



# Certificate in Employee Coaching, Counselling and Mentoring

People often seek a coach when they need a navigator for their journey. They believe an effective coach, counsellor and mentor who can help their employees to achieve success by harnessing their strengths.

This programme is designed to help Human Resources (HR) and training professionals revamp and enhance their existing coaching and mentoring programmes within their organisations.

## Objectives

This course is for any HR, training and line managers who are seeking to achieve organisational effectiveness and retain talents through effective coaching, building and maintaining harmonious relationship with employees.

## Course Information



(8 Modules, 32 Hours)



Cantonese (with English materials)



Units 1810-15, 18/F, Millennium City 2, 378 Kwun Tong Road, Kwun Tong, Kowloon, Hong Kong  
(3-minute walk from Ngau Tau Kok MTR station, exit A)



For enrolment and general enquiries:  
please contact us on 2837 3812 / 3834 or via email: [learning@hkihrm.org](mailto:learning@hkihrm.org)

## Module 1: Conceptual Model for Counselling and Skills Building

- What is counselling? The diversity of counselling theory and practice
- “The Skilled Helper Model” (Gerard Egan, 1998)
- The counselling processes: identifying problem situations, determining the needs, devising resources; formulating action strategies and assessing outcomes
- Basic and advanced communication skills in counselling
- Evaluation of counselling outcomes

## Module 2: Potential Assessment and Performance / Career Counselling

- What is potential?
- How to assess potential?
- What is the relationship of potential assessment and performance / career counselling?

## Module 3: Career Development and Mentorship Implementation

- “Career in You” – master of career development identification of career goals and paths
- Hints for effective career counselling
- New perspectives towards mentoring
- Best practice for mentorship programme

## Module 4: Building Coaching Foundations

- Awareness of changes
- Prepare for coaching presence
- Active listening and powerful questioning
- Introduce peer coaching, team coaching, one-to-one and technologies coaching

## Module 5: Coaching for Performance

- Principles of coaching
- The GROW performance coaching model: coaching, training, counselling and mentoring
- Critical skills for performance coaching
- Skills practice

## Module 6: Expanding your Horizons through Developing Coaching Culture

- Measure if manager is ready to build coaching culture: beliefs? competencies? monitoring?
- Case study – using coaching to propel the changes
- Use of team coaching for mid-level executives to acquire new skills

## Module 7: Implementing Successful Executive Coaching Programmes

- The keys to coaching effectiveness in developing leadership, management and personal skills
- The strategic approach to organisational change
- Survey of different coaching formats
- Four keys to designing and implementing external coaching programmes
- Case studies on leadership development through coaching

## Module 8: Utilising Coaching and Counselling in Training and Development

- The idea of HR development in effective organisations
- Differentiating coaching and counselling, and selecting the best approach in various situations
- Survey roles of HR in implementing coaching and counselling policies and actions
- Case studies on actualising coaching and counselling in a corporation