

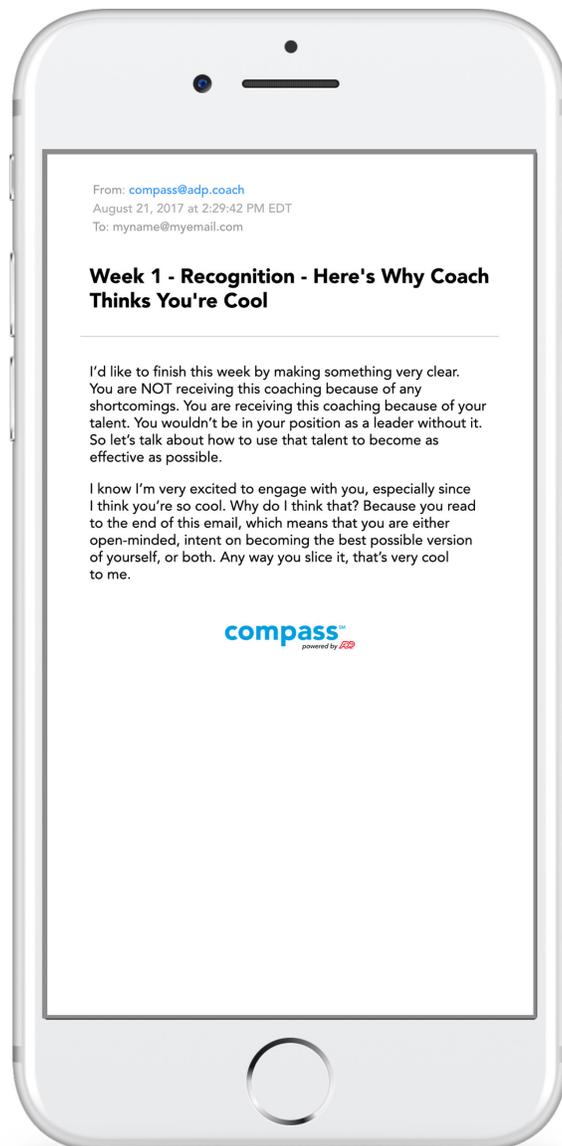
# Eight-Week Coaching Curriculum Sample

**Item:** "I am recognized by my manager for my contributions."

**Subject Matter:** Leadership - Recognition

## Week 1 – Introduction

Creating a dynamic of trust and support between Coach and recipient.



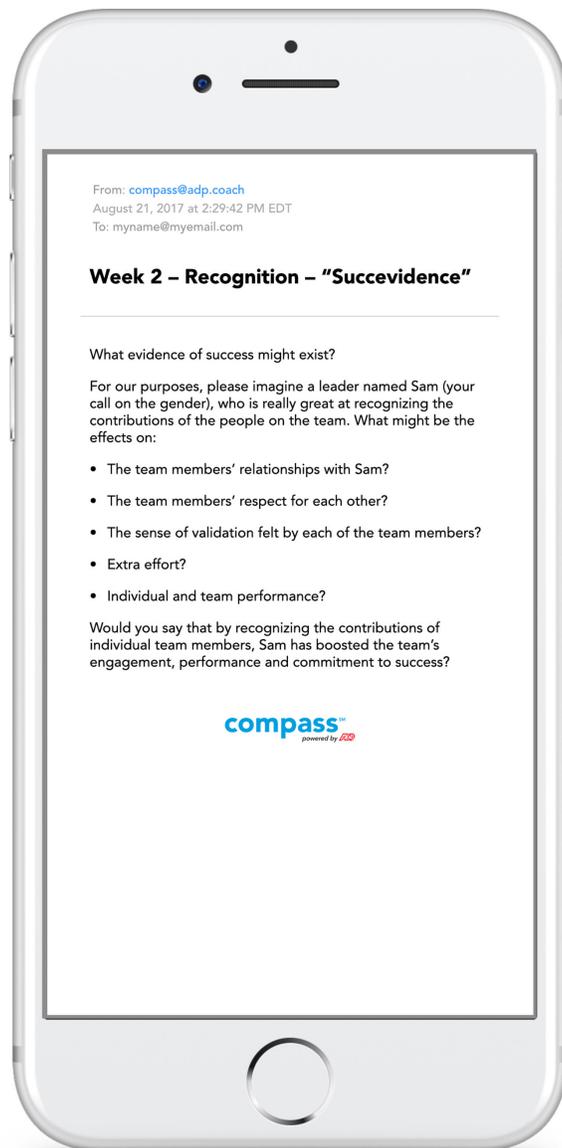
- Acknowledge complexity of problem
- Acknowledge recipient's justified resistance
- Acknowledge recipient's strengths

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## Week 2 – Envisioning Success

Create a vision of success that triggers in the recipient neither defensiveness nor a feeling of being judged.



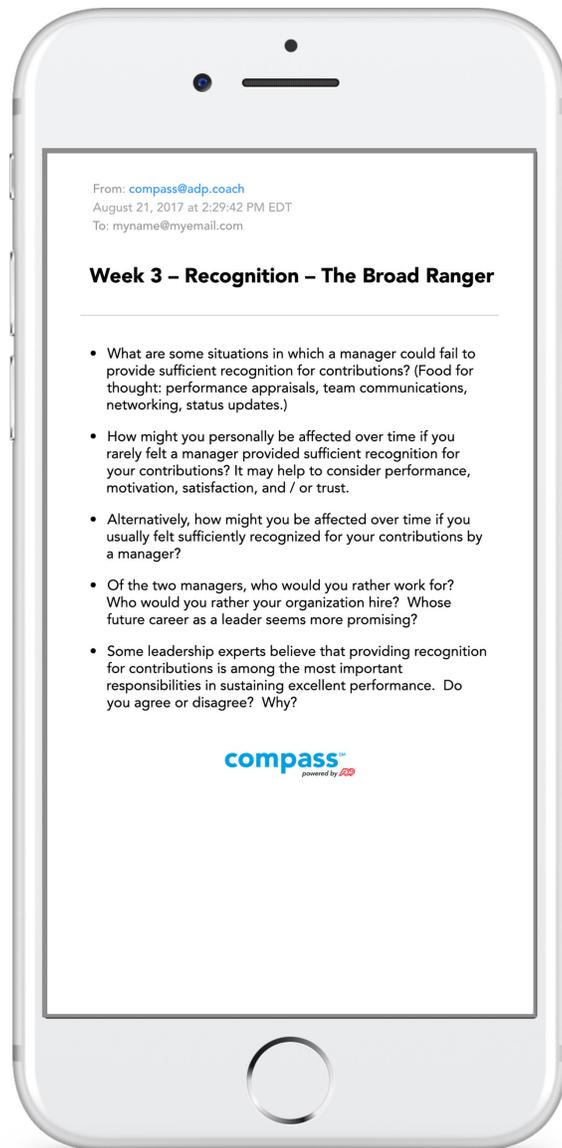
- Focus on a hypothetical team
- Focus on the evidence of success
- Prime availability heuristic for a later evaluation of the importance of recognition from recipient

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## Week 3 – Articulating Importance

**Induce recipient to articulate a self-generated rationale for the importance of recognition.**



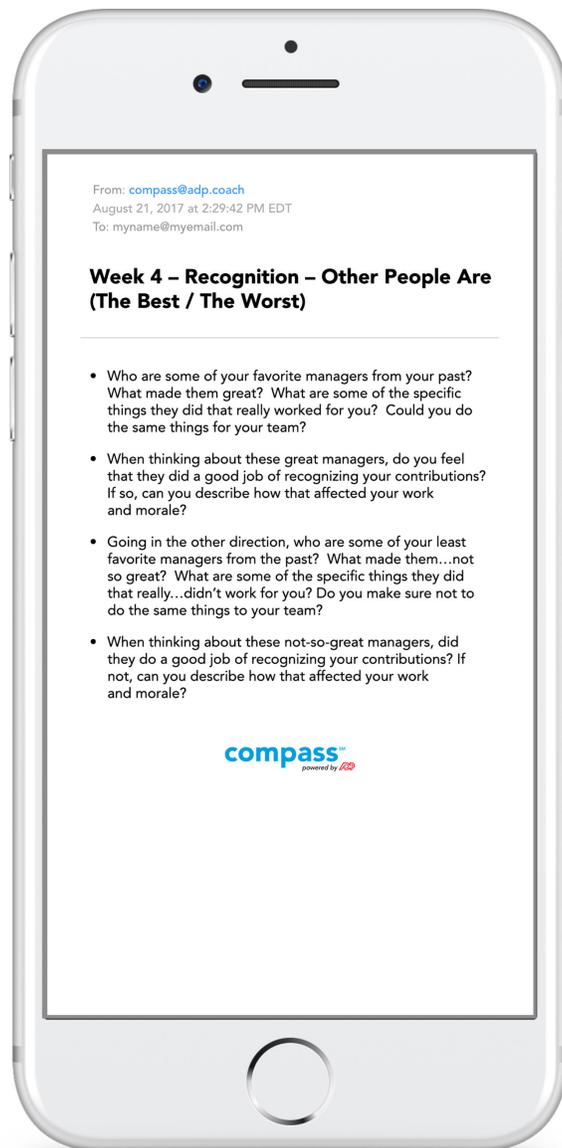
- Ask leading questions
- Leverage availability heuristic from prior week
- Create a “There Are No Wrong Answers” dynamic

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## Week 4 – Remembering Past Managers

Guide recipient to recall past managers, both who were generous and stingy with recognition and praise.

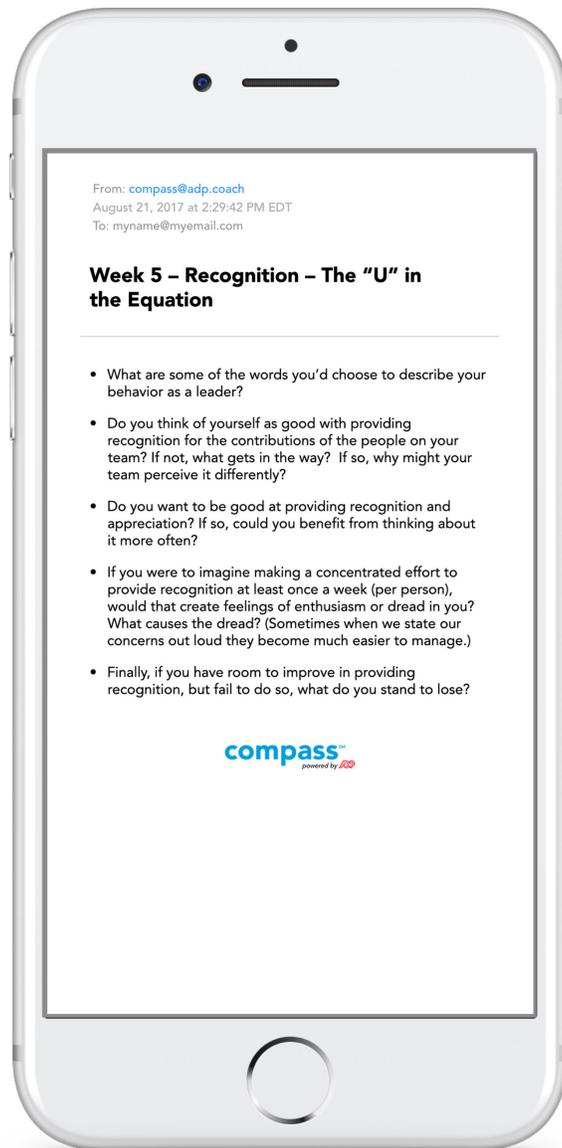


- Leverage representativeness heuristic
- Nurture motivation to improve through memories
- Nurture empathy for others by focusing on past experiences

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## Week 5 – Evaluating One’s Self Support recipient in a self-evaluation.



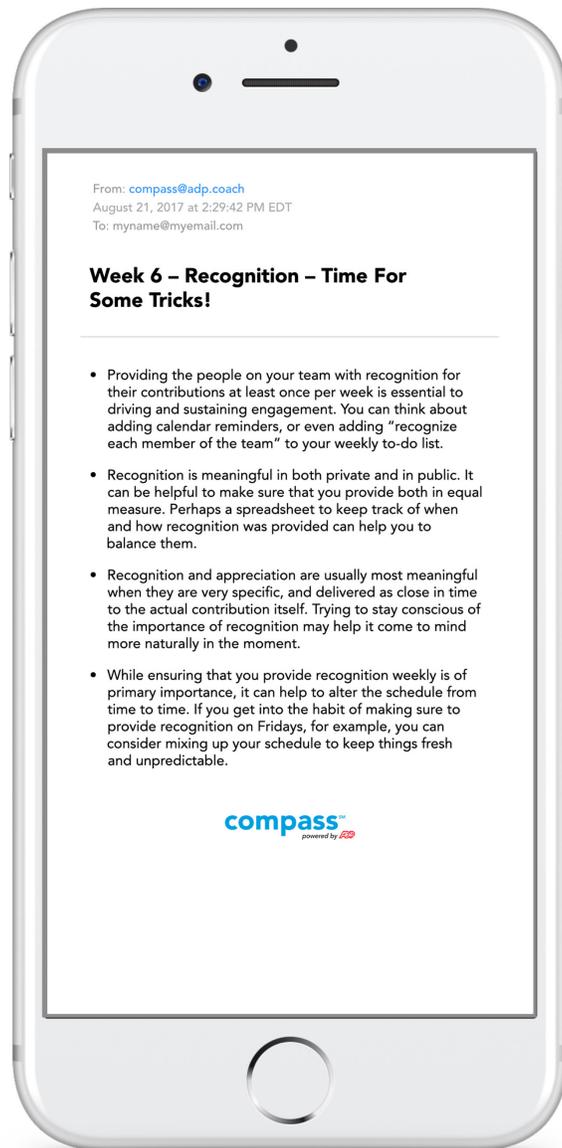
- Create a safe “space” for critical self-evaluation
- Use “If-Then” scenarios to facilitate difficult topics
- Use a “hot state” to drive action

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## Week 6 – Providing Specific Suggestions

Provide recipient with specific behaviors to try in order to improve in the area of recognition.



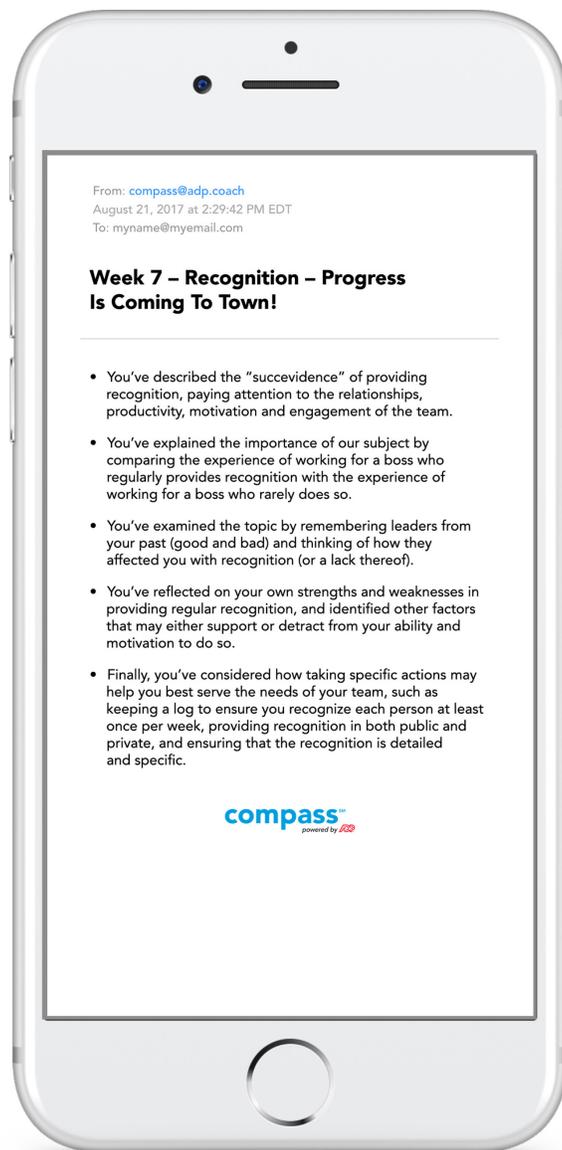
- Create realistic expectations
- Establish the importance of patience and practice
- Help recipients create reminders for themselves to practice the behaviors

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## Week 7 – Considering Progress

Sustain development motivation by creating a sense of short-term wins through reflection on progress.



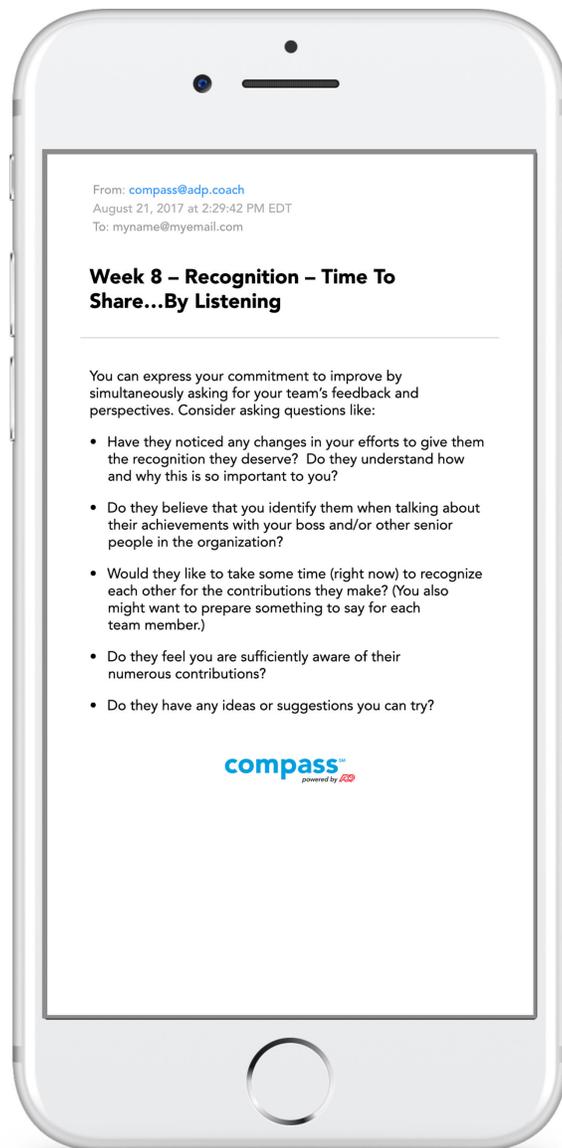
- Help create self-generated feedback
- Reiterate motivators and behaviors
- Highlight inertia to sustain commitment

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## Week 8 – An End and A Beginning

Use final email to reinforce coaching; guide recipients to meet with their teams.



- Review tips and behaviors
- Embed changes in culture
- Leverage social norms by creating expectations with teams