team?



OBJECTIVE

- Understand, differentiate, and flexibly apply Managing, Mentoring, and Coaching roles based on contextual needs.
- Master core coaching techniques to develop team members and elevate team performance.
- Practice coaching skills using internationally recognized models.
- Evaluate employee competencies and develop staff development plans.



TARGET

- ☐ Staff
- ☒ First-line Manager
- ☒ Middle Manager
- ☐ Top Manager

2-DAY TRAINING

Mastering coaching skills
Unlocking potential - Maximizing employee growth

Part 1: Mindset Shift — From "Manager" to "Coach"

- Distinguish between Managing, Mentoring, and Coaching.
- Why do managers often find coaching challenging?
- Situational leadership model: Direct vs. Coaching
- Identify 5 signs that you are Managing rather than Coaching.

Part 2: Active Listening & Powerful Questions Skills

- 3 levels of listening according to CIPD standards.
- Explore 3 types of questions: open-ended questions, probing questions, and reflective questions.
- The art of using "How/What" questions instead of "Why" questions to avoid defensive reactions.
- Common traps: leading questions, closed questions, and consulting disguised as questions.

Part 3: GROW Model – Structured Coaching Framework

- Analyze the 4-step GROW structure: Goal – Reality – Options – Will.
- Techniques for effectively opening and closing coaching sessions.
- Practice a coaching session using the GROW model.

Part 4: On-the-Job Training (OJT) Skills via the EDAC Model

- EDAC Framework (Explain – Demonstrate – Apply – Check): core OJT methodology.
- Situational application: differentiating new skill instruction from performance coaching.
- Effective preparation: 4 essential steps prior to guiding staff.
- Common pitfalls during execution: over-explaining, doing the work for them, and skipping comprehension checks.

Part 5: Effective Performance Feedback via SBI/SBIA Model

- Why managers' feedback often falls flat.
- The SBI Model (Situation – Behavior – Impact) for objective feedback.
- Upgrading to the SBIA Model: Integrating the "Ask" step to bridge Feedback and Coaching.
- Mastering positive and developmental feedback delivery.
- Core principle: focus feedback on specific Behaviors, not personal traits.

Part 6: Competency Assessment & Employee Development Plan

- 9-Box Grid Matrix: assessing Performance vs. Potential.
- Competency Diagnosis: looking beyond surface-level results.
- IDP Formulation: building actionable Individual Development Plans.
- 70:20:10 Framework: extending learning beyond formal training.
- Career development conversations: mastering the 4-step 1:1 framework.

Part 7: Building a Coaching Culture within the Team

- Mindset & Foundation: fostering psychological safety for effective coaching.
- Building a coaching rhythm: maintaining regular 1:1 conversations, periodic group discussions, and continuous feedback loops.
- Overcoming practical barriers: time constraints, uncooperative employees, and KPI pressure.

Part 8: Practical Role-Playing, Summary & Action Plan

※ The above content is subject to change without prior notices.



TRAINING TIME & VENUE

Ho Chi Minh 10-11/12/2026 (Thu–Fri)
Time: 8:30 ~ 16:30
Venue: T Floor, Nam Giao 1 Building,
261-263 Phan Xich Long, Cau Kieu Ward

Ha Noi 14-15/12/2026 (Mon-Tue)
Time: 8:30 ~ 16:30
Venue: Floor 3, 29T2 Building, Hoang Dao Thuy,
Yen Hoa Ward



TRAINER

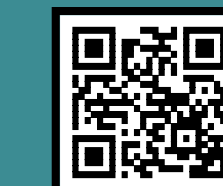
Ms. P. T. HIEN

- Holds a Master's Degree in Human Resource Management and is currently a PhD Candidate at the University of Cambridge, UK.
- Former HR Director at prestigious multinational corporations and conglomerates, including Unilever Vietnam, PepsiCo Vietnam, Masan Group, TH Group, etc.
- A CIPD Level 7 Certified Professional & Chartered Fellow with over 21 years of deep expertise in Strategic HR Management, HR Systems, Organizational Design & Development (OD), Corporate Culture Transformation, Executive Coaching, etc.



COURSE INFORMATION

[Language] Vietnamese
[Fee] **5,800,000 VND/person**
(Lunch for 2 days, excl. VAT).
With 2-4 participants, discounted 5%;
With 5 or more participants, discounted 10%.
(Applied separately for training in HCM & in Ha Noi)
We applied offline training
[Method] HCM: 28 people – HN: 30 people (First-come, first-served basic).
[Participants] Fill in the attached "Application form" and send to
[Registration] AIMNEXT via Email (training-vn@aimnext.com).



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