



LEADER as COACH

"Coaching" Competency for Leaders



**In an age where management by
culture is increasingly emphasized,
leaders who cannot “coach”
cannot truly lead.**



ARE YOU WASTING YOUR TEAM'S POTENTIAL?

Is your team operating at 100% productivity, or is much of your people's talent being "held back" by an outdated management model?

It is time to shift the leadership role from **controlling tasks** to **unleashing talent**.

If leaders only control tasks...

- Employees lose creativity, fall into a state of "waiting for instructions", and become dependent.
- Leaders spend too much time supervising, reminding, and correcting mistakes.
- Performance falls short of expectations, and conversations revolve around short-term pressure.

When leaders know how to unleash potential

- The team proactively solves problems and takes greater ownership of outcomes.
- Step out of day-to-day firefighting and focus on strategic planning.
- Unlock people's full potential and improve performance.

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Coaching is one of the core leadership competencies for building high-performing teams and enabling sustainable development today. The program provides practical coaching mindsets, methods, and tools to help leaders at all levels develop their teams through dialogue, unlock potential, and strengthen autonomy.

PROGRAM OUTCOMES

- Understand the role of leaders/managers in developing people, thereby shifting their mindset from “managing work” to “developing teams.”
- Master essential coaching principles, methods, and tools for effective application in leadership/management.
- Learn how to listen, ask questions, give feedback, and facilitate coaching sessions to unlock potential, increase initiative, accountability, and problem-solving capability in the team.
- Build teams with stronger learning, development, and autonomy capabilities, thereby improving work effectiveness and laying a foundation for sustainable organizational development.

PROGRAM DURATION

- **Duration:** 4 sessions (equivalent to 12 hours of intensive learning).
- **Tuition:** For official tuition and early-payment or group-registration incentives, please see details on the PACE website at www.PACE.edu.vn or contact the PACE Training Consulting Department.



PROGRAM PARTICIPANTS

- Senior leaders and executives who want to strengthen their capability to develop people, build succession teams, and improve leadership effectiveness.
- Middle managers, department heads/deputies, supervisors, and team managers who directly lead employees and want to move from a “directive and control” management style to a leadership style based on “unlocking, development, and autonomy.”
- Business owners, founders, and individuals preparing for management or leadership roles who want to build proactive, accountable teams with sustainable capability.

Scan the code for
detailed consultation



*Register now to secure your seat and
receive exclusive incentives!*





PROGRAM CONTENT

COMPONENT	CONTENT
Part 1: The Role of Leaders in a New Era	• Changes in the business environment and new requirements for leaders and managers • Leadership - Being a “boss”? A “teacher”? Or both? • What is the difference between a “Leader” and a “Ruler”? • The importance of Leader as Coach for individuals, teams, and organizations • Believing in each person’s inherent goodness and growth potential
Part 2 Foundational Mindsets in Employee Coaching and Development	• <i>PACE’s “4 Components of Competency” model</i> • The true nature of the “10-20-70” model in employee training & development • <i>PACE’s “Team Transformation Journey” model</i> • Levels of personal transformation • Transformational impact: Inside-out and Outside-in • Differences between “Coaching by Speaking”, “Coaching by Doing”, and “Coaching by Being”
Part 3 Developing Coaching Skills for Leaders (Coaching Practice)	• Methods for building trust and psychological safety • Practical coaching models in business • Empathic and insightful listening skills • Powerful questioning skills • Effective feedback-giving and receiving skills • Skills for facilitating “1-1 coaching” and “group coaching” • <i>Practice, discussion, and debrief</i>
Part 4 Building a Learning Culture within Teams	• The nature of a Learning Culture • The importance of a Learning Culture • Methods for building a Learning Culture within teams • Program wrap-up and specific application guidance

**"The real work of leadership
is not to become a hero, but to
create heroes; not to maintain a crowd,
but to build a team, so that together
they can achieve a shared vision and goals."**

- Dr. Gian Tu Trung



Founded in 2001, PACE is one of Vietnam’s most influential management institutes. For more than 25 years, PACE has helped advance modern management practices in Vietnam - strengthening leadership capacity, elevating governance standards, and expanding organizations’ global outlook. PACE is also the first school for business leaders in Vietnam.

PACE is a trusted partner in transforming leaders, teams, and organizations to achieve breakthrough and sustainable performance in a fast-changing world.

PACE’s 3 Core Solutions to relize its mission:

- 1 PACE Training
- 2 PACE Consulting
- 3 PACE Books

PACE ecosystem includes 8 affiliated schools, 8 member companies , and 8 global partners , aligned across three integrated pillars: Training, Consulting, and Publishing. Together, they cover eight core disciplines of management: General Management, HR Management, Financial Management, Marketing Management, Sales Management, Production Management, Supply Chain Management, and Project Management.

PACE also advances its mission through PACE NPOs, a long-term portfolio of non-profit educational initiatives launched in 2007, designed to deliver comprehensive and meaningful impact.



BELIEVING IN AUTHENTIC LEARNING

PACE Building

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PACE Building

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