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Executive and Leadership Coaching

Casablanca · 30 Nov 2026 - 4 Dec 2026

Date	Venue	Duration
30 Nov 2026 - 4 Dec 2026	**Casablanca**	**1 Week**
Fee	Ref	Language
£3,600 GBP	**SC360**	**English**

Introduction

This 5-day course provides leaders, managers, and HR professionals with a practical foundation in executive and leadership coaching. Aligned with the core competencies and ethical guidelines of the International Coaching Federation (ICF), the programme equips participants with the essential skills to coach individuals and teams effectively, foster leadership development, and create a culture of accountability and growth within organisations.
While this course is not ICF-accredited, it fully adheres to ICF coaching principles and standards in both methodology and content.

Course Objectives of Executive and Leadership Coaching

At the end of this programme participants will be qualified to:

- Understand the principles, ethics, and core competencies of professional coaching.
- Apply coaching techniques to enhance leadership effectiveness and team performance.
- Use powerful questioning, listening, and feedback strategies to facilitate growth.
- Integrate coaching into leadership practices for improved communication and motivation.
- Develop personalised coaching plans to drive sustainable behavioural and organisational change.

Course Methodology of Executive and Leadership Coaching

- Lectures and Expert Insights: Leading industry experts will share their insights and best practices.
- Case Studies: Analyse real-world talent acquisition challenges and solutions.
- Group Discussions: Engage in meaningful discussions and share experiences with peers.
- Role-Playing and Simulations: Practice recruitment scenarios to enhance skills.
- Hands-on Workshops: Gain practical experience in using recruitment tools and techniques.

Organisational Impact of Executive and Leadership Coaching

- Stronger leadership alignment with organisational goals.
- Improved communication and collaboration across departments.

- A culture of continuous development and accountability.
- Enhanced employee engagement and retention through effective coaching practices.

Personal Impact of Executive and Leadership Coaching

- Gain confidence in applying coaching techniques to real leadership challenges.
- Strengthen emotional intelligence and interpersonal influence.
- Learn to manage difficult conversations and inspire high performance.
- Develop a personal leadership coaching style aligned with ethical best practices.

Target Audience of Executive and Leadership Coaching

- Executives, directors, and senior managers
- HR and talent development professionals
- Team leaders and supervisors
- Individuals aspiring to integrate coaching into their leadership approach

Course Outlines

Day 1

Foundations of Coaching and Leadership

- Understanding the coaching mindset and philosophy
- Key differences between coaching, mentoring, and managing
- Overview of ICF coaching competencies and ethics
- The role of coaching in executive leadership
- The leader as a coach: benefits and applications

Day 2

Building Trust and Effective Communication

- Establishing a coaching relationship built on trust and respect
- Active listening and powerful questioning techniques
- Emotional intelligence and empathy in coaching
- Enhancing awareness and accountability in coachees
- Coaching practice sessions: foundational skills

Day 3

Coaching for Leadership Development

- Identifying leadership strengths and development areas
- Coaching for motivation and performance improvement
- Giving constructive feedback and managing resistance
- Case studies: coaching leaders through transitions and challenges
- Practical role-play and peer coaching exercises

Day 4

Advanced Coaching Tools and Models

- GROW and CLEAR coaching models in executive contexts
- Systemic and transformational coaching approaches

- Coaching for strategic thinking and decision-making
- Overcoming barriers to change and growth
- Supervised coaching sessions with feedback

Day 5

Integrating Coaching into Organisational Culture

- Creating a coaching culture within organisations
- Designing and implementing leadership coaching programmes
- Measuring the impact of coaching on performance
- Personal action plan and self-reflection
- Final coaching demonstrations and feedback

Register or ask about this course online

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