

Elevate: Coaching Essentials for Managers

A Virtual and Distance Learning Experience

Development professionals who manage front-line fundraising teams often find themselves juggling multiple tasks and objectives that are unique to the development profession—and traditional management training frequently misses the mark in addressing the particular needs of development managers. In *Elevate: Coaching Essentials for Managers*, Advancement Resources—a global leader in professional development education—focuses its research eye on uncovering process concepts, strategies, and tactics for management success in development.

Lead your team of front-line fundraisers to success by implementing coaching principles that have been refined specifically for development managers. During this lively training, you will examine case studies that illustrate issues encountered in your unique management role and learn how to best leverage the techniques presented. You'll be investing in both your career as a development leader **and** the potential of your team as you brainstorm with fellow participants to leverage process concepts in development to elevate the work of your real-life reports.

Experience this dynamic, highly interactive virtual training from the comfort of your own home or the privacy of your office. Walk away with a fleshed-out coaching strategy for growing your team members. The knowledge shared by our accomplished facilitators and the strategic advice gleaned from breakout discussions with your peers who are experiencing and dealing with the same issues will prime you, your team, and your organization for success in major gifts fundraising.

Who Should Attend?

- Chief development officers
- Development supervisors
- Development managers
- Aspiring development leaders interested in elevating the performance of their major gifts team

What Will I Gain?

After this workshop, you will be able to:

- Describe the qualities of an effective development coach.
- Identify a team member's personality type, unique skills, and potential.
- Personalize a coaching approach based on the team member's personality, experience, skills, and potential.
- Evaluate and leverage key tools for improving the performance of major gift officers.
- Conduct instructive feedback conversations with team members to improve performance.

What Can I Expect?

Designed to accommodate your schedule, this program is divided into **two 4-hour workshop sessions**. These workshop sessions are unlike other virtual trainings, as these are not pre-recorded webinars that you simply watch on-demand. Instead, our facilitators will actively engage you from start to finish through lively large- and small-group discussions, video case studies, activities based on scenarios commonly encountered by development professionals, and opportunities to plan strategy for achieving success in your important work. Our streamlined pre- and post-session assignments will maximize your learning and set you up for success.

Are There Any Perks?

Participation in *Elevate: Coaching Essentials for Managers* includes enrollment in **myAR Plus**—our premium online platform that provides on-demand resources for practicing and applying the concepts you will learn in the workshop. During your subscription, you will receive regular communications exploring **myAR Plus** topics and resources that are specifically designed for major gift professionals.

Can I Earn CFRE Credits?

Completion of *Elevate: Coaching Essentials for Managers* is applicable for 7 CFRE points. Additional points are available by requesting and completing a personalized program on the **myAR Plus** platform.