Leadership Coaching and Mentoring Excellence Training Course



28 Dec 2026 - 01 Jan 2027

Casablanca

4500 € (Per Person)

Ref: #TDD9038_294867

Course Introduction / Overview:

In today's dynamic corporate landscape, leadership is no longer about command and control but about empowerment and development. The ability to coach and mentor team members is the hallmark of a truly effective leader, directly impacting employee engagement, performance, and retention. This comprehensive program is designed to equip leaders with the essential skills and mindset to transition from being a manager to a transformative coach and mentor. Drawing on foundational principles from thought leaders like Sir John Whitmore, particularly his influential work "Coaching for Performance," this course delves deep into practical frameworks such as the GROW model. Participants will explore the nuanced differences between coaching and mentoring, mastering the art of active listening, powerful questioning, and constructive feedback. BIG BEN Training Center has meticulously crafted this curriculum to be highly interactive and application-focused, ensuring that leaders can immediately apply their new competencies to foster a high-performance culture, unlock the potential of their teams, and drive sustainable organizational growth. This is not just a training course; it is a developmental journey to cultivate a leadership style that inspires and elevates others.

Target Audience / This training course is suitable for:

- Senior Executives and C-Suite Leaders.
- Department Heads and Directors.
- Mid-level and Frontline Managers.
- Team Leaders and Supervisors.
- Human Resources and L&D Professionals.
- Talent Management Specialists.
- Project Managers.
- Individuals identified as high-potential leaders.

Target Sectors and Industries:

- Technology and Information Services.
- Financial Services and Banking.
- Healthcare and Pharmaceuticals.
- Consulting and Professional Services.
- Manufacturing and Engineering.
- Retail and Consumer Goods.
- Telecommunications.
- Governmental bodies and public sector organizations.
- Non-profit organizations.

Target Organizations Departments:

- Human Resources.
- Learning and Development.
- Operations Management.
- Executive and Senior Leadership Teams.
- Sales and Business Development.
- Project Management Office (PMO).
- Customer Service and Support.
- All departments with managerial and leadership roles.

Course Offerings:

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

- Differentiate clearly between coaching, mentoring, managing, and training.
- Apply the GROW model to structure effective coaching conversations.
- Master core coaching competencies, including active listening and powerful questioning.
- Develop strong mentoring relationships to guide and support mentee development.
- Provide constructive and motivational feedback that drives performance improvement.
- Utilize emotional intelligence to build rapport and trust with team members.
- Adapt their coaching and mentoring style to individual and situational needs.
- Facilitate goal setting and action planning to enhance accountability.
- Address performance gaps and challenging conversations with confidence.
- Contribute to building a sustainable coaching and mentoring culture within the organization.

Course Methodology:

The training methodology at BIG BEN Training Center is designed for maximum engagement and practical application, moving beyond theoretical lectures to an immersive learning experience. This course utilizes a blended approach, incorporating interactive presentations, expert-led discussions, and real-world case study analysis to ground concepts in practical scenarios. A significant portion of the training is dedicated to hands-on practice through role-playing exercises, peer coaching sessions, and group workshops, allowing participants to apply coaching and mentoring techniques in a safe and supportive environment. Participants will receive personalized feedback from the instructor and peers to refine their skills. The curriculum encourages self-reflection and the development of a personal action plan to ensure the learning is transferred directly to the workplace. We believe in learning by doing, and our dynamic, participant-centered approach ensures that every individual leaves with the confidence and competence to excel as a leader-coach.

Course Agenda (Course Units):

Unit One: Foundations of Coaching and Mentoring

- Defining the roles of a coach, mentor, and leader.
- The core principles and ethics of workplace coaching.
- Differentiating between coaching, mentoring, training, and managing.
- Understanding the coaching mindset and its impact on leadership.
- The psychological principles behind effective coaching.
- Establishing trust and rapport in a coaching relationship.
- Self-assessment of current coaching and mentoring skills.

Unit Two: Core Coaching Skills and Models

- The art of active and empathetic listening.
- Formulating powerful, open-ended questions to stimulate thinking.
- Mastering the GROW model (Goal, Reality, Options, Will).
- Exploring other coaching models like the CLEAR model.
- Techniques for effective goal setting and clarification with coachees.
- Structuring a formal coaching session from start to finish.
- Practical application through peer coaching triads.

Unit Three: The Art and Science of Mentoring

- Defining the modern mentoring relationship.
- Key differences in approach between coaching and mentoring.
- Establishing and managing a successful mentoring partnership.
- Skills for effective mentors: guiding, advising, and networking.
- Sharing wisdom and experience without being prescriptive.
- Navigating common challenges in mentoring relationships.
- Reverse mentoring and its benefits for organizational learning.

Unit Four: Advanced Techniques and Application

- Coaching for performance improvement and development.
- Handling difficult coaching conversations and resistance.
- Using coaching to enhance employee engagement and motivation.
- Integrating coaching and mentoring into the performance management cycle.
- Team coaching fundamentals for collective performance.
- Fostering a culture of feedback within the team.
- Aligning coaching efforts with strategic business objectives.

Unit Five: Embedding a Coaching and Mentoring Culture

- Strategies for championing coaching within the organization.
- Measuring the impact and ROI of coaching and mentoring initiatives.
- Ethical considerations and maintaining confidentiality.
- Developing a personal leadership-as-coach action plan.
- Overcoming organizational barriers to a coaching culture.
- Continuous professional development for the leader-coach.
- Capstone session: Integrating all skills in a complex leadership scenario.

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 leader effectively balance the directive role of a manager with the non-directive, facilitative role of a coach?

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

This course distinguishes itself by moving beyond theoretical frameworks to focus on the practical, real-world application of both coaching and mentoring within a leadership context. Unlike programs that treat these skills in isolation, we integrate them, teaching leaders how to fluidly shift between coaching for performance and mentoring for development based on the specific needs of their team members and situations. The curriculum is built on a foundation of situational leadership, emphasizing adaptability and emotional intelligence. A key differentiator is our heavy emphasis on practice-based learning; participants spend significant time in role-playing scenarios that mirror the complex challenges they face daily, receiving immediate, constructive feedback. Furthermore, the course content is strategically designed to link leadership development directly to key business outcomes such as employee retention, succession planning, and building a high-performance culture. It equips leaders not just with a new set of tools, but with a transformative mindset that fosters autonomy, accountability, and continuous growth throughout their teams and the wider organization.