

COACHING FOR ENGAGEMENT AND PERFORMANCE CERTIFICATION



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TRAINING CENTER



Introduction

Coaching has moved from a specialist intervention to a core management skill, and organisations that coach well retain better people and deliver more consistently. The Coaching for Engagement and Performance Certification Training Course develops that skill to a professional standard. Participants learn to run structured coaching conversations, use recognised models such as GROW, and connect individual development to measurable performance. Furthermore, the course covers listening, questioning, feedback, and handling resistance. In addition, it addresses engagement drivers, goal setting, and coaching measurement. As a result, participants return able to coach confidently in daily work rather than reserving it for formal reviews.

Coaching for Engagement and Performance Certification Course Objectives

- Distinguish coaching from mentoring, instructing, and performance management.
- Apply the GROW model to structured coaching conversations.
- Use powerful questioning and active listening techniques.
- Establish coaching agreements with clear goals and confidentiality.
- Give developmental feedback using the SBI model.
- Coach team members through performance and development challenges.
- Apply coaching to engagement, motivation, and retention.
- Handle resistance, defensiveness, and difficult coaching moments.
- Measure coaching impact with capability and performance indicators.
- Build a personal coaching practice and development plan.

Course Methodology

- Instructor-led sessions combining coaching theory with live practice.

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- Coaching triad exercises with structured observer feedback.
- Case studies of coaching in corporate, public, and industrial settings.
- Role-play exercises on difficult conversations and resistance.
- Group workshops building coaching plans and measurement frameworks.
- Continuous knowledge checks and a final assessed coaching certification project.

Who Should Take This Course

- Managers and team leaders at all levels.
- HR and learning and development professionals.
- Supervisors responsible for team development.
- Internal coaches and coaching programme leads.
- Project and programme managers developing teams.
- Professionals seeking a recognised coaching credential.

Coaching for Engagement and Performance Certification Course Outlines

Day 1: Coaching Foundations

- What coaching is and what it is not.
- Coaching versus mentoring, instructing, and managing performance.
- The coaching mindset: curiosity, patience, and non-directive support.
- Coaching agreements, boundaries, and confidentiality.
- When coaching is the wrong intervention.
- Ethical practice and professional coaching standards.
- Workshop: running a first structured coaching conversation.





Day 2: Core Coaching Skills

- Active listening: full attention, silence, and reflection.
- Powerful questioning that creates insight rather than instruction.
- Summarising and confirming to reach clear actions.
- Reading non-verbal signals and emotional cues.
- Giving feedback within a coaching conversation using the SBI model.
- Managing your own urge to solve the problem.
- Workshop: coaching skills triad practice with feedback.

Day 3: The GROW Model in Practice

- GROW stages: goal, reality, options, will.
- Setting coaching goals that matter to the individual.
- Exploring reality honestly without judgement.
- Generating options and testing their feasibility.
- Building commitment and accountability to action.
- Follow-up and reviewing progress between sessions.
- Workshop: full GROW coaching session with observer feedback.

Day 4: Coaching for Engagement and Performance

- Engagement drivers and what motivates different people.
- Coaching for development, confidence, and career growth.
- Coaching through performance gaps and improvement plans.
- Handling resistance, defensiveness, and low motivation.
- Coaching during change and uncertainty.

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- Coaching across cultures and different communication styles.
- Workshop: coaching a performance challenge scenario.

Day 5: Measuring Impact and Building Coaching Practice

- Coaching impact indicators: capability, performance, and engagement.
- Documenting coaching outcomes without breaking confidentiality.
- Embedding coaching into one-to-ones and review cycles.
- Building a coaching culture in a team or function.
- Continuous improvement in personal coaching practice.
- Building a personal coaching development plan.
- Workshop: presenting a coaching practice and impact plan.

Conclusion

By successfully completing the Coaching for Engagement and Performance Certification Training Course, participants will have acquired the knowledge to run structured coaching conversations, apply the GROW model, use questioning and listening techniques, give developmental feedback, and coach through performance and engagement challenges. They will also gain the ability to measure coaching impact and embed coaching into routine management practice. Furthermore, the course prepares participants to build a coaching culture rather than rely on occasional conversations. Gentex Training Center delivers this programme with a strong emphasis on practical, workplace-ready coaching practice.

FAQs





Q1 What is the "Coaching for Engagement and Performance Certification" course about?

It is a practical certification programme on coaching as a management skill. It covers coaching foundations and ethics, active listening and powerful questioning, the GROW model, feedback using the SBI model, coaching through performance and engagement challenges, resistance handling, and coaching impact measurement.

Q2 What are the key benefits of the "Coaching for Engagement and Performance Certification" course?

Participants gain the confidence and structure to coach in daily work rather than only in formal reviews. The course improves team engagement and retention, raises capability through targeted development, strengthens feedback quality, reduces dependency on the manager for answers, and gives leaders measurable evidence of coaching impact.

Q3 What skills will I gain from the "Coaching for Engagement and Performance Certification" course?

Structured coaching using the GROW model; active listening and powerful questioning; developmental feedback and resistance handling; and engagement coaching, capability development and coaching impact measurement.



Q4 What tools, methods, or standards are covered in the "Coaching for Engagement and Performance Certification" course?

The course covers the GROW coaching model, coaching agreement frameworks, active listening and questioning techniques, the SBI feedback model, individual development plan formats, performance improvement plan structures, engagement driver models, coaching reflection logs, coaching supervision and ethics frameworks, and coaching impact indicators for capability, performance, and engagement.

Q5 How is the "Coaching for Engagement and Performance Certification" course applied in real-world practice?

Graduates apply it by running short coaching conversations during daily work and longer structured sessions during one-to-ones, using GROW to build commitment to action. They also coach members through performance dips and development goals, adapt their style to different individuals, and track improvements in capability and engagement over time.