

# Training Course on Building a Coaching Culture at the Top

## Professional Development Training Course Outline

|          |                    |               |                         |
|----------|--------------------|---------------|-------------------------|
| Category | CEOs and Directors | Duration      | 5 Days                  |
| Base Fee | \$1,500 USD        | Delivery Mode | Online / On-site Hybrid |

### Course Introduction

In today's dynamic and rapidly evolving business landscape, organizations are increasingly recognizing the pivotal role of a robust **coaching culture** in driving sustained success and **organizational agility**. Training Course on Building a Coaching Culture at the Top is meticulously designed for senior leaders who are committed to embedding a powerful coaching mindset and skillset throughout their executive teams and beyond. By fostering a culture of **empowerment, continuous learning, and accountability**, leaders can unlock the full potential of their workforce, enhance **employee engagement**, and navigate complex challenges with greater resilience. This course will equip top management with the essential tools and strategies to champion coaching as a core leadership competency, moving beyond traditional hierarchical structures to cultivate a truly collaborative and high-performing environment.

The program emphasizes practical application and real-world impact, focusing on how **executive coaching principles** can translate into tangible improvements in **leadership effectiveness, talent development, and strategic execution**. Participants will explore the latest trends in **AI-powered coaching, psychological safety, and growth mindset cultivation**, ensuring they are at the forefront of modern leadership practices. By transforming their leadership approach, senior executives will not only elevate individual performance but also cultivate a vibrant organizational ecosystem where every team member is empowered to take ownership, innovate, and contribute meaningfully to the company's overarching goals.

### Programme Curriculum

#### Training Course on Building a Coaching Culture at the Top

##### Introduction

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### Course Duration

5 days

### Course Objectives

1. Cultivate a pervasive **growth mindset** within top leadership, fostering adaptability and a proactive approach to continuous improvement.
2. Integrate **executive coaching methodologies** seamlessly into strategic planning, talent management, and performance frameworks.
3. Develop **agile leadership** capabilities through coaching, enabling rapid response to market shifts and unforeseen challenges.
4. Create an environment of **psychological safety** that encourages open communication, constructive feedback, and risk-taking without fear of reprisal.
5. Leverage **data analytics** and **AI insights** to inform coaching interventions, personalize development plans, and measure ROI.
6. Implement effective coaching strategies to identify, nurture, and **empower high-potential talent** for future leadership roles.
7. Utilize coaching techniques to break down silos and enhance **cross-functional collaboration** across departments.
8. Implement coaching practices that significantly boost **employee engagement** and reduce **talent turnover**.
9. Develop **authentic leadership** qualities, promoting trust, transparency, and integrity within the executive team.
10. Equip leaders with coaching skills to effectively guide their teams through periods of **digital transformation** and technological disruption.
11. Foster **organizational resilience** and support **employee well-being** through compassionate and effective coaching conversations.
12. Establish clear metrics and mechanisms to quantitatively **measure the impact of coaching** on key business outcomes.
13. Ensure coaching becomes an intrinsic and recognized **core competency** for all senior leaders, driving sustainable cultural change.

## Organizational Benefits

- Enhanced capacity to adapt quickly to market changes and innovate.
- A more motivated and committed workforce, reducing turnover costs.
- Development of future-ready leaders equipped for complex challenges.
- Optimized individual and team output through targeted development.
- A culture that encourages creative solutions and out-of-the-box thinking.
- Employees take more responsibility for their growth and results.
- Breaking down silos and fostering a unified organizational effort.
- A supportive, trust-based environment that attracts and retains top talent.
- Clear demonstration of the business impact of coaching initiatives.

## Target Audience

1. Chief Executive Officers (CEOs) and Presidents
2. Executive Board Members and C-Suite Leaders
3. Senior Vice Presidents and Divisional Heads
4. Human Resources (HR) Directors and Chief People Officers
5. Organizational Development (OD) Leaders
6. Heads of Learning & Development
7. Aspiring Senior Leaders and High-Potential Managers
8. Consultants specializing in Leadership & Organizational Change

## Course Outline

### Module 1: The Strategic Imperative of a Coaching Culture at the Top

- Defining Coaching Culture
- The Business Case for Coaching
- Current Leadership Challenges
- Role of Top Leadership in Championing Change
- **Case Study:** How Google fostered a coaching culture that led to increased innovation and employee satisfaction.

### Module 2: Core Coaching Competencies for Executive Leaders

- Active Listening and Powerful Questioning
- Giving and Receiving Feedback Effectively
- Goal Setting and Accountability Frameworks.
- Building Trust and Rapport
- **Case Study:** A global pharmaceutical company's shift from directive management to a coaching approach, boosting team performance.

### Module 3: Fostering a Growth Mindset and Psychological Safety

- Understanding and Cultivating a Growth Mindset across the organization.
- The Science of Psychological Safety
- Addressing Resistance to Change.
- Promoting Continuous Learning and Experimentation.
- **Case Study:** Pixar Animation Studios' emphasis on psychological safety and peer feedback in driving creative excellence.

### Module 4: Implementing Coaching Models and Frameworks

- Introduction to Key Coaching Models.
- Situational Coaching.
- Team Coaching.
- Peer Coaching and Mentorship Programs: Scaling the coaching impact.
- **Case Study:** Deloitte's adoption of a peer coaching program to enhance internal capabilities and knowledge sharing.

## Module 5: Leveraging Technology and Data in Coaching

- The Rise of AI in Coaching
- Data Analytics for Coaching Effectiveness
- Digital Coaching Platforms.
- Ethical Considerations in Digital Coaching and Data Privacy.
- **Case Study:** How a major tech firm uses AI-powered feedback tools to personalize leadership development journeys.

## Module 6: Coaching for Performance and Talent Development

- Integrating Coaching into Performance Management Cycles.
- Coaching for **High-Potential Talent Identification** and Succession Planning.
- Developing a **Coaching-Led Performance Review** Process.
- Addressing Underperformance with a Coaching Approach.
- **Case Study:** Microsoft's reinvention of its performance management system to be coaching-centric, improving employee growth conversations.

## Module 7: Leading Through Change with a Coaching Lens

- Coaching for **Organizational Change Management**.
- Building **Resilience** and Adaptability through Coaching.
- Coaching for **Crisis Management** and Navigating Uncertainty.
- Communicating Vision and Strategy through Coaching Conversations.
- **Case Study:** A large financial institution successfully navigated a major restructuring by empowering leaders with coaching skills.

## Module 8: Sustaining and Scaling a Coaching Culture

- Developing an Internal Coaching Cadre and Certification.
- Creating a **Coaching Community of Practice** within the organization.
- **Measuring the Long-Term Impact** and Iterating on the Coaching Strategy.
- Leadership's Role in Ongoing Sponsorship and Advocacy for Coaching.
- **Case Study:** IBM's sustained commitment to a coaching culture, leading to significant improvements in leadership effectiveness over decades.

## Training Methodology

Our training methodology is highly interactive and experiential, designed to foster deep learning and immediate application. It includes:

- **Interactive Workshops:** Facilitated discussions, group activities, and role-playing scenarios.
- **Experiential Learning:** Hands-on exercises and practical application of coaching skills.
- **Peer Coaching Sessions:** Opportunities for participants to coach and be coached by their peers.

- **Case Study Analysis:** In-depth examination of real-world organizational coaching successes and challenges.
- **Expert Facilitation:** Guided by seasoned executive coaches and organizational development specialists.
- **Action Planning:** Individual and group exercises to develop personalized implementation strategies.
- **Pre- and Post-Course Assessments:** Measuring learning transfer and impact.
- **Digital Resource Hub:** Access to tools, templates, and further reading for continuous development.

**Register as a group from 3 participants for a Discount**

Send us an email: [info@fineskilltrainingcenter.com](mailto:info@fineskilltrainingcenter.com) or call +254769199797

### ***Certification***

*Upon successful completion of this training, participants will be issued with a globally- recognized certificate.*

### ***Tailor-Made Course***

*We also offer tailor-made courses based on your needs.*

### **Key Notes**

- The participant must be conversant with English.
- Upon completion of training the participant will be issued with an Authorized Training Certificate
- Course duration is flexible and the contents can be modified to fit any number of days.
- The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.
- One-year post-training support Consultation and Coaching provided after the course.
- Payment should be done at least a week before commence of the training, to FINESKILL TRAINING CENTER account, as indicated in the invoice so as to enable us prepare better for you.

## **Upcoming Scheduled Sessions**

| Start Date  | End Date    | Location | Price   |
|-------------|-------------|----------|---------|
| 07 Sep 2026 | 11 Sep 2026 | Physical | \$1,500 |

| Start Date  | End Date    | Location | Price   |
|-------------|-------------|----------|---------|
| 14 Sep 2026 | 18 Sep 2026 | Physical | \$1,500 |
| 21 Sep 2026 | 25 Sep 2026 | Physical | \$1,500 |
| 28 Sep 2026 | 02 Oct 2026 | Physical | \$1,500 |
| 05 Oct 2026 | 09 Oct 2026 | Physical | \$1,500 |
| 12 Oct 2026 | 16 Oct 2026 | Physical | \$1,500 |
| 19 Oct 2026 | 23 Oct 2026 | Physical | \$1,500 |
| 26 Oct 2026 | 30 Oct 2026 | Physical | \$1,500 |

Ready to enroll or request a customized program? Book online or contact us:

Register Online Now

Email: [info@fineskilltrainingcenter.com](mailto:info@fineskilltrainingcenter.com) | Website: [www.fineskilltrainingcenter.com](http://www.fineskilltrainingcenter.com)