

Programme on  
**COACHING, MENTORING & COUNSELING**  
**- Modern day Leadership Demands**  
**Saturday, November 18, 2017 • 9.30 a.m. to 5.00 p.m.**



**Venue** : Torrent-AMA Management Centre, Core-AMA Management House,  
 AMA Complex, Dr. Vikram Sarabhai Marg, Ahmedabad 380 015

**INTRODUCTION** : Business has taken 180 degrees turn in the last decade or so. The systems and the working styles have changed dramatically. These are the demanding times for all categories of employees. Individuals are constantly fighting against the odds, challenges and pressures. Many a times, these results into disappointments and frustrations. Coaching, Mentoring & Counseling may come very handy to handle such situations and people. People require the emotional, mental, social, physical, intellectual and spiritual support to keep them going and scale new heights. "Coaching" as a term till yesterday was restricted to sports and games. But these days it has found its place even in the corporate world.

Here comes an opportunity for you to become better Coaches, Mentors and Counselors to enhance the performance of your team members and organization as a whole.

**OBJECTIVES** : To identify the coaching situations and find out the ways to come out of those positively; To understand the difference between managing and leading; To follow a systematic and orderly procedure to coaching and mentoring.

**CONTENTS** : **(One-day Programme)**

- Coaching, Mentoring & Counseling – Conceptual Foundation
- **Leadership Styles:** Leadership by Direction, Leadership by Attraction, Leadership by Association, Leadership by Delegation
- Managing & Leading; Subordinates Expectations; Becoming a Coach; Principles of Coaching; Kinds of Employees; A Leader as a Coach
- **Mentoring:** Questions to Ask Yourself; Roles of Mentor & Mentee; Practical Considerations: Formality of Approach, Frequency & Method of Contact, etc ...
- **Assertive Listening:** Nature of Listening; Effective Listening Guide: When to Use Open-ended Questions?, When to Use Close-ended Questions ?
- Counseling; Programme Sum-up

**METHODOLOGY** : Discussions, Exercises, Video Film/s, Case Studies, Presentations, etc ...

**WHO SHOULD ATTEND ?** : All Functional Heads, Dept. Heads, Section Heads, etc ... from different functions, who have subordinates reporting to them.

**FACULTY** : **Mr. Hiren Vakil**, Corporate Trainer & Management Consultant, Mumbai

**FEE** : Rs.1600/- per participant inclusive of GST. Concession for Member 10%, Patron Member 20%. Fee includes course fee, cost of reading material, lunch & refreshment. Cheque should be drawn in favour of "**Ahmedabad Management Association**".

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**REGISTRATION FORM:** Please fill-in and return this form along with participation fee to:

**Ahmedabad Management Association**, Dr. Vikram Sarabhai Marg, ATIRA Campus, Ahmedabad 380 015.

Mobile: 9537407187, 7069940917, 7203030990 • Phone: 079-26308602-3-4-5 • Fax: 079-26305692

E-mail: ama@amaindia.org • Website: www.amaindia.org • Android Mobile App: AMA-Ahmedabad amaIndia.org

Cheque should be drawn in favour of "**Ahmedabad Management Association**".

<b>NName(s)</b>	<b>Position</b>
1.	
2.	
<b>Organization:</b>	
<b>GST No.:</b>	<b>AMA GST No.: 24AAATA 5881D1Z0</b>
<b>Address:</b>	
	<b>Pincode No.</b>
<b>Telephone(s):</b>	<b>Mobile:</b>
<b>E-mail:</b> <input type="text"/>	