Training Course on Building a Coaching Culture at the Top

Professional Development Training Course Outline

Category	CEOs and Directors	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

In today's dynamic and rapidly evolving business landscape, organizations are increasingly recognizing the pivotal role of a robust **coaching culture** in driving sustained success and **organizational agility**. Training Course on Building a Coaching Culture at the Top is meticulously designed for senior leaders who are committed to embedding a powerful coaching mindset and skillset throughout their executive teams and beyond. By fostering a culture of **empowerment, continuous learning, and accountability**, leaders can unlock the full potential of their workforce, enhance **employee engagement**, and navigate complex challenges with greater resilience. This course will equip top management with the essential tools and strategies to champion coaching as a core leadership competency, moving beyond traditional hierarchical structures to cultivate a truly collaborative and high-performing environment.

The program emphasizes practical application and real-world impact, focusing on how **executive coaching principles** can translate into tangible improvements in **leadership effectiveness, talent development, and strategic execution**. Participants will explore the latest trends in **AI-powered coaching, psychological safety, and growth mindset cultivation**, ensuring they are at the forefront of modern leadership practices. By transforming their leadership approach, senior executives will not only elevate individual performance but also cultivate a vibrant organizational ecosystem where every team member is empowered to take ownership, innovate, and contribute meaningfully to the company's overarching goals.

Programme Curriculum

Training Course on Building a Coaching Culture at the Top

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Course Duration

5 days

Course Objectives

1. Cultivate a pervasive **growth mindset** within top leadership, fostering adaptability and a proactive approach to continuous improvement.
2. Integrate **executive coaching methodologies** seamlessly into strategic planning, talent management, and performance frameworks.
3. Develop **agile leadership** capabilities through coaching, enabling rapid response to market shifts and unforeseen challenges.
4. Create an environment of **psychological safety** that encourages open communication, constructive feedback, and risk-taking without fear of reprisal.
5. Leverage **data analytics** and **AI insights** to inform coaching interventions, personalize development plans, and measure ROI.
6. Implement effective coaching strategies to identify, nurture, and **empower high-potential talent** for future leadership roles.
7. Utilize coaching techniques to break down silos and enhance **cross-functional collaboration** across departments.
8. Implement coaching practices that significantly boost **employee engagement** and reduce **talent turnover**.
9. Develop **authentic leadership** qualities, promoting trust, transparency, and integrity within the executive team.
10. Equip leaders with coaching skills to effectively guide their teams through periods of **digital transformation** and technological disruption.
11. Foster **organizational resilience** and support **employee well-being** through compassionate and effective coaching conversations.
12. Establish clear metrics and mechanisms to quantitatively **measure the impact of coaching** on key business outcomes.
13. Ensure coaching becomes an intrinsic and recognized **core competency** for all senior leaders, driving sustainable cultural change.

Organizational Benefits

- Enhanced capacity to adapt quickly to market changes and innovate.
- A more motivated and committed workforce, reducing turnover costs.
- Development of future-ready leaders equipped for complex challenges.
- Optimized individual and team output through targeted development.
- A culture that encourages creative solutions and out-of-the-box thinking.
- Employees take more responsibility for their growth and results.
- Breaking down silos and fostering a unified organizational effort.
- A supportive, trust-based environment that attracts and retains top talent.
- Clear demonstration of the business impact of coaching initiatives.

Target Audience

1. Chief Executive Officers (CEOs) and Presidents
2. Executive Board Members and C-Suite Leaders
3. Senior Vice Presidents and Divisional Heads
4. Human Resources (HR) Directors and Chief People Officers
5. Organizational Development (OD) Leaders
6. Heads of Learning & Development
7. Aspiring Senior Leaders and High-Potential Managers
8. Consultants specializing in Leadership & Organizational Change

Course Outline

Module 1: The Strategic Imperative of a Coaching Culture at the Top

- Defining Coaching Culture
- The Business Case for Coaching
- Current Leadership Challenges
- Role of Top Leadership in Championing Change
- **Case Study**: How Google fostered a coaching culture that led to increased innovation and employee satisfaction.

Module 2: Core Coaching Competencies for Executive Leaders

- Active Listening and Powerful Questioning
- Giving and Receiving Feedback Effectively
- Goal Setting and Accountability Frameworks.
- Building Trust and Rapport
- **Case Study**: A global pharmaceutical company's shift from directive management to a coaching approach, boosting team performance.

Module 3: Fostering a Growth Mindset and Psychological Safety

- Understanding and Cultivating a Growth Mindset across the organization.
- The Science of Psychological Safety
- Addressing Resistance to Change.
- Promoting Continuous Learning and Experimentation.
- **Case Study**: Pixar Animation Studios' emphasis on psychological safety and peer feedback in driving creative excellence.

Module 4: Implementing Coaching Models and Frameworks

- Introduction to Key Coaching Models.
- Situational Coaching.
- Team Coaching.
- Peer Coaching and Mentorship Programs: Scaling the coaching impact.
- **Case Study**: Deloitte's adoption of a peer coaching program to enhance internal capabilities and knowledge sharing.

Module 5: Leveraging Technology and Data in Coaching

- The Rise of AI in Coaching
- Data Analytics for Coaching Effectiveness
- Digital Coaching Platforms.
- Ethical Considerations in Digital Coaching and Data Privacy.
- **Case Study**: How a major tech firm uses AI-powered feedback tools to personalize leadership development journeys.

Module 6: Coaching for Performance and Talent Development

- Integrating Coaching into Performance Management Cycles.
- Coaching for **High-Potential Talent Identification** and Succession Planning.
- Developing a **Coaching-Led Performance Review** Process.
- Addressing Underperformance with a Coaching Approach.
- **Case Study**: Microsoft's reinvention of its performance management system to be coaching-centric, improving employee growth conversations.

Module 7: Leading Through Change with a Coaching Lens

- Coaching for **Organizational Change Management**.
- Building **Resilience** and Adaptability through Coaching.
- Coaching for **Crisis Management** and Navigating Uncertainty.
- Communicating Vision and Strategy through Coaching Conversations.
- **Case Study**: A large financial institution successfully navigated a major restructuring by empowering leaders with coaching skills.

Module 8: Sustaining and Scaling a Coaching Culture

- Developing an Internal Coaching Cadre and Certification.
- Creating a **Coaching Community of Practice** within the organization.
- **Measuring the Long-Term Impact** and Iterating on the Coaching Strategy.
- Leadership's Role in Ongoing Sponsorship and Advocacy for Coaching.
- **Case Study**: IBM's sustained commitment to a coaching culture, leading to significant improvements in leadership effectiveness over decades.

Training Methodology

Our training methodology is highly interactive and experiential, designed to foster deep learning and immediate application. It includes:

- **Interactive Workshops:** Facilitated discussions, group activities, and role-playing scenarios.
- **Experiential Learning:** Hands-on exercises and practical application of coaching skills.
- **Peer Coaching Sessions:** Opportunities for participants to coach and be coached by their peers.

- **Case Study Analysis:** In-depth examination of real-world organizational coaching successes and challenges.
- **Expert Facilitation:** Guided by seasoned executive coaches and organizational development specialists.
- **Action Planning:** Individual and group exercises to develop personalized implementation strategies.
- **Pre- and Post-Course Assessments:** Measuring learning transfer and impact.
- **Digital Resource Hub:** Access to tools, templates, and further reading for continuous development.

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Online	$1,000

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Physical	$1,500
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

Ready to enroll or request a customized program? Book online or contact us:

Register Online Now

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