

COACHING FOR PERFORMANCE AND DEVELOPMENT



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TRAINING CENTER



Introduction

Managers get better results when they develop people rather than simply directing them, and coaching is the practice that makes that shift possible. The Coaching for Performance and Development Training Course builds coaching as a working management skill rather than a specialist technique. Participants learn to run structured coaching conversations, use recognised models such as GROW, and connect individual development directly to performance. Furthermore, the course covers listening, questioning, feedback, and handling resistance. In addition, it addresses goal setting, difficult performance conversations, and measuring development outcomes. As a result, participants return able to coach their teams consistently in daily work.

Coaching for Performance and Development Course Objectives

- Distinguish coaching from mentoring, instructing, and managing performance.
- Apply the GROW model to structured coaching conversations.
- Use powerful questioning and active listening techniques.
- Establish coaching agreements with clear goals and confidentiality.
- Set development goals that connect to real performance needs.
- Give developmental feedback using the SBI model.
- Coach through performance gaps with improvement plans.
- Handle resistance, defensiveness, and low motivation.
- 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 performance conversations.
- Group workshops building coaching plans and measurement frameworks.
- Continuous knowledge checks and a final assessed coaching project.

Who Should Take This Course

- Managers and team leaders at all levels.
- Supervisors responsible for team development.
- HR and learning and development professionals.
- Internal coaches and coaching programme leads.
- Project and programme managers developing teams.
- Professionals who want coaching to become part of their management style.

Coaching for Performance and Development 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 Through Performance Challenges

- Coaching for development, confidence, and career growth.
- Coaching through performance gaps and improvement plans.
- Addressing attitude, motivation, and engagement issues.
- Handling resistance, defensiveness, and excuses.
- Coaching during change and uncertainty.

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

Day 5: Measuring Impact and Building 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 Performance and Development Training Course, participants will have acquired the knowledge to run structured coaching conversations, apply the GROW model, use questioning and listening techniques, set development goals, and coach through performance challenges. They will also gain the ability to measure development outcomes and embed coaching into routine management practice. Furthermore, the course prepares participants to make coaching part of how they lead rather than an occasional activity. Gentex Training Center delivers this programme with a strong emphasis on practical, workplace-ready coaching.

FAQs





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

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

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

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

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

Structured coaching using the GROW model; active listening and powerful questioning; developmental goal setting and feedback; and coaching through performance gaps and resistance, with coaching impact measurement.



Q4 What tools, methods, or standards are covered in the "Coaching for Performance and Development" 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 and motivation models, coaching reflection logs, coaching supervision and ethics frameworks, and coaching impact indicators for capability, performance, and engagement.

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

Graduates apply it by holding 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 capability and performance improvements over time.