

## CHEC HIGHER EDUCATION LEADERSHIP ACADEMY

### INVITATION TO MASTERCLASS

#### *Know When to Coach, When to Lead and When to Manage*

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**What is the purpose of the masterclass?** In an age where higher education institutions are transformed by digital technology and increasingly diverse workforces, leaders and managers know they need to adapt how they lead and manage, but many continue to lead in the same way, yet expect different results.

Coaching has become an essential skill to supplement effective leadership. To improve how you lead or manage through developing a coaching style, it is important to understand the roles and responsibilities of coaching, leading, managing teams and individuals.

This Masterclass has been designed to equip and empower leaders and managers at every level to deepen their understanding of coaching, leading and managing concepts; and practice a coaching approach to improve effectiveness in how you lead and manage teams and individuals. Attendees will learn what coaching is about; benefits of coaching; coaching competencies; and a coaching framework to apply and develop a coaching attitude and style as a leader and manager.

Through practicing a coaching approach, the attendees will deepen insight and practices to enable you to effectively adapt when you should coach, when you should lead and when you should manage to take teams and individuals through change and on to sustainable development, performance and success.

#### **Who should attend this masterclass?**

- ✓ Director, manager, head of department
- ✓ Line manager with direct reports
- ✓ New to the position of leader or line-manager
- ✓ You want to hone your coaching skills as a line manager or leader to improve team or individual performance through coaching

**Date of masterclass:** 21 September 2023

**Duration of masterclass:** Join us for an informative and interactive 2-hour Masterclass including insights-sharing, practice session, questions and answers and a tailored roadmap with key

takeaways to enhance your workplace relationships, management, leadership and performance.

**Facilitators:** Dr Phumzile Mmope

**Cost per participant:** R2,000

**CHEC certificate of successful completion:** Participants receive a CHEC certificate at completion of the event.

## PROGRAMME

Timeslot & duration	Description of workshop activities	Responsible person(s)
15:00-15:10	Welcoming & Introduction	Dr Phumzile Mmope
15:10-15:30	Understanding the concept of: <ul style="list-style-type: none"> <li>o Coaching vs Leading vs Managing</li> <li>o The leader or manager as Coach</li> </ul>	Dr Phumzile Mmope
15:30-15:45	Developing a coaching approach and style for leading and managing <ul style="list-style-type: none"> <li>o A coaching framework to develop a coaching attitude and style as a leader and manager</li> <li>o Powerful coaching questions</li> </ul>	Dr Phumzile Mmope
15:45-16:00	Practicing coaching as a leader or manager <ul style="list-style-type: none"> <li>o Developing your own framework to practically transition from a technical to communicating leader</li> </ul>	Dr Phumzile Mmope
16:00-16:30	Breakout activity – practical coaching role play	Dr Phumzile Mmope
16:30-16:40	Reflection and key learnings to guide when to coach, lead and manage	Dr Phumzile Mmope
16:40-16:50	Integration of feedback / questions & answers	Dr Phumzile Mmope
16:50-17:00	Summary and closing	Dr Phumzile Mmope

### Short bio of the facilitator

Dr Phumzile is an internationally certified and credentialed Leadership and Business Coach in the private, public, and higher education sectors. She lectures part-time on leadership communication at Stellenbosch Business School. She became a coach and consultant following a rewarding 20-year career in higher education as an executive director and strategic communication expert. She works

with businesses, leaders, managers, and professionals who are experts in their fields – but might be unaware of their leadership and communication pain points. This is where her expertise lies.

As a coach, she inspires and helps leaders, managers and entrepreneurs to *lead differently and get remarkable results!*

Dr Phumzile's practical understanding of leadership and strategic communication is backed by her qualifications, a master's degree (cum laude) and PhD in Communication Studies from the North-West University. Her research focus is intercultural communication competence in facilitating strategic alignment and employee engagement in the workplace. She is the author of a research paperback titled: *Engaging the Workforce: The Role of Senior Managers in Internal Communications and Employee Engagement*.