Creative Thinking and Innovation for Business Growth Training Course



09 - 13 Nov 2026

Casablanca

4500 € (Per Person)

Ref: #PS6135_258230

Course Introduction / Overview:

This comprehensive Corporate Coaching and Mentoring Techniques Training Course is meticulously designed to equip professionals with the essential skills and strategic insights required to foster a high-performance culture within their organizations. Participants will delve into the core principles of effective mentoring practices and advanced corporate coaching strategies, learning how to implement impactful leadership mentoring programs that drive employee development coaching and talent development coaching. The course explores various workplace coaching models and executive coaching skills, emphasizing the profound impact of coaching and mentoring on individual and organizational growth. We will examine the theoretical underpinnings of coaching, drawing insights from renowned academic figures such as Sir John Whitmore, a pioneer in the field, whose seminal work "Coaching for Performance" revolutionized the understanding of performance coaching methods. This training will guide participants through the process of building a coaching culture, enhancing their ability to develop coaching competencies and implement strategic mentoring initiatives. BIG BEN Training Center is committed to delivering practical, actionable knowledge, ensuring that participants can immediately apply their newfound expertise to improve team performance, facilitate career growth, and contribute to a more engaged and productive workforce. This program is ideal for those seeking to master the art of guiding and inspiring others, ultimately leading to significant organizational coaching benefits and sustainable success. It covers everything from foundational concepts to advanced applications, ensuring a holistic understanding of both coaching and mentoring.

Target Audience / This training course is suitable for:

- Managers and Team Leaders.
- Human Resources Professionals.
- Learning and Development Specialists.
- Senior Executives and Directors.
- Aspiring Coaches and Mentors.
- Talent Management Professionals.
- Organizational Development Consultants.
- Project Managers.
- Supervisors.
- Employee Relations Specialists.

Target Sectors and Industries:

- Information Technology and Software Development.
- Financial Services and Banking.
- Healthcare and Pharmaceuticals.
- Manufacturing and Engineering.
- Retail and Consumer Goods.
- Telecommunications.
- Consulting Services.
- Education and Academia.
- Non-profit Organizations.
- Government Agencies and Public Sector Entities.

Target Organizations Departments:

- Human Resources Department.
- Learning and Development Department.
- Talent Management Department.
- Operations Department.
- Sales and Marketing Department.
- Project Management Office.
- Executive Leadership Teams.
- Research and Development Department.
- Customer Service Department.
- Organizational Development Department.

Course Offerings:

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

- Implement effective mentoring practices and corporate coaching strategies within their teams.
- Design and manage successful leadership mentoring programs for employee development coaching.
- Apply various workplace coaching models to enhance individual and team performance.
- Develop advanced executive coaching skills and feedback and coaching skills.
- Foster a positive coaching culture that promotes talent development coaching and career growth.
- Utilize active listening for coaches and emotional intelligence in coaching to build strong relationships.
- Measure the impact of coaching and mentoring initiatives on organizational coaching benefits.
- Facilitate goal setting in coaching and support employees in achieving their professional objectives.
- Address common workplace challenges through conflict resolution coaching and resilience coaching.
- Contribute to succession planning coaching and the development of future leaders through mentoring.

Course Methodology:

This Corporate Coaching and Mentoring Techniques Training Course employs a highly interactive and experiential methodology designed to maximize learning and practical application. Participants will engage in a dynamic blend of theoretical instruction, real-world case studies, and hands-on exercises that simulate actual corporate coaching strategies and mentoring scenarios. Group discussions and collaborative teamwork activities will encourage peer coaching frameworks and the sharing of diverse perspectives, fostering a rich learning environment. Role-playing sessions will provide opportunities to practice executive coaching skills, active listening for coaches, and delivering constructive feedback and coaching skills in a safe setting. Emphasis will be placed on practical application, allowing participants to immediately apply new knowledge to their professional contexts. BIG BEN Training Center believes in a participant-centered approach, integrating interactive sessions, self-assessment tools, and personalized feedback to ensure deep understanding and skill mastery. The methodology is structured to build confidence in implementing leadership mentoring programs, developing coaching competencies, and understanding the impact of coaching and mentoring on organizational effectiveness. This comprehensive approach ensures that participants not only grasp the concepts but also develop the practical expertise needed to become effective coaches and mentors, driving employee development coaching and talent development coaching within their organizations.

Course Agenda (Course Units):

Unit One: Foundations of Corporate Coaching and Mentoring

- Defining corporate coaching and mentoring.
- The historical evolution and impact of coaching and mentoring in organizations.
- Key distinctions and synergies between coaching and mentoring.
- Ethical coaching practices and professional standards.
- Understanding the role of a coach and a mentor.
- Benefits of building a coaching culture.
- Setting the stage for effective coaching and mentoring relationships.

Unit Two: Core Coaching Skills and Models

- Mastering active listening for coaches and powerful questioning techniques.
- Developing emotional intelligence in coaching.
- Establishing trust and rapport in coaching conversations.
- Goal setting in coaching and creating actionable development plans.
- The GROW model and other popular workplace coaching models.
- Providing constructive feedback and coaching skills.
- Overcoming common coaching challenges.

Unit Three: Effective Mentoring Strategies and Program Design

- Principles of effective mentoring practices.
- Designing and implementing successful mentoring program design.
- Matching mentors and mentees for optimal outcomes.
- Mentoring for career growth and professional development coaching.
- Addressing mentee challenges and fostering independence.
- Cross-cultural mentoring and diversity and inclusion in mentoring.
- Evaluating mentoring program effectiveness.

Unit Four: Advanced Coaching and Mentoring Applications

- Executive coaching skills for senior leadership.
- Performance coaching methods and talent development coaching.
- Coaching for high-potential employees and succession planning coaching.
- Coaching for change management and organizational transformation.
- Conflict resolution coaching and difficult conversations.
- Virtual coaching techniques and remote mentoring.
- Building resilience coaching in the workplace.

Unit Five: Building a Coaching and Mentoring Culture

- Developing coaching competencies across the organization.
- Integrating coaching and mentoring into strategic human resources coaching.
- Measuring coaching effectiveness and ROI.
- Creating sustainable leadership mentoring programs.
- Fostering a culture of continuous learning and development.
- The future of corporate coaching and mentoring.
- Action planning for implementing a coaching and mentoring strategy.

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:

In what ways can a truly integrated corporate coaching and mentoring framework fundamentally reshape an organization's strategic agility and long-term competitive advantage in a rapidly evolving global market?

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

This Corporate Coaching and Mentoring Techniques Training Course distinguishes itself through its holistic and deeply practical approach, moving beyond theoretical concepts to deliver actionable strategies for immediate implementation. Unlike many programs that focus solely on one aspect, this course seamlessly integrates both corporate coaching strategies and effective mentoring practices, providing a comprehensive toolkit for leadership development through mentoring and employee development coaching. It emphasizes not just the 'how-to' but also the 'why,' exploring the profound impact of coaching and mentoring on organizational culture and performance. Participants will gain insights into cutting-edge workplace coaching models and executive coaching skills, informed by the latest research and industry best practices. The curriculum is designed to foster a genuine understanding of building a coaching culture, enabling participants to create sustainable leadership mentoring programs that drive talent development coaching and career growth. BIG BEN Training Center's commitment to experiential learning, through real-world case studies and interactive simulations, ensures that participants develop not just knowledge but also the confidence and competence to apply these skills effectively, leading to measurable organizational coaching benefits and a truly engaged workforce. This course is an investment in developing transformational leaders who can inspire, guide, and empower their teams to achieve unprecedented levels of success.