



Coaching Reinforcement Workshop™

Learn, Coach, and Apply.

RED BEAR
NEGOTIATION CO. 



The Business Case for Reinforcement and Coaching

A common scenario:

Shifts in market conditions, new business strategies, increased competition, and other systemic challenges are common reasons for organizations to invest in developing their people. Whatever the reason, you will spend countless hours and a significant amount of money researching, evaluating, adapting, and implementing training for your organization with the hope that it will move the needle on performance, bring a competitive advantage to your team, and have a lasting and measurable impact on business performance. However, so many times this just never happens.

Why not?

More often than not, it isn't that the training wasn't a good investment, it's what happens after you train your people—or doesn't happen—that's the culprit. Enter the "Forgetting Curve," a well-researched phenomenon that shows our brains are wired to forget things without repeated exposure and practice. Simply put, without reinforcement, people can forget up to 90% of what they learn. As a result, you see:

- People reverting to old but comfortable ineffective approaches and behaviors
- Confusion among participants about "which approach should we be using?"
- Wider skill gaps between team members due to a disparity between those who "get it" intuitively and those who need more help taking what they've learned and applying it back in the work environment
- Organizations taking a "flavor of the month" approach to training believing that because they are not seeing results from the training they just did, it was "just not a good fit." They end up going out in another several months or so to find a better program or different training partner.

What can be done?: The Coaching Reinforcement Workshop (CRW)

The *Coaching Reinforcement Workshop™* (CRW) is a half-day, highly interactive reinforcement program for graduates of RED BEAR's development programs who have direct people management responsibilities. The MRW provides participants with coaching skills, a managers' tool kit, and lots of practice so that they emerge with the confidence and competency they need to coach and reinforce key skills, tools, and behaviors on which their people are trained. When managers participate in and apply what they have learned in the CRW, you will see real behavior change occur resulting in greater adaptation and application of new capabilities back on the job.

Coaching Reinforcement Workshop™: Key Tools and Concepts



Team Meeting Planner – Designed specifically for team/group meetings to help managers integrate public recognition of successes for your team members and discuss key concepts and challenges as a group. These discussions generate specific ideas your people can implement after the meeting



Coaching Model – A five-step model you can use as a coach/manager to structure effective coaching/application discussions with your people



One-on-one Strategy Meeting Planner – A visual tool that helps managers plan effective 1:1 coaching meetings with their people and apply training concepts to specific, real-world situations



Post-Workshop Meeting Planner – A planning tool that provides participants with a condensed overview of how to run an effective meeting with their people immediately after training

Coaching Reinforcement Workshop: Key Tools and Concepts



Skill Assessment – A evaluation tool built for each specific program that your people fill in as a self-scoring assessment of a recent situation, and which can then serve as a foundation for a coaching discussion about specific future situations



Recognizing Successes – Used to record and publicly recognize individual accomplishments in team meetings



The Success Report – A well-formatted document that managers can use to capture and record successes that team members have when applying new skills. The report can be used for future coaching and performance review discussions



Smart Coaching Questions – A list of program-specific questions you can ask when coaching a team member through the planning process

The Learning Approach



Discovery learning. Participants learn by doing through a combination of simulations followed by structured debriefings in which skill-building needs are identified and addressed.



Extensive feedback. During the program, participants receive verbal feedback from peers and their instructor.



Application planning. Participants periodically pause during the program to document how they plan to apply what they have learned to actual real-life coaching situations.



Coaching Reinforcement Workshop™ Agenda

DAY 1

- Workshop Introduction – Objectives and Agenda
 - ❖ Now that your people have been trained, how do we coach and reinforce the skills?
- Review Models, Principles, and Behaviors from Training
 - ❖ How have you seen them applied at your company?
- Introduce the *RED BEAR Coaching Model*
 - ❖ Examples of what has happened in the past and how to use the model to overcome difficulties in coaching
- *Coaching Exercise #1* – Using the RED BEAR Coaching Model

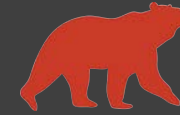
Break

- *Coaching Exercise #2* – Using the RED BEAR Coaching Model
- Managing the process/tool kit review
- Next Steps – Commitments, Wrap-Up, and Adjourn



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About RED BEAR Negotiation Company

RED BEAR Negotiation Company is a global leader in business-to-business negotiation training. Our discovery-based learning approach, first developed by BayGroup International, empowers sales and procurement teams to negotiate more profitable agreements and build stronger relationships with clients, suppliers, and colleagues.

Visit us at: www.redbearnegotiation.com