Mastering the Art of Coaching: A Comprehensive 1-Week Course

2 – 6 August 2027
Lisbon (Portugal)



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Why This Course

Coaching has become a powerful tool for developing individuals, improving performance, and supporting meaningful change. Whether in professional or personal settings, effective coaching requires more than intuition—it demands structured techniques, strong communication skills, and a deep understanding of human behavior.

This intensive 1-week program is designed to build a solid foundation in coaching while developing practical, real-world skills. Through a blend of theory and hands-on practice, participants will learn how to guide others, ask the right questions, and create impactful coaching conversations that lead to lasting results.

What You'll Learn and Practice

By participating in this program, you will:

- Master essential coaching skills and techniques.
- Develop strong active listening and questioning abilities.
- Build effective and trust-based coaching relationships.
- Apply proven coaching models and frameworks.
- Support clients in setting goals and taking action.
- Enhance self-awareness and emotional intelligence.

The Program Flow

Day 1: Foundations of Coaching

- Understanding core coaching principles and ethics.
- Defining the role and responsibilities of a coach.
- Exploring key coaching competencies.
- Building rapport and trust with clients.

Day 2: Essential Coaching Skills

- Practicing active listening techniques.
- Developing powerful questioning strategies.
- Delivering constructive and supportive feedback.
- Managing emotions during coaching sessions.



Day 3: Coaching Models and Frameworks

- Applying structured coaching models in practice.
- Using solution-focused coaching approaches.
- Exploring strengths-based coaching methods.
- Applying cognitive and behavioral coaching techniques.

Day 4: Goal Setting and Action Planning

- Setting clear and achievable goals with clients.
- Identifying and overcoming obstacles.
- Creating structured action plans.
- Building accountability and follow-up strategies.

Day 5: Advanced Coaching Techniques

- Supporting behavioral change and development.
- Managing challenging coaching situations.
- Understanding group and team coaching dynamics.
- Developing a personal coaching style and presence.

Individual Impact

- Strengthen communication and interpersonal skills.
- Improve confidence in guiding and supporting others.
- Enhance self-awareness and emotional intelligence.
- Develop a structured and professional coaching approach.

Work Impact

- Improve team performance and individual development.
- Strengthen leadership and people management capabilities.
- Support a culture of continuous learning and growth.
- Enhance collaboration and communication within teams.

Training Methodology

This program combines theory with practical application to ensure effective learning. Methods include:

- Interactive sessions and guided discussions.
- Live coaching practice and role-playing exercises.
- Case studies based on real coaching scenarios.
- Group activities focused on skill development.
- Feedback sessions to refine coaching techniques.



Beyond the Course

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

- Conduct full coaching sessions with confidence.
- Build a personalized toolkit of coaching techniques.
- Develop a clear plan to apply coaching in their professional context.
- Continue growing through collaboration and shared learning with peers.

