



*Training Course:
Coaching Skills for Managers*

*8 - 12 March 2027
Casablanca (Morocco)*

Training Course: Coaching Skills for Managers

Training Course code: LS234582 From: 8 - 12 March 2027 Venue: Casablanca (Morocco) - Training Course Fees: 4725 € Euro

Introduction

Coaching is one of the most effective tools managers and supervisors can use to improve employee engagement, strengthen performance, and support professional development within the workplace. Organizations that encourage coaching cultures benefit from increased employee motivation, stronger communication, improved retention, and higher overall productivity.

This program is designed to provide participants with practical coaching skills that help them guide, support, and develop their teams effectively. Participants will learn the fundamentals of workplace coaching, understand the differences between coaching and other management conversations, explore proven coaching models, and practice coaching techniques in realistic workplace situations.

The course emphasizes communication, listening, questioning, feedback, and action planning skills that enable managers to conduct both formal and informal coaching sessions confidently and professionally.

Course Objectives

By the end of this training program, participants will be able to:

- Understand the importance of coaching in employee engagement and performance improvement.
- Differentiate coaching from counseling, mentoring, and other management conversations.
- Identify personal barriers that limit effective coaching.
- Apply different coaching models and frameworks effectively.
- Demonstrate active listening and effective questioning techniques.
- Conduct structured formal and informal coaching sessions.
- Build employee development and coaching plans.
- Improve communication and feedback skills.
- Support employee growth and workplace performance through coaching practices.

Target Audience

- Managers and Supervisors
- Team Leaders
- HR and Learning & Development Professionals
- Project Managers
- Department Heads
- Professionals Responsible for Employee Development
- New Leaders Seeking Coaching Skills

5-Day Training Outline

Day 1: Fundamentals of Workplace Coaching

- Understanding coaching and its workplace value
- Differences between coaching, mentoring, counseling, and training
- Benefits of coaching for organizations and employees
- Formal versus informal coaching
- When coaching is appropriate
- Building trust and coaching relationships

Day 2: Overcoming Coaching Challenges

- Common reasons managers fail to coach
- Identifying personal coaching barriers
- Developing a coaching mindset
- Building confidence as a coach
- Emotional intelligence in coaching
- Strategies for overcoming resistance and communication challenges

Day 3: Coaching Models and Communication Skills

- Introduction to coaching frameworks and models
- Overview of GROW, CLEAR, ACHIEVE, STAR, and other models
- Selecting the right coaching approach
- Active listening and questioning techniques
- Effective communication during coaching sessions
- Using coaching questions to guide performance improvement

Day 4: Practical Coaching Techniques

- Conducting effective coaching conversations
- Providing constructive feedback
- Managing difficult coaching situations
- Coaching practice through case studies and role plays
- Evaluating coaching effectiveness
- Building employee accountability and commitment

Day 5: Coaching for Performance and Development

- Creating individual coaching and development plans
- Coaching for continuous improvement
- Supporting employee engagement and retention
- Encouraging self-development and ownership
- Action planning for workplace implementation
- Final review and coaching improvement strategies

Registration form on the Training Course: Coaching Skills for Managers

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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

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Payment Method

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