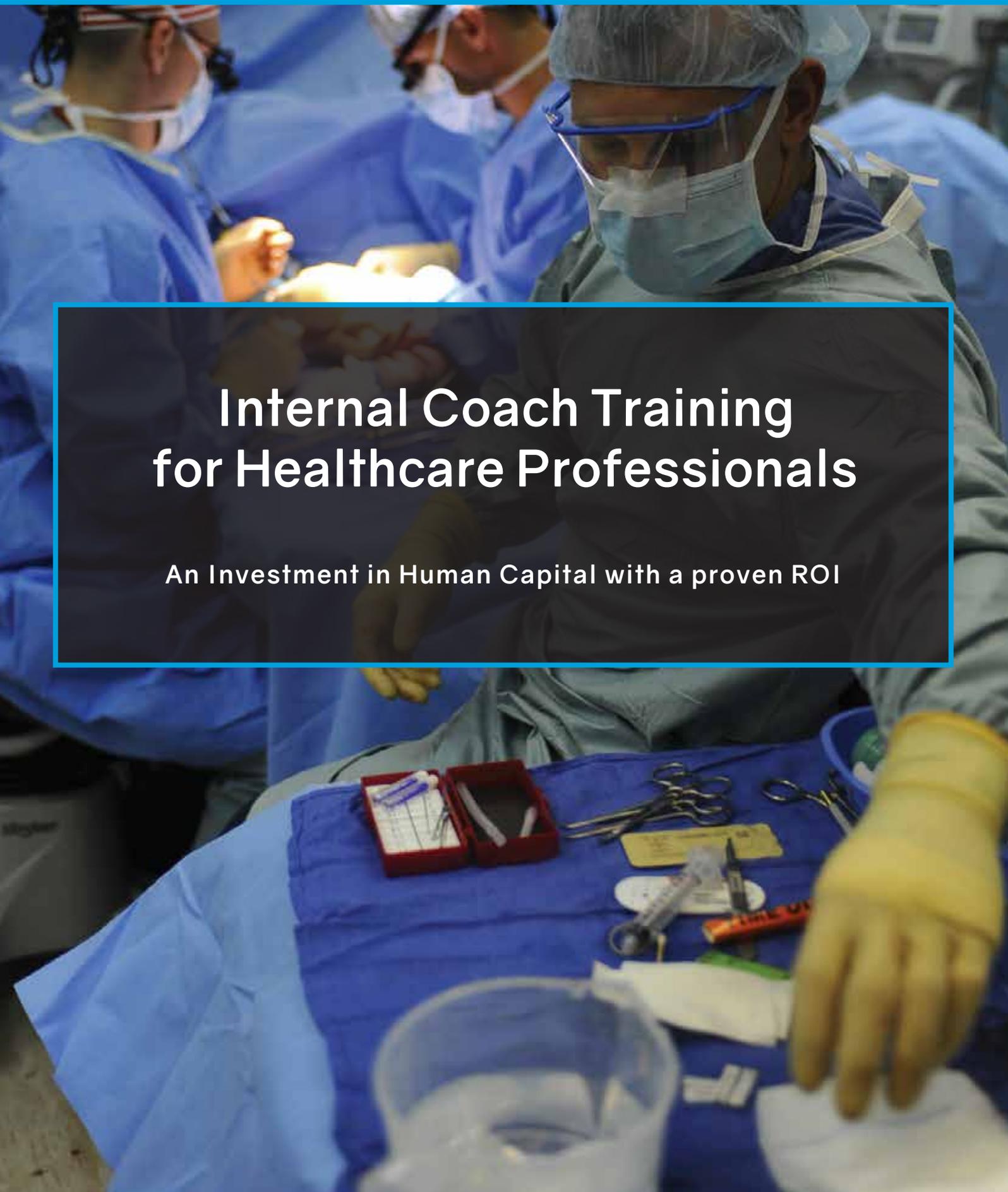


# PRAGMADOMS

Coaching & Development



## Internal Coach Training for Healthcare Professionals

An Investment in Human Capital with a proven ROI

# Creating Healthcare Leaders

Learn about what opinion leaders in healthcare are implementing, and getting measurable results.

Acquiring, developing, and retaining talent are the trifecta of organisational HR concerns.

How does an organisation entice top talent to join - and emerging talent to stay?

**Professional development and personal growth.** The top-down, command-and-control management style is giving way to a more collaborative, interactive style of leading that utilises coaching skills. Healthcare providers that have an integrated coaching culture are not only differentiating their brands and creating sustainable financial gain, but simultaneously have an unrivalled talent retention tool.

Healthcare organisations are increasingly using coaching to ensure shared understanding with all stakeholders. Key personnel are immersed in the core coaching competencies of asking questions, listening, and recapping what they've heard, thereby improving metrics throughout all levels. A physician could be in the operating room in the morning and in the boardroom that afternoon. Coaching can help physicians learn leadership and self-management skills that will help them be effective in both places.

A study via the Mayo Clinic College found that healthcare providers who receive personal coaching, *the most intense and frequent form of provider education and training*, achieve the greatest improvements in patient perception of "excellent" service-related behaviors.

The UAE medical landscape is poised to continuously grow. Currently the world's fastest growing medical tourism hub, the number of medical tourists is expected to double (or even triple) in the next five years. Ensuring that your organisation is uniquely positioned to differentiate itself within the increasingly competitive landscape is crucial.

Recent studies show Leadership and Executive Coaching **guaranteeing a return of \$4-\$8 per dollar invested**. Quite simply, our ICF accredited Internal Coaching training programs work. Our unrivalled experience with healthcare organisations in the region is testament to the power of internal coaching.

# Results. Impact. Relevance.

Our programmes focus on:

**getting results, having impact, and addressing the most pressing challenges** that healthcare professionals face.

Our approach to coaching is practical and results-oriented, without the fluff, jargon, and academic theory that cause so many executives and managers to lose focus and disengage.

You receive **instant access** to toolkits, methodologies, and approaches that can be seamlessly integrated to solve pressing problems, get results and continue to enhance your credibility.

Our content can also be easily adapted to applied leadership development solutions that combine:

**Training**  
**Peer Support**  
**Group Coaching**

as well as with leadership academy/university models for high-potential talent.



## Programmes

### In-House Training

An ACSTH (or ICF hours) programme delivered at your premises (or any of your choosing) for groups larger than 10 persons. This can typically take 3 - 4 days.

Three follow-up sessions will take place at least one month afterwards, and can be supported via in-person meetings or online sessions.



### Individual Training

An ACTP programme designed for the top 5%.

Delivered one long weekend per month, with online support and follow-ups.



### Customised Programme

We will work with your leadership team to design a programme that fits your organisational requirements.

## Portfolio

Our team members have worked with leading organisations both regionally and internationally. Join us and see how we can help you achieve results.



# Contact Details

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