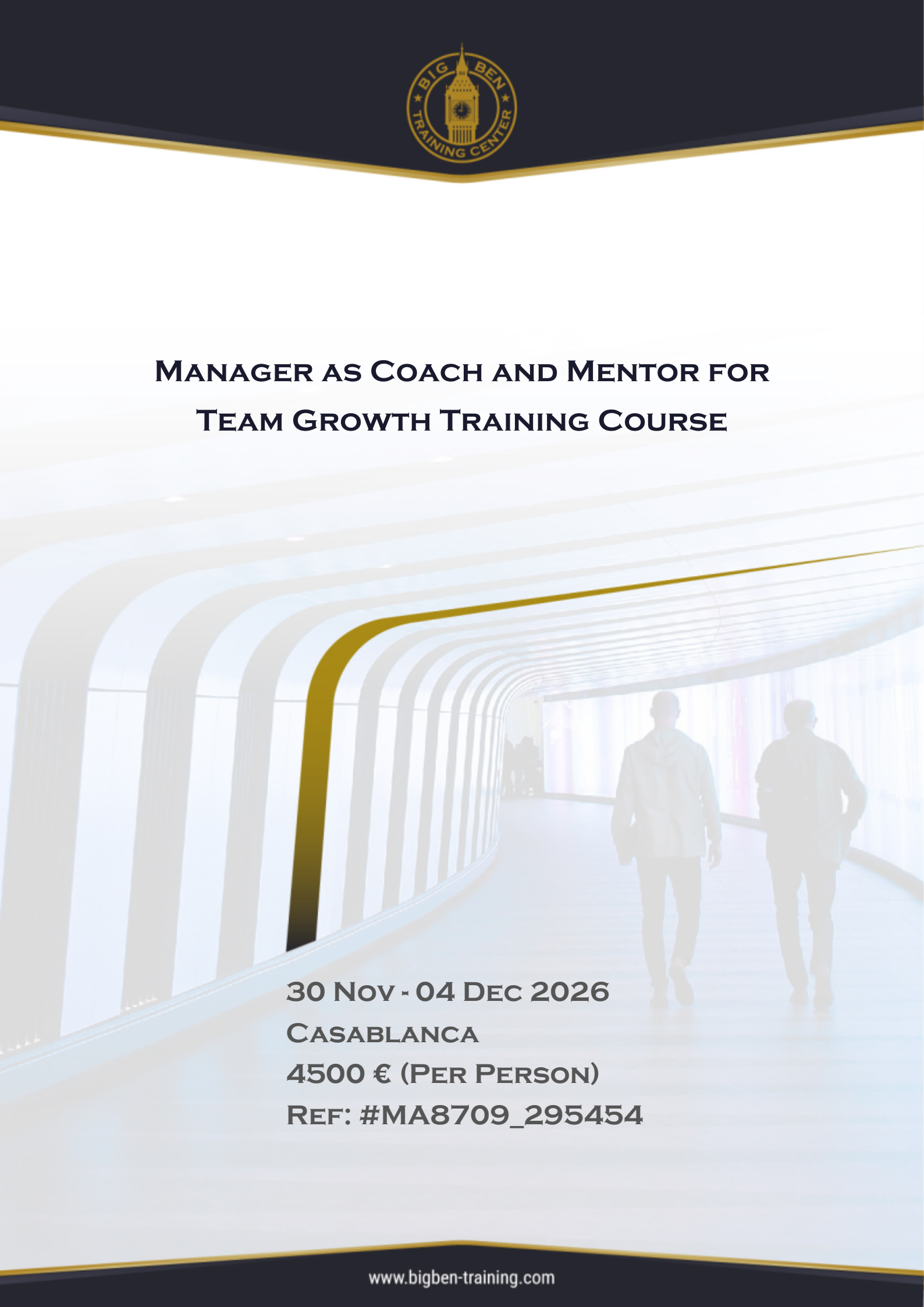
Manager as Coach and Mentor for Team Growth Training Course



30 Nov - 04 Dec 2026

Casablanca

4500 € (Per Person)

Ref: #MA8709_295454

Course Introduction / Overview:

This course is designed to transform managers from traditional supervisors into influential coaches and mentors who can unlock the full potential of their teams. In today's dynamic work environment, the ability to guide, develop, and empower employees is the cornerstone of effective leadership and sustainable organizational growth. This program moves beyond theoretical concepts to provide practical, actionable strategies for fostering a culture of continuous improvement and high performance. Drawing upon foundational principles articulated by pioneers like Sir John Whitmore in his seminal work, "Coaching for Performance," this course equips leaders with the essential skills for both situational coaching and long-term mentoring. Participants will learn to conduct powerful coaching conversations, provide constructive feedback, and guide team members in their career development. BIG BEN Training Center has meticulously crafted this curriculum to address the real-world challenges managers face, ensuring that every module delivers tangible tools and techniques. By integrating coaching and mentoring frameworks, this training provides a holistic approach to leadership, enabling managers to build resilient, engaged, and highly motivated teams capable of achieving exceptional results and driving innovation within the organization.

Target Audience / This training course is suitable for:

- Team Leaders and Supervisors.
- Department Heads and Managers.
- Human Resources Professionals.
- Project Managers.
- Executives and Senior Leaders.
- Talent Development Specialists.
- Individuals aspiring to leadership roles.

Target Sectors and Industries:

- Information Technology and Services.
- Financial Services and Banking.
- Healthcare and Pharmaceuticals.
- Consulting and Professional Services.
- Manufacturing and Engineering.
- Retail and Consumer Goods.
- Telecommunications.
- Governmental and Public Sector Organizations.
- Non-Profit and Educational Institutions.

Target Organizations Departments:

- Human Resources and Talent Management.
- Operations and Production.
- Sales and Business Development.
- Customer Service and Support.
- Research and Development.
- Marketing and Communications.
- Finance and Accounting.
- Information Technology.
- Project Management Office.

Course Offerings:

By the end of this course, the participants will have able to:

- Differentiate clearly between the roles of coaching, mentoring, and managing.
- Apply core coaching competencies such as active listening and powerful questioning.
- Utilize structured coaching models like the GROW model to facilitate goal achievement.
- Establish effective mentoring relationships built on trust and mutual respect.
- Guide employees through career development and skill-building conversations.
- Deliver constructive feedback that inspires growth rather than defensiveness.
- Coach teams to enhance collaboration and collective performance.
- Adapt their leadership style to meet the developmental needs of individual team members.
- Foster a workplace culture that champions continuous learning and development.
- Measure the impact of coaching and mentoring on team engagement and productivity.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, experiential, and directly applicable to the participant's work environment. This course moves beyond traditional lectures to create a dynamic learning laboratory where new skills are actively practiced and refined. A significant portion of the training is dedicated to role-playing scenarios, allowing participants to engage in realistic coaching and mentoring conversations in a safe and supportive setting. These exercises are complemented by peer feedback and expert guidance from the facilitator. We will analyze real-world case studies to deconstruct complex leadership challenges and explore effective solutions. Group discussions and collaborative problem-solving activities encourage the sharing of diverse perspectives and experiences, enriching the learning for all. Participants will also engage in self-assessment exercises to identify their personal leadership styles and areas for development. The program integrates practical tools, templates, and action planning sessions to ensure that the skills and knowledge acquired are not just understood but are also readily transferable back to the workplace, driving immediate and lasting improvements in team leadership and performance.

Course Agenda (Course Units):

Unit One The Modern Manager's Dual Role as Coach and Mentor

- The evolution from traditional management to developmental leadership.
- Distinguishing between coaching, mentoring, training, and managing.
- Understanding the psychological principles behind effective coaching.
- The business case for building a coaching and mentoring culture.
- Identifying the core competencies of a successful manager-as-coach.
- Self-assessment of personal coaching and mentoring capabilities.
- Setting the foundation for trust and psychological safety in teams.

Unit Two Mastering Essential Coaching Conversations and Techniques

- The art of active and empathetic listening to understand true needs.
- Formulating powerful, open-ended questions to stimulate thinking.
- Implementing the GROW model (Goal, Reality, Options, Will) effectively.
- Techniques for providing balanced and constructive feedback.
- Navigating difficult conversations with confidence and clarity.
- Setting clear, motivating, and achievable goals with team members.
- Using appreciative inquiry to focus on strengths and successes.

Unit Three The Art of Mentoring for Long-Term Employee Development

- Defining the purpose and structure of a mentoring relationship.
- Key differences in approach between short-term coaching and long-term mentoring.
- Guiding mentees in career planning and professional growth.
- Sharing wisdom and experience without dictating solutions.
- Strategies for building rapport and maintaining a strong mentoring connection.
- Helping employees expand their professional networks.
- Ethical considerations and boundary setting in mentoring.

Unit Four Practical Application of Coaching and Mentoring Skills

- Coaching for improved performance and addressing skill gaps.
- Mentoring high-potential employees for future leadership roles.
- Conducting effective team coaching sessions to boost collaboration.
- Adapting coaching styles for remote and hybrid teams.
- Leveraging coaching to manage organizational change and uncertainty.
- Integrating coaching techniques into regular performance reviews.
- Role-playing complex scenarios involving underperforming or disengaged employees.

Unit Five Cultivating a Sustainable Coaching and Mentoring Culture

- Strategies for championing coaching and mentoring within the organization.
- Designing informal and formal mentoring programs.
- Techniques for encouraging peer-to-peer coaching among team members.
- Measuring the return on investment of coaching and mentoring initiatives.
- Overcoming common barriers to creating a developmental culture.
- Developing a personal action plan for continued leadership growth.
- Leading by example as a dedicated coach and mentor.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

How might the principles of coaching and mentoring be adapted to effectively lead and develop teams composed entirely of gig economy workers or freelancers?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by holistically integrating the distinct yet complementary disciplines of coaching and mentoring into a unified leadership framework. While many programs focus on one or the other, this training recognizes that modern managers must be adept at both situational performance coaching and long-term career mentoring to truly develop their people. The curriculum is built on a foundation of practical application, moving beyond theory to immerse participants in realistic scenarios, case studies, and role-playing exercises that mirror the complexities of today's workplace. Another unique aspect is the dedicated focus on cultivating a sustainable coaching culture, equipping managers not just with personal skills but with the strategic mindset to champion developmental leadership across their entire organization. The content is designed to be immediately transferable, providing actionable tools and models, such as the GROW model, that can be implemented the very next day. It emphasizes the development of emotional intelligence and psychological safety as prerequisites for effective coaching, ensuring that leaders learn to build the trust necessary for genuine growth and open communication within their teams.