



KEMENTERIAN PERDAGANGAN DALAM NEGERI
DAN KOS SARA HIDUP



SURUHANJAYA SYARIKAT MALAYSIA
COMPANIES COMMISSION OF MALAYSIA

20
23

SSM TRAINING

COACHING USING G.R.O.W.T.H. (GOAL, REALITY, OPTIONS, WILL, TACTICS, HABIT)

COURSE INTRODUCTION

Coaching is “a process that can be used to help people improve their performance”. More specifically, it is a two-way process in which individuals develop skills and achieve defined competencies through assessment, guided practical experience and regular feedback. Coaching requires a combination of personal skills, attitudes and attributes in order to be effective. Focused coaching produces improved performance from individuals, teams and organizations.

Counseling comes along the way. There are two main categories of counseling: Counseling to assist employees to deal with their personal problems that might, even indirectly, affect their job performance and Counseling to help individuals make and act on career decisions within the context of the organization’s human resource plan through assessment, planning and training. Both approaches are built on the theory that individual and organizational needs are compatible.

When you teach someone a new skill, you are coaching....
When you advise someone or offer assistance in solving his/
her problem, you are counseling.

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COURSE OBJECTIVES

- Adopt correct approach to coaching.
- Be able to use coaching techniques.
- Be pulling vs pushing.
- Be using questioning appropriately.
- Use GROWTH technique.
- Shift in leadership style from telling to questioning.

COURSE CONTENTS

Understanding People

- Maslow Theory of Motivation.
- Handling different mindset types.

Interactive Skills for Coaching

- Questioning.
- Silence.
- Demonstrating.

Structuring Coaching Conversation

- Push Pull Strategy.
- Helping people to find their own solutions.
- Assertive as opposed to Aggressive.

Using G.R.O.W.T.H. Model for Effective Coaching

- What is G.R.O.W.T.H. Model?
- How to apply G.R.O.W.T.H.?
- Asking the right questions.

LEARNING OUTCOME

At the end of this training, the Team Leaders will be able to:

- View coaching as a means of helping others raise their economic status.
- Appreciate coaching as a tool to prepare themselves for better prospects.
- Assess the coachee and consider psychological matters before handling them.
- Know attempt to vary coaching style according to the need and opportunity.
- Establish rapport and open communication.
- Improve CCAs motivation and performance.
- Handle different persons and situations effectively and professionally.

WHO SHOULD ATTEND

This course is appropriate for those who have people reporting to them, be it team leaders, supervisors, assistant managers or even managers. It is also a fantastic tool for those who want to change their leadership style from directing and instructing to more of facilitating.

ABOUT THE TRAINER



DR. MARIA RUFINA is a corporate training strategist and the CEO of ACE Biznez Services. She was awarded Certified Professional Facilitator IAF, USA and Workplace Training & Assessment Certification Cert IV (AUS Stds). She was the recipient of the ASEAN Outstanding Women Entrepreneur Award 2016. She is an entrepreneur and a certified trainer and facilitator with 25 years of experience in corporate training and consultancy. To-date, Dr. Maria has trained and consulted hundreds of companies in various scopes, topics, countries and industries.

Maria Rufina is also the President of Oxford Center for Leadership (UK), Malaysian Chapter and she is highly sought after for Managerial and Leadership development. One of those training is Coaching. Some of the companies that have repeatedly engaged Dr. Maria on Coaching are Kaneka Malaysia, Sudong (Group of Singtel) in Melaka and Klang, Bard and other.



Online

ADMINISTRATIVE DETAILS

Date	27 June 2023	
Venue	Virtual platform	
Time	9.00 am - 5.00 pm	
Training Methodology	Lecture and Case Discussion	
Fee	RM500.00	Standard
	RM400.00	Licensed Secretary Member of MAICSA, MIA, Malaysian Bar, MACS, MICPA, Sabah Law Society & Advocates Assoc. of Sarawak
SSM CPE Points	8 points	

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HOW TO REGISTER?

STEP

1

Strictly via online registration at <https://e-comtrac.ssm.com.my>

STEP

2

NEW USER (First Time Login)

- Click on **SIGN UP**
- Key in **REGISTRATION INFORMATION**
- Click on **REGISTER**
- Key in **USERNAME** and **PASSWORD**

EXISTING USER of SSM EzBiz

- Key in **USERNAME** and **PASSWORD**
- Click on **SIGN IN**

STEP

3

- Select training
- Check on Available Seat
- Click on Add Participant
- Key in participant's information
- Click on Submit
- Check participant's details
- Click on Submit Payment

Note: Please submit your application within 15 minutes. Otherwise the system will automatically cancel your transaction and you will lose your seat(s). Please re-apply if you wish to proceed. Full payment shall be made at the point of registration.

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TERMS & CONDITIONS FOR REGISTRATION OF TRAINING PROGRAMMES UNDER COMTRAC

Payment Mode

- All training programmes registrations MUST be applied through e-COMTRAC. Upon submitting the registration application, participant is deemed to have read and accepted the terms and conditions herein.
- Payment by cash and cheque is not acceptable effective from January 2021.

Webinar Access Link

- A notification e-mail with the webinar access link will be sent at least 24 hours before the commencement of the webinar.
- The access link is unique for registered participants and should not be forwarded or shared with others.

Certificate of Attendance

- Participant will be issued a Certificate of Attendance upon full attendance of the programme and payment is received.
- A participant is allowed to attend ONE programme per day to be eligible for certificate of attendance. Request for refund will not be entertained if you have registered for more than one programme per day.
- SSM will charge an administrative fee of RM30.00 per copy for any replacement of certificate due to errors in name or identification card number wrongly filled by participant / representative during registration or loss of certificate, etc.

Cancellation / Absent

- No refund will be given for participant who failed to attend the programme.
- Replacing registered participant is not allowed.

Transfer

Transfer of registration fee to another training programme is not allowed.

Personal Data Protection Notice

Your personal data and other information provided in this application and including any additional information you may subsequently provide, may be used and processed by COMTRAC/SSM as a reference in future to communicate with you on our training programmes/events. In line with the Personal Data Protection Act 2010, we wish to obtain your agreement and consent for using your personal data. If you do not consent to the processing and disclosure of your personal data, you should send an e-mail to us at comtrac@ssm.com.my.

Human Resources Development Corporation

Suruhanjaya Syarikat Malaysia is registered as a training provider with HRD Corp under GOV1000117857. This training is claimable under SBL Scheme (employer needs to apply for grant at least one day before the commencement of training).

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Disclaimer

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All information contained in the brochure is correct and accurate at the time of publication.

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