

# COACHING for PERFORMANCE with NELSON DY

Balanced **expertise** for  
balanced **coaching**.

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*"I help develop leaders  
who will be your company's  
true competitive advantage."*

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# Your Coach

**Nelson T. Dy** leads two packaging operations for a well-known beverage conglomerate.

He graduated with a bachelor's degree in chemical engineering from De La Salle University, followed by a Masters in Business Management (MBM) degree from the Asian Institute of Management (AIM).

With his **thirty years of hands-on experience in operations and industrial marketing**, his goal is to help people succeed faster in *their next thirty years*.

He is also a **speaker, author and trainer for career, relationship, purpose and spirituality issues**.

He has **published twelve books to date**, including one that garnered a **2012 Gintong Aklat award**. He is active with **Toastmasters**, a global organization dedicated to help people become better speakers and leaders, and has competed at the national level for speech evaluation. He is active in **LinkedIn (linkedin.com/in/nelsontdy)** and his website **nelsontdy.com**. He is happily married to Lucy Cheng-Dy.

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# The Coaching Program

Designed Specifically for **Filipino Business Leaders and Heads.**

While organizations can provide en masse training to its personnel, **talent development is sharper and faster when it is tailor-made for promising individuals.**

This is **done through performance coaching**, where a coach helps the talent (coachee) identify **critical growth areas, set up measurable goals for improvement, and fulfill specific action plans.**

## For the **COACHEE:**

- **Enhanced performance** through focused strategies.
- Help **develop skills and competencies needed to advance to the next level** of the organization.

## For the **ORGANIZATION:**

- **Measurable results** due to improved performance of the coachee.
- **Fast and cost-effective way** to develop existing talent versus recruiting talent from outside.



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# The Coaching Program

Designed Specifically for **Filipino Business Leaders and Heads.**

## DURATION

- At least two (2) pre-coaching meetings for agreement and planning.
- Ten (10) coaching sessions, average one hour each, schedules to be agreed between coach and coachee.
- Post-coaching meeting for wrap-up and recommendations.

## OUTLINE

### PHASE 1: COACHING AGREEMENT

- Meeting among sponsor, human resources and the coach for the rationale and objectives of the coaching engagement.
- Exploratory and trust-building meeting between coach and coachee.
- Submission and approval of Coaching Proposal.

### PHASE 2: DIAGNOSIS

- Coach collects all available information about the coachee's performance appraisals for past three years, 360 degree profiling, job description, organization structure and the like.
- Coach interviews coachee to:
  - validate the observations from the collected information;
  - understand the latter's work history, goals and perceived obstacles.

### PHASE 3: PLANNING

- One-hour meeting between the coach and coachee to agree on:
  - top two or three critical issues facing the coachee;
  - specific coaching objectives;
  - baseline by which the coachee's progress will be measured;
  - the SMART goals and action plans to measure said progress; and
  - the venue and schedules of the coaching sessions.

### PHASE 4: COACHING SESSIONS

- Recommended ten (10) sessions, average of one hour each:
  - 15 minutes: Coachee shares what he has accomplished and learned since last session.
  - 30 minutes: Coach and coachee discuss what further needs to be done.
  - 15 minutes: Both agree on the coachee's focus, reflections and actions until the next session.
- Coach conducts check-ins and follow-up between sessions, based on agreed schedules between him and coachee. This can be done via phone, email or similar means of communication.

### PHASE 5: PROGRESS REPORT AND WRAP-UP

Coach prepares:

- Progress Report to the sponsor and human resources after the fifth session.
- Wrap-up Report at the end of the tenth session to discuss results and (if needed) further steps.

**COACHING METHOD:** Dominant use of the G.R.O.W. model.



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EXPERIENCE WORLD CLASS

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