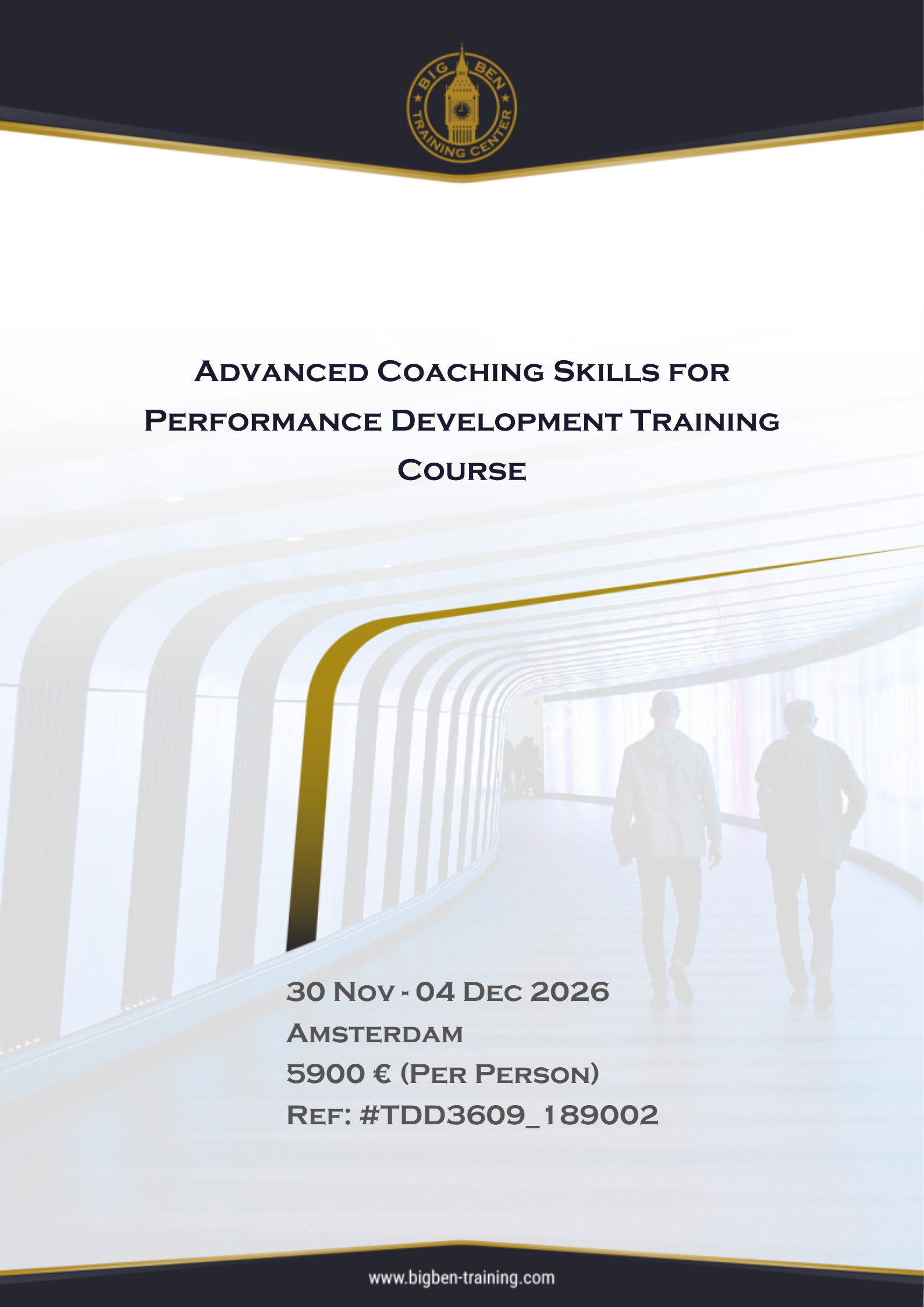
Advanced Coaching Skills for Performance Development Training Course



30 Nov - 04 Dec 2026

Amsterdam

5900 € (Per Person)

Ref: #TDD3609_189002

Course Introduction / Overview:

This course is meticulously designed to transform managers and leaders into exceptional coaches who can unlock the full potential of their teams. In today's dynamic business environment, traditional command-and-control leadership is being replaced by a coaching approach that fosters engagement, innovation, and high performance. This program moves beyond basic principles to explore the nuanced art and science of advanced coaching. As Sir John Whitmore, a pioneer in the field and author of "Coaching for Performance," emphasized, coaching is about unlocking a person's potential to maximize their own performance. This training course, offered by BIG BEN Training Center, provides a structured framework for developing the core competencies required for effective performance coaching, including building trust, active listening, and asking powerful questions. Participants will learn to apply proven models like GROW to facilitate meaningful conversations that drive both individual growth and organizational success. We will delve into practical strategies for handling challenging coaching scenarios, fostering a culture of continuous feedback, and aligning individual development with strategic business objectives, ensuring a tangible return on investment.

Target Audience / This training course is suitable for:

- Managers and Team Leaders at all levels.
- Human Resources and L&D Professionals.
- Project Managers and Department Heads.
- Executives and Senior Leaders.
- Talent Management Specialists.
- Individuals aspiring to leadership roles.
- Internal organizational coaches and mentors.

Target Sectors and Industries:

- Information Technology and Telecommunications.
- Banking, Finance, and Insurance Services.
- Healthcare and Pharmaceutical sectors.
- Consulting and Professional Services.
- Manufacturing and Engineering.
- Retail and Customer Service industries.
- Governmental bodies and Public Sector organizations.
- Non-profit and educational institutions.

Target Organizations Departments:

- Human Resources and Talent Development.
- Operations and Production.
- Sales and Business Development.
- Project Management Office (PMO).
- Customer Support and Service Delivery.
- Research and Development.
- All departments with line management responsibilities.

Course Offerings:

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

- Differentiate between coaching, mentoring, training, and managing.
- Master the GROW model to structure effective coaching conversations.
- Develop advanced active listening and powerful questioning techniques.
- Build trust and psychological safety to create an effective coaching environment.
- Provide constructive and motivational feedback that inspires action.
- Apply coaching strategies to manage underperformance and drive high performance.
- Coach for career development and long-term employee growth.
- Facilitate team coaching sessions to enhance collective performance.
- Develop a personal action plan to continue their development as a coach.
- Champion the integration of a sustainable coaching culture within their organization.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, experiential, and practical, ensuring that participants can immediately apply their learning in the workplace. We believe that adult learning is most effective when it is centered on solving real-world problems. Therefore, the course heavily emphasizes learning by doing. The sessions will include a blend of expert instruction, interactive presentations, and practical exercises. A significant portion of the training will be dedicated to role-playing coaching scenarios, allowing participants to practice their skills in a safe and supportive environment with peer and facilitator feedback. We will utilize case studies drawn from various industries to analyze complex performance challenges and brainstorm coaching solutions. Group discussions and brainstorming sessions will encourage collaborative learning and the sharing of diverse perspectives. Participants will also engage in self-reflection activities to understand their own coaching style and identify areas for improvement. This blended approach ensures a deep understanding of coaching theories and the confidence to apply them effectively.

Course Agenda (Course Units):

Unit One Foundations of Performance Coaching

- Defining coaching and its role in modern leadership.
- Distinguishing coaching from mentoring, consulting, and therapy.
- The core principles and ethics of effective coaching.
- Understanding the psychology behind coaching and motivation.
- The manager's dual role as a leader and a coach.
- Establishing trust, rapport, and psychological safety.
- Key competencies of a successful performance coach.

Unit Two The Coaching Process and Core Models

- Mastering the GROW model (Goal, Reality, Options, Will).
- Exploring other coaching models like the CLEAR model.
- How to structure a formal coaching session from start to finish.
- The art of contracting and setting clear expectations in coaching.
- Techniques for setting powerful and meaningful goals with coachees.
- Navigating the reality phase through effective exploration.
- Brainstorming and evaluating options without judgment.

Unit Three Advanced Communication Skills for Coaches

- The levels of listening and developing deep active listening.
- The art of asking powerful, open-ended questions.
- Using silence effectively to encourage reflection.
- Giving and receiving feedback constructively.
- Recognizing and overcoming communication barriers in coaching.
- Mastering non-verbal communication and body language.
- Techniques for summarizing and paraphrasing to ensure clarity.

Unit Four Coaching for Specific Performance Scenarios

- Coaching high-potential employees for future leadership roles.
- Addressing underperformance and difficult conversations with confidence.
- Coaching for skill development and competency enhancement.
- Utilizing coaching to support employees through organizational change.
- Coaching for improved teamwork and collaboration.
- Strategies for coaching remote and hybrid teams.
- Handling resistance and lack of motivation in coachees.

Unit Five Embedding a Coaching Culture and Self-Mastery

- Strategies for creating and sustaining a coaching culture in your organization.
- Measuring the impact and ROI of coaching initiatives.
- The importance of continuous learning and self-reflection for the coach.
- Developing your personal coaching style and philosophy.
- Peer coaching practice and feedback sessions.
- Managing ethical dilemmas and boundaries in workplace coaching.
- Creating a personal action plan for ongoing coaching development.

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 can a manager effectively balance the roles of a directive leader and a non-directive coach to maximize team autonomy and performance?

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

This training course distinguishes itself by moving beyond theoretical knowledge to focus on the practical application and behavioral shifts necessary for true coaching mastery. While many programs cover coaching models, our curriculum is built around immersive, scenario-based learning that mirrors the complex realities of the modern workplace. Participants do not just learn about the GROW model; they practice it repeatedly in realistic role-playing exercises, receiving targeted feedback to refine their approach. The course places a strong emphasis on the psychological aspects of coaching, such as building trust and fostering psychological safety, which are critical for facilitating honest and transformative conversations. Furthermore, a unique module is dedicated to embedding a sustainable coaching culture within the organization, providing leaders with the strategic tools to drive systemic change, not just improve their individual skills. We focus on developing a coach's mindset, encouraging self-reflection and continuous improvement, ensuring that the learning extends far beyond the five-day training period and translates into lasting performance improvement for both the leader and their team.