

**ATA SA TEAM LEADERS & FUTURE MANAGERS
ATA DIPLOMA OF CUSTOMER CONTACT AND
ATA DIPLOMA OF MANAGEMENT**



**WORKPLACE COACHING AND MENTORING
MASTER CLASS
NEW DIPLOMA WORKSHOP**

17th & 18th NOVEMBER, 2009

***Numbers are limited to a maximum of 12 participants due to
interactive video coaching sessions***

**How effective are the coaching and mentoring strategies
within your contact centre?**

Industry research indicates that effective coaching and mentoring has a direct link to achieving increased bottom line results within a contact centre. But why is it that many coaching systems and strategies in place fail to increase performance? Often, it's because they consist of outdated coaching techniques that emphasise poor performance and demotivate staff *rather than* providing a positive coaching experience that motivates frontline staff to achieve high performance!

***This workshop is nationally recognised,
competency based training.***



PROVIDE MENTORING AND COACHING WITHIN THE WORKPLACE (FNSICORG515A)

This *Master Class* has been specifically designed for contact centres to take a fresh look at their coaching systems in place; identify any gaps in current strategies and walk away with practical techniques that can be implemented immediately at the coalface.

All participants will undertake a practical coaching session with video recording and feedback for later review and consideration as part of this dynamic workshop.

Key elements covered in the workshop include:

- ✓ Positive coaching strategies that actually achieve results
- ✓ Why setting standards is the key to high performance
- ✓ Discussing reasons for sub-standard performance
- ✓ 3 simple ways to coach
- ✓ Key foundation blocks for effective coaching and mentoring
- ✓ Should we throw out scoring systems?
- ✓ Using the LAMA technique for effective feedback
- ✓ 8 guiding principles of an effective coaching system
- ✓ Common coaching challenges and how to trouble shoot effectively
- ✓ The importance of conducting regular calibration sessions
- ✓ Developing the ultimate coaching system
- ✓ Achieving bottom-line results – it really can be done!

This workshop is ideal for all Senior Customer Service Officers (SCSO's), Team Leaders and key staff who need to better understand the dynamics of effective coaching and mentoring within their contact centre. This unit is competency based and forms part of the ATA Diploma of Customer Contact and the ATA Diploma of Management.

Numbers for this workshop will be strictly limited to 12 to ensure maximum participation and to complete individual coaching sessions. So register early to avoid disappointment!

*All participants who enrol prior to the **6th November, 2009** will be guaranteed to receive Judy McKee's latest 2007 text – "The Positive Coaching Approach: Call Centre Coaching for High Performance" – Valued at \$75*

**ATA SA TEAM LEADERS & FUTURE MANAGERS
UNIT 515A WORKPLACE COACHING AND MENTORING
17th & 18th NOVEMBER, 2009**

FAXBACK REGISTRATION TO THE ATA: (02) 9906 2155

ABN90 089 791 186 (GST Exempt – accredited training) Ph: 1800 025 727

Send cheques with completed registration forms to:

ATA National Office, PO Box 129, St Leonards NSW 1590

(Please print clearly in black ink and include your email address for confirmation of registration)

COMPANY:					
ADDRESS:					
SUBURB:		STATE:		POSTCODE:	
TELEPHONE:			Mobile phone:		
FAX:			Email:		
ATTENDEES NAME/S *:		POSITION/S:		MEMBER Y/N	

Specify below the name of recipient for the Tax Invoice/Receipt

Name: _____

Costs: ATA Members only: \$950 Non-ATA Members \$1095 (GST exempt)

NB: 10% discount for companies who book 2 or more staff members

Enclosed is a cheque/money order (made payable to ATA) \$ _____

Please debit my credit card \$ _____

Bankcard Visa MasterCard Diners Amex

Cardholder's name: _____ **exp. date** __/__/

Cardholder's signature: _____

Venue: to be advised

PAYMENT MUST BE RECEIVED PRIOR TO THE EVENT TO SECURE BOOKING

NB: Closing date for final bookings – **13th November, 2009**

Cancellations accepted up to five days prior to event date

**Please note: payment will still be required if cancellation notice
is not received within this time.**