

workshop



**INTENTIONAL
COACHING**

INTENTIONAL COACHING ESSENTIALS WORKSHOP

for Contact Center Leaders

with Barbara Burke

Learning Outcomes:

- Learn why customer-centric coaching has become a critical success factor for contact centers.
- How to make more time to provide on-the-floor coaching support.
- Learn foundational Principles of Intentional Coaching.
- Learn and practice applying the Four Essential Intentional Coaching Protocols for optimum results.
- Integrate Intentional Coaching Principles and Protocols into the workday.
- Commit to putting Intentional Coaching into action.

I. Introduction

Expectations.

Discuss pre-workshop survey results.

Review agenda and guidelines for discussion.

II. Creating a customer-centric culture.

Three external factors driving customer centricity.

- Contacts are more complex.
- Today's employees are motivated differently.
- Customer expectations are rising every day.

Small group exercise: define and deliver intrinsic motivators

III. Aligning priorities with what really matters to your customers.

Supervision is a contact sport.

- Flip the coaching conversation.
- Strategies for finding more time "on-the-floor."
- Identify your time vampires

Small group exercise: don't take the monkey!



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IV. Three Foundational Intentional Coaching Principles

- The 3 Ps: Core values guide behavior.
Personal responsibility. Positive Regard. Proactive Resolution.
- Personalized coaching tailored to fit. (Self-assessment)
- Utilizing mindfulness to sharpen your “inner game.”
Small group exercise: mindful awareness practice

V. Four Essential Intentional Coaching Protocols.

#1 Chairside Scooting Sessions

- The power of the agent self-critique.
 - Scooting scorecard (example)
- The art of asking strategic questions.
- Step-by-step Scooting from opening to closing.

#2 Real time, in-the-moment coaching.

- Reinforcing “what’s right.”
- Forging mutual trust.
- Touch on what matters: How’s your dog?

#3 Regular One-to-One Meetings.

- More than a performance check-in.
- Sample agenda.

#4 Escalated call prevention.

- Coach-to-retain strategies.
- Step-by-step process for averting unnecessary escalations.

VI. Intentional Coaching Practicum.

Converting theory into practice.

- Participants play one of three roles three times in three typical coaching scenarios.

VII. Wrap Up Discussion

Intentions circle

12-month Intentional Coaching Action Plan.

Certification Awards ceremony