

BUSINESS COACHING COURSE

3 CREDITS – EXTRA ACTIVITY

(DR. NICOLA DE BENEDICTIS, DR. PIERLUIGI PALMGIANI)

TEACHING STAFF RESPONSIBLE FOR THE COURSE:

Coaching to Grow: Dr. Pierluigi Palmigiani

Coaching to Become: Dr. Nicola De Benedictis

OBJECTIVES

The "Business Coaching" course aims at the personal and professional development of MSc students and it is structured on two streams:

- **Coaching to Grow**, in order to strengthen the personal potential
- **Coaching to Become**, in order to boost the start of the professional career

"Coaching to Grow" is a seminar that aims to build a personal development plan based on the growth of the individuals' potential. The students will learn how to use different managerial tools in order to improve their performance at work.

"Business Coaching to Become" aims to give a global vision to identify and define an individual action plan to achieve long-lasting professional goals, providing hints on student-job market link and then pushing towards an action plan.

Before these modules there will be an opening lecture from a leading HR Director as well as these modules will be ended by a closing lecture of a leading Director.

ADMISSIONS TO THE COURSE:

Students will be admitted in groups of 12-15 people. There will be two cohorts starting at the same time. Students will be selected based on the expected time of graduation (number of credits already achieved) and then based on merit (GPA).

COACHING TO GROW

The "Coaching to Grow" seminar will be divided in 4 modules of four hours each. The students will investigate different areas of critical managerial processes in order to improve their ability to relate to themselves and to others. An important part of the course is devoted to develop the managerial performance both in team and individually.

The modules will be delivered on interactive and experiential basis, more than 50% of the time in classroom will be spent in role play and case history simulations.

The modules are:

Module 1 - The relationship between the High Six Competencies (Martin Seligman, founder of American positive psychology) and the Mind Set drivers to perform (John Whitmore, the business coaching pioneer in Europe). The individual and team performance.

Module II – comparing a problem and finding the solution through the coaching methodology . Triade classroom exercitation coach / coachee / observer. Emotional Intelligence at Work (Daniel Goleman) , the penta emotions (joy, sadness, anger , disgust, fear). Classroom exercises on how to manage emotions in critical situations.

Module III - Managerial skills related to main business processes: operational, relationship, innovative and ethical processes. Competencies panel to enhance one’s personal development. Classroom practice on how to make a self-assessment with the managerial competencies achieved.

Module IV - The Personal Development Plan: training, resources, objectives and results. Each participant will make his personal development plan to improve the managerial competencies to grow.

Each module requires “experiential” assignments, in order to encourage all participants to “feel” and to “enact” professional behaviors. Each module will start with an initial debriefing about applying the managerial models proposed to students’ personal experiences (Mind Set drivers to perform, High Six, problem solving, business coaching approach, management skills cross panel). The final output of the course is to build a sustainable and long-lasting personal development plan.

COACHING TO BECOME

The “Coaching to Become” aims to give a global vision to identify and define an individual action plan to achieve long-lasting professional goals. The seminar is structured on 8 modules focused on student-job market link (modules from I to IV) and action plan (modules from V to VIII).

The program is divided in 8 modules of two hours each to face the critical process related to the first job seeking and to personnel selection by specialized companies with a focus on job market analysis, professional profiling, geo-localization, target, methods, tools and research.

The modules will be delivered on interactive and experiential basis with more than 50% of the time dedicated to analysis, interaction and debate to represent a pragmatic and decisional approach based on purpose-solution-action.

The modules are:

Introduction: Job Market, Preconditions, Me, Location, Profile, Target & Seek, HR Service, Interview.

Module I (Job Market) - How the (Italian) companies have changed in the last ten years.

Module II (Precondition) - Personnel Research: what is search&selection firms’ purpose and that of the other companies. Conflict of interest employee-company.

Module III a (Me) - My Professional Development Plan: fine-tuning. Know yourself: strength, weakness, social and private life; distinguish from desire and project feasibility.

Module III b - My Personal Purpose: build your own career path (sectors: manufacturing, services, consulting, auditing, institutions, etc). What will be my future considering those choices? What do I want now, what is my next step? Personal branding: professional social networks (LinkedIn, Xing, Viadeo, others).

Module IV (Localization) - Location/timeline: where and when search, languages, local contacts.

Module V (Profile) - Communication: write my Curriculum or Resume and a cover letter in line with my purpose.

Module VI (Target & Seek) - Activation and purpose of my job seeking. Search and selection firms, companies/groups local/multinational, public Institutions, university, our personal contacts, etc.

Module VII (HR Services) - personnel research services (online tools; firms) overview: the interview with search and selection firm.

Module VIII (Interview) - My professional presentation. The company interview: with HR department and your boss. Expectations and results.

FINAL EVALUATION:

The students will be required to hand in their development plan as well as their revised CV together with a short essay on their experience in the course.