

# How to Coach Your Gen – Y Staff



A Breakthrough Powerful 7 week Workplace Coach Training program  
Delivered On-Line and by telephone worldwide  
Lead by Executive Coaches and subject matter experts  
For Managers with Gen-Y Staff



**OUR WORKPLACE  
COACHING SKILLS  
TEACH MANAGERS  
HOW TO POWERFULLY  
COLLABORATE WITH  
AND COACH THEIR  
GEN-Y STAFF  
RESULTING IN  
MASSIVE ROI**



## How to get the best from Gen-Y

Drawing out and retaining the huge potential and creative brilliance in Gen-Y is a commercial imperative in the battle for top talent. Managers of Gen-Y need to do more than provide Mentoring advice—they need help to know what to say, and how to say it, to collaborate, challenge and develop their team.

**The Facts:** We are in an era where over 60% of Gen-Y are changing jobs every 2 years. This is costing organisations at least \$25,000 per person per move in hard recruitment and on-boarding costs as Gen-Y impatiently seek out more challenging and interesting opportunities for professional growth and a stronger sense of belonging, contribution and pay. This trend is well established and growing in the marketing, sales and I.T industries. Not surprisingly, it is the BEST high potential, high performing, most IT savvy and most confident Gen-Y talent who are jumping ship, leaving their surprised organisations in disarray .

**Implications :** Stress, frustration, disruption to project timetables, loss of great I.T. skills and expertise...these are the obvious inconveniences but underneath lurks a bigger threat.....The loss of millions of dollars in POTENTIAL innovative IT, systems ideas, processes, product development, and sales occurs when the best Gen-Y minds walk out the door ..

**The Deeper Challenge:** Starved of time and patience, many managers of Gen-Y have switched off in frustration to what they perceive as overtly impatient and opinionated, technological savvy upstarts who have no right to make demands on anyone until they earn their stripes. Some managers feel their role is genuinely threatened; many feel disrespected, disengaged and helpless to act. Many are not skilled in the art of how to say what needs to be said to lead this demanding generation. But there is a way to help them.

## Coach Talk—An Uncommon Dialogue

To RETAIN the cream of your Gen-Y talent, BOTH your Managers AND Gen-Y staff need a language that cuts through to address the unspoken impatience, frustration and untapped potential that lies beneath. What is required is a powerful but uncommon dialogue using a language that rebuilds respect, understanding, creates collaboration and leads to genuine engagement .

Through mastering this language, participants will build:

- A solid foundation in the language of coaching, and coaching techniques
- The ability to facilitate collaborative coaching sessions with staff
- The will to inspire exciting goals and brainstorm ROI strategies together.
- A powerful collaborative team

## TIME AND COST EFFECTIVE

No flights, no accommodation, no time away from the office. That's a big saving. Managers commit to watch their videos or listen to their training MP3's by Tuesday night each week, coach their staff by Thursday night and call into their group tutorial on Fridays.

Time required = 4 hours/week



## STRONG GUIDANCE AND SUPPORT

Participants receive 7 hours of live telephone guidance via small group coaching tutorials throughout the 7 week program PLUS e-mail support through their coaching portal.



## YOUR COACH & TRAINER

**Juliette Robertson** is Owner and Chief Trainer and Coach at Coaching Secrets with over 15 years experience developing leadership skills with professionals around Australia. A former Marketing Director of South Australia's largest Insurance company, and a professional coach of Gen-Y and their managers for over 10 years, Juliette knows the Gen-Y challenges you face and how to overcome them.



## GOLD: FULLY GUIDED ONLINE COACH TRAINING

We train and coach you to build your coaching skills and confidently develop your Gen Y staff so that they WANT to stay. As a GOLD student we virtually hold your hand as you work through our 7 week Coach training program on-line. You'll receive step-by-step training, through our on-line portal, supported by phone and e-mail guidance to master powerful coaching techniques .

## WORKPLACE APPLICATION

Each week participants will be coaching their chosen coachee at their worksite, applying the techniques they have learnt and discussing the outcomes at their group tutorial by telephone. In just 7 weeks, participants will know what to say and how to say it with confidence to develop their staff

## STRONG RESULTS

- Plan and confidently coach key staff.
- Unlock their potential and whet their appetite for more..
- Listen for what is NOT being said.
- Ask powerful questions so that staff see new alternatives
- Stretch comfort zones to try new initiatives
- Learn how to give feedback with ease
- Learn what to say to hold staff accountable
- Challenge staff to source the solutions themselves.
- Uncover the ROI sitting waiting to be discovered.

## WHO SHOULD ATTEND?

This 7 week on-line Coach Training Program is for office based managers leading high potential Gen-Y staff who they wish to retain in the business.

## PROGRAM INVESTMENT

The full 7 week Coach Training program costs \$1,495pp paid up front.

This price includes all workbooks, materials and resources . Hardcover folders are posted to participants to house the materials which can be downloaded from the site.

## BRANDING

Private Courses : This program can be co-branded if endorsed and fully promoted by Industry bodies who wish to offer Private Training for their members. Please contact us for further information.

Public Courses are also available four times a year..



Empowering managers to be great coaches for their Gen-Y teams

## COACHING SECRETS

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