Skills4Retail
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# Workshop 2: Techniques & Frameworks for Effective Coaching and Mentoring

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# ICE Breaker

- Players count aloud: "Rock, Paper, Scissors... Shoot!“

- On "Shoot", both players simultaneously reveal one of three hand gestures:

✊ Rock (fist) → Crushes Scissors (wins)
✋ Paper (flat hand) → Covers Rock (wins)
✌️ Scissors (two fingers) → Cuts Paper (wins)

- If both players throw the same hand, it's a draw, and they go again.

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# Agenda

| Time Slot | Topic / Workshop | Content (Key Areas Covered) |
|---|---|---|
| 09:30–10:00 | Welcome & Icebreaker | Introductions and group culture |
| 10:00–10:30 | Coaching, Mentoring, and Management | Definitions<br>Differences between approaches |
| 10:30–10:45 | Considerations for Coaching and Mentoring | Motivation theory (D Pink)<br>Coaching = employee-owned<br>Autonomy–Mastery–Purpose |
| 10:45–11:00 | Communication Barriers | Common blocks to listening<br>Building awareness for effective dialogue |
| 11:00–11:15 | Morning Break | 11:00–11:15 |
| 11:15–11:45 | Communication Skills for Coaching and Mentoring | Rapport, Active Listening, Powerful Questions, Paraphrasing |
| 11:45–12:00 | Coaching Demo | |
| 12:00–12:45 | Coaching Practice | Practice and Debrief |
| 12:45–13:30 | Lunch Break | |
| 13:30–15:00 | WEGROW Coaching Framework | WEGROW Model<br>Practice |
| 15:00–15:15 | Afternoon Break | |
| 15:15–16:00 | Integration Practice: WEGROW + Big 4 | Practice scenario |
| 16:00–16:30 | Wrap Up | Wrap up Day 1<br>Look ahead to Day 2 |

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# WEGROW Model

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# WE-GROW Model



- Welcome & Engage
- Goal
- Reality
- Options
- Will

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# Welcome & Engage Stage

# Welcome & Engage



What it is:

Helping the Employee feel at ease by clarifying the session's purpose, structure, and goals.



Key components:

Build rapport, Set the session's context, Define roles (coach and Employee), Agree on objectives



Benefits:

Building Trust, Clarifying Expectations, Enhancing Engagement, Setting a Positive Tone, Increasing Session Effectiveness

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# Goal Stage

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# Goal



What it is:

Define what the Employee wants to achieve during the coaching session.



Key components:

Identify specific goals the Employee wants to accomplish, clarify expected changes or outcomes.



Benefits:

Enhances engagement, focuses on the employee’s agenda, clarifies direction, and builds ownership and accountability.

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# Questions that can be used at the Goal stage

- What do you want to think about today?
- What do you want to work on in this coaching session?
- What do you want to achieve from this coaching session?
- What would you like to be different by the end of our time together?
- How will you know you have got what you need out of this time?
- Where will we start?

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# Reality Stage

# Reality



What it is:

Understanding the Employee’s current situation and the factors influencing it.



Key components:

Explore the employee’s environment, relationships, and beliefs to understand their perspective and guide meaningful insights.



Benefits:

Gain broader awareness, make better decisions, spot growth opportunities, and encourage reflection and critical thinking.

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# Is the Reality always obvious?



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# Reality Questions

- What is happening now (what, who, when, and how often)? What is the effect or result of this?
- Have you already taken any steps towards moving forward?
- How would you describe what you did?
- Where are you now in relation to starting to move forward?
- On a scale of one to ten where are you?

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# Reality Questions

- What has contributed to your success so far?
- What progress have you made so far?
- What is working well right now?
- What do you think is stopping you?
- What have you already tried and what have you noticed?

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# Options Stage

# Options



What it is:

Generating potential solutions or approaches to help the Employee achieve their goals.



Key components:

Foster creative thinking, explore diverse strategies, assess feasibility, and prioritize high-impact, achievable actions.



Benefits:

Promotes innovative thinking, expands strategic options, builds decision-making confidence, and supports selection of the most effective, feasible solution.

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# Options Questions

- What are your options as regards moving forward?
- What do you think you need to do next?
- What could be your first step?
- What do you think you need to do to get a better result?
- What else could you do?
- Who else might be able to help?
- What would happen if you did nothing?

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# Options Questions

- What has worked for you already? How could you do more of that?
- What would happen if you did that?
- What is the hardest/most challenging part of that for you?
- What advice would you give to a friend about that?
- Which option do you feel ready to act on?
- Who do you know who has encountered a similar situation?
- What else?

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# Will Stage

# Will



What it is:

Developing commitment and creating an actionable plan to achieve goals.



Key components:

Defines clear actions, builds accountability, aligns motivation with goals, and allows flexibility to adapt to challenges.



Benefits:

Break goals into clear, motivating steps that drive accountability, action, and sustained progress.

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# Will Questions

- How are going to go about it in order to move forward?
- What one small step will you take now?
- Tell me how you’re going to do that.
- How will you know when you have done it?
- Is there anything else you can do?
- On a scale of one to ten, what is the likelihood of your plan succeeding?

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# Will Questions

- What would it take to make it a ten?
- What obstacles might get in the way of success?
- When are you going to start?
- What support do you need to get that done?
- On a scale of one to ten, how committed/motivated are you to doing it?
- What would it take to make it an eight/nine/ten?

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# Main Practice WEGROW

# Practice 2 (Appendix 2.1)

Objective:

1.Practice moving through the WEGROW model to structure coaching conversations effectively.

2.Navigate a realistic coaching scenario to build confidence in each stage of the model.

3.Use structured feedback to refine understanding and application of WEGROW steps.

**Welcome & Engage**




**Goal**




**Reality**




**Options**




**Will**




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# Structure

1.Participants are divided into triads.
2.Time Allocation for execution of roles



| Time | Coach | Coachee | Observer |
|---|---|---|---|
| 0-2 | Role Familiarity | Role Familiarity | Role Familiarity |
| 2-10 | Perform Role | Perform Role | Perform Role |
| 10-15 | | Class Discussion | |
| 15-17 | Role Familiarity | Role Familiarity | Role Familiarity |
| 17-25 | Perform Role | Perform Role | Perform Role |
| 25-27 | Role Familiarity | Role Familiarity | Role Familiarity |
| 27-35 | Perform Role | Perform Role | Perform Role |

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# Discussion & Key takeaways

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# Break

# Main Practice Communications Skills & WEGROW Model

# Practice 3 (Appendix 2.2)

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Objective:

1.Practice integrating the Key Communication Skills (Rapport Building, Active Listening, Impactful Questions, Paraphrasing/Summarizing) within the WEGROW model **(Use Coaching Cheat sheet – Appendix 2.3).**

2.Navigate the coaching scenario to enhance coaching effectiveness.

3.Apply reflective feedback to identify strengths and areas for improvement.

Rapport Building



Active Listening



Impactful Questions



Paraphrasing/Summarizing



Welcome & Engage



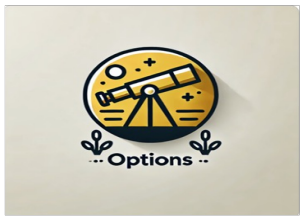

Goal




Reality




Options




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| 27-35 | Perform Role | Perform Role | Perform Role |

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# Discussion & Key takeaways

# Preparation for Day 2

Meet an Employee

- Have them pick an area of struggle that you can coach/mentor them through.
- Apply the Big 4 Skills and WEGROW model to your conversation.

Reflect on

- Which part of the WEGROW model felt most intuitive?
- Which part of the coaching conversation was most challenging?
- How effectively were the Big 4 Skills applied in this scenario?

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