MERCURY

Coaching, Counseling & Mentoring: Effective Leadership & Talent Development

3 – 7 January 2027
Doha (Qatar)



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Ref: 1111_1049876 **Date:** 3 – 7 January 2027 **Location:** Doha (Qatar) **Fees:** 5500 Euro

Introduction to Coaching and Leadership Development

We often hear record-breaking athletes attribute their success to their coaches, acknowledging the crucial role of coaching in enhancing performance and competitiveness.

This principle extends to the business world. Companies and organizations must foster a culture where coaching and feedback are integral to daily routines.

This innovative and motivating coaching leadership course takes a structured approach that proves effective for the organization's greenest recruits and the most seasoned professionals.

Shifting from a directive boss to a supportive coach is essential in modern management. Encouraging improvement is only effective when individuals understand how to achieve better results.

Solid coaching strategies build trust and establish a climate of collaboration among professionals and their teams.

In this coaching, counseling, and mentoring course for effective leadership, participants will learn to be less of a boss and more of a coach, which is fundamental to modern management, and urging people to do better will only work if they know how to do it better.

Also, to learn good coaching builds trust and a collaborative climate between professionals and teams.

Targeted Groups

- Managers
- Supervisors.
- Team leaders.
- HR staff.

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Course Objectives

By the end of this executive coaching program, participants will be able to:

- Coaching and equipping are two of the most important acts of leadership.
- Recognize that to get things done cost-effectively, they must 'grow' people to their full potential.
- Offer beneficial coaching or suggestions on how to improve.
- Help others grow and develop e.g., create and monitor development plans; identify training and development.
- Provide constructive feedback specific, timely, accurate.
- Understanding staff's specific strengths and development needs helps identify developmental priorities.
- Support and encourage others when they make mistakes or take developmental risks.
- Influence themselves and others to create productive behaviors that lead to optimal personal impact.
- Optimize their organization's personal productivity and personal enjoyment.
- Promote enhanced job productivity, job satisfaction, and pride.
- Decide actions to apply the learning to their workplace.
- Equip others with peak performance skills and develop pro-action plans.

Targeted Competencies

- Leadership skills.
- Coaching.
- Mentoring.
- Prioritizing.
- Time management.

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Course Content

Unit 1: Strategic Equipping For Leadership

- How to change manager's roles?
- Defining real leadership.
- Equipping leaders for excellence.
- Pursuing excellence.
- Developing key management competencies.
- Methods to unleash staff potential.
- The manager's role in facilitating change.
- Achieving peak performance.
- Understanding activators, behaviors, and consequences.
- The benefits of strategic equipment for the organization, managers, and performers.

Unit 2: The Manager as a Coach and Mentor

- What is coaching?
- Why is coaching so important?
- Making the transition from manager to coach.
- Qualities and attributes of a good Coach.
- Develop the coaching model.
- What does coaching achieve?
- Deciding when and how to coach.
- Select the appropriate coaching style.
- Arranging a coaching session.
- Use the "GROW" model.
- Measuring and observing performance.
- How to appraise a person's performance?
- The link with feedback motivation.

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Unit 3: The Coaching / Motivation Process and Skills

- Influencing the readiness to change.
- The importance of handling change.
- Gaining a person's commitment to change.
- Raising their effectiveness through questioning.
- Motivation as a lever.
- Setting action-oriented performance goals.
- End goals, performance goals, and process goals.
- Working your goal-setting strategy.
- Developing efficient time management.
- Learn to prioritize your time.
- The importance of essential Listening skills.
- Developing the cycle for continuous improvement.

Unit 4: Applying Coaching and Counseling in Leadership

- Understanding the performer's mindset.
- Coaching the subconscious for better performance.
- Identifying areas for improvement.
- Overcoming barriers to progress.
- The principle of replacement in coaching.
- Encouraging the proper performance attitude.
- Making attitude adjustments.
- Focusing on empowering improvements.
- Leading by example.
- Fostering appreciation internally and externally.
- The Coach's role in facilitating success.

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Unit 5: Coaching Towards Decisive Action

- Embracing coaching as a life approach.
- Self-coaching for personal aims and discipline.
- Enhancing decision-making abilities.
- Steps to effective decision-making.
- Adopting a proactive leadership stance.
- Understanding and implementing the circle of control.
- Proactively managing interpersonal relationships.
- Persisting in optimal performance.
- Applying learned skills at various organizational levels.
- Qualities of a successful corporate executive.

In addition to the outlined modules, we will integrate executive coaching qualifications and coaching mentoring training and demonstrate why coaching and mentoring are important in leadership and management, ensuring a comprehensive understanding and application of these critical skills in professional settings.

Finally, this leadership and management coaching course aims to impart knowledge and certify individuals with a leadership coaching certification, preparing them to practice the art of leadership through effective coaching, mentoring, and counseling in their respective organizations.