Executive Certificate in Leadership Coaching Excellence

7 – 11 March 2027
Doha (Qatar)



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Why This Course

In today's complex and fast-changing business environment, traditional leadership approaches are no longer enough. Executives and senior leaders are increasingly expected to act as coaches—developing talent, unlocking potential, and creating environments where people and performance can thrive. Leadership coaching has become a critical capability for driving sustainable success, not just individual performance.

The **Executive Leadership Coaching Excellence Program** is a comprehensive one-week course designed for executives and senior leaders who want to elevate their leadership impact through advanced coaching skills. The program integrates evidence-based coaching frameworks, neuroscience insights, and adult development principles to help leaders coach with clarity, confidence, and credibility.

By combining theory with intensive practice, the program develops leaders who can foster trust, accelerate growth, and embed a culture of continuous learning and high performance across their organizations.

What You'll Learn and Practice

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

- Master core leadership coaching competencies and ethical standards
- Apply evidence-based coaching frameworks in real leadership situations
- Use neuroscience and adult development principles to enhance coaching effectiveness
- Build trust, presence, and psychological safety in coaching conversations
- Coach individuals and teams to drive performance, accountability, and change
- Design customized leadership development and coaching plans
- Measure and evaluate coaching outcomes to ensure sustained impact

The Program Flow 1-Week Structure

Day 1 - Foundations of Leadership Coaching

- Introduction to leadership coaching principles and best practices
- Core coaching competencies and ethical guidelines
- Developing a coaching mindset and executive presence
- Building trust and creating a safe, high-impact coaching environment



Day 2 - Advanced Coaching Techniques

- Evidence-based coaching frameworks and models
- Powerful questioning and deep listening techniques
- Facilitating insight, awareness, and mindset shifts
- Designing actions, accountability structures, and follow-through

Day 3 - Neuroscience & Adult Development in Coaching

- Key neuroscience principles relevant to leadership coaching
- Adult learning and development theories
- Emotional intelligence and self-regulation in coaching
- Somatic coaching and embodied leadership practices

Day 4 - Organizational Coaching & Performance

- Aligning coaching with organizational strategy and culture
- Team coaching and managing group dynamics
- Coaching for change, transformation, and innovation
- Measuring, evaluating, and reporting coaching impact

Day 5 - Integrating & Applying Coaching Skills

- Creating customized leadership development and coaching plans
- Practice coaching sessions using real-world leadership cases
- Peer coaching, observation, and structured feedback
- Defining a personal coaching philosophy and leadership brand

Individual Impact

Participants will leave the program with:

- A practical toolkit of advanced coaching techniques ready for immediate use
- Greater confidence in coaching senior leaders, teams, and high potentials
- Enhanced emotional intelligence and communication capabilities
- Stronger ability to influence performance without relying on authority
- A personalized coaching development roadmap for continued growth

Organizational Impact

Organizations will benefit through:



- Stronger leadership capability and bench strength
- Higher engagement and performance across teams
- Improved alignment between leadership behavior and strategic goals
- More effective change leadership and talent development
- A sustainable coaching culture that supports continuous improvement

Training Methodology

The program follows an immersive, executive-level learning approach, including:

- Evidence-based leadership coaching case studies
- Live coaching demonstrations and practice sessions
- Peer coaching and structured feedback
- Reflection exercises and leadership self-assessments
- Expert facilitation grounded in real executive coaching experience

Beyond the Course

After completing the program, participants will be ready to:

- Lead with a coaching mindset that accelerates performance and growth
- Embed coaching practices into everyday leadership interactions
- Develop future leaders through intentional, high-impact coaching
- Contribute to a culture of trust, accountability, and continuous development

