

Coaching...by Design

Coach the person, not just the process.

Research-informed coaching skills for clearer thinking, deeper ownership, and independent action.

Does this sound familiar?

The Advice-Giving Loop

Managers default to giving immediate answers and solutions under pressure, rather than developing their team's independent thinking.

The Rationality Gap

Team members agree to action items but their actual day-to-day behaviour remains unchanged.

Relational Threat

Coaching invitations or feedback trigger immediate defensiveness.

High Management Tax

Leaders are overwhelmed and exhausted from constantly solving everyone else's problems, leaving zero time for high-value strategic planning.

The Diagnostic Mismatch

Managers attempt to coach when systems, training, or a different intervention is actually required.

The Model Problem

While managers know the models and techniques, the execution feels forced, or the outcomes aren't achieved.

Coaching is not about fixing people.

Coaching begins with establishing relational safety, because people cannot think clearly while their nervous system is preparing for a trial. When managers default to the reactive "Advice-Giver" habit, they take on the cognitive work themselves, leaving the team member with zero metabolic ownership over the solution.

Coaching...by Design helps leaders step out of this problem-solving trap. It equips them with the conversational and diagnostic tools to help others untangle their own predictions, identify hidden workplace bottlenecks, and take confident, self-directed action.

A different approach to coaching

We begin by asking:

- What specifically are we trying to achieve?
- What is producing or maintaining the current situation?
- What possibilities exist before we evaluate or choose?
- What specific support or environmental conditions are missing?
- What is a useful, low-stakes next step to test?

Participants learn to transition from reactive advice-giving to structured coaching, ensuring their teams take genuine ownership of outcomes.

Who is it for?

- People leaders, supervisors, and managers at all levels of an organisation.
- Established leaders seeking to transition from directive management to coaching.
- Project, functional, and cross-disciplinary team leads.
- HR and people-and-culture professionals.
- Teams seeking to establish a shared, consistent approach to performance development.

What participants learn

Through demonstrations, workplace scenarios, reflection, and conversation practice, participants learn to:

- **Diagnose the gap** to check if training, mentoring, feedback, or coaching is actually required.
- **Reframe coaching** invitations to completely lower relational threat and build baseline safety.
- **Dynamically navigate GROW** as a flexible, non-linear thinking framework.
- **Cut through vague labels** and sweeping complaints to locate the concrete facts of a situation.
- **Bypass the "advice bias"** and resist the urge to jump in and solve problems too early.
- **Formulate low-stakes next steps** that build real behavioral commitment rather than polite compliance.

Program details & Investment

- **Format:** Live, facilitated workshop
- **Duration:** 3-4 hours
- **Group size:** Up to 20 participants per session
- **Investment:** A\$3,250 + GST

What is Included:

- Up to one-hour client-alignment briefing to contextualise scenarios
- Three-hour live, expert-led interactive session
- Bryter's proprietary digital toolkits (Coaching Planner, Templates, and Toolbox)
- 30-minute Post-Workshop Spaced Calibration follow-up session within 14 days

Travel and venue costs are additional where required. Extensive tailoring, client branding, train-the-trainer delivery and internal licensing are available by quotation. Additional sessions in substantially the same context are available from A\$2,750 + GST.

Research-informed. Practical by design.

Coaching...by Design draws on Bryter's research into prediction, interpretation, emotion and workplace experience. It forms part of an integrated development suite in which leadership, feedback, coaching, change and communication programs share consistent principles and language.