BLACKBIRD FOR TRAINING

Mastering Effective Coaching & Counseling Skills Workshop

21 – 25 March 2027
Jeddah (KSA)

UK Traininig
PARTNER



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Ref: 321607_232735 **Date:** 21 – 25 March 2027 **Location:** Jeddah (KSA) **Fees:** 4200 GBP

Why This Course

Effective leadership goes beyond directing tasks — it requires the ability to guide, support, and develop team members. Coaching and counseling skills are critical tools for managers and supervisors to enhance employee performance, foster engagement, and build resilient, high-performing teams.

This intensive 1-week workshop is designed to equip participants with practical coaching and counseling capabilities. Through hands-on exercises, real-world scenarios, and structured frameworks, attendees will learn how to communicate effectively, provide constructive feedback, and address performance challenges confidently.

What You'll Learn and Practice

By attending this program, you will be able to:

- Apply coaching and counseling principles to improve employee performance and development.
- Communicate effectively through active listening, powerful questioning, and feedback techniques.
- Set clear, achievable goals and guide employees toward success.
- Address performance issues, resolve conflicts, and support team well-being.
- Develop a personalized coaching style and action plan for your team.

The Program Flow

Day 1: Foundations of Coaching and Counseling

- Understanding the role and impact of a coach and counselor
- Distinguishing between coaching and counseling approaches
- Building emotional intelligence
- Establishing trust and rapport with employees

Day 2: Essential Communication Skills

- Mastering active listening techniques
- Using effective questioning strategies to guide conversations
- Recognizing and leveraging non-verbal communication
- Giving and receiving feedback constructively



Day 3: The Coaching Process

- Structured coaching models GROW, OSKAR
- Setting SMART goals for performance and development
- Developing actionable coaching plans
- Overcoming obstacles and resistance during coaching

Day 4: Counseling Techniques

- Identifying and addressing performance issues
- Conducting challenging or sensitive conversations
- Conflict resolution strategies in the workplace
- Supporting employee well-being and engagement

Day 5: Practical Application and Integration

- Role-playing coaching and counseling scenarios
- Peer feedback and self-reflection exercises
- Creating a personal coaching and counseling style
- Developing an actionable coaching plan for team implementation

Individual Impact

Participants will leave the course with:

- Enhanced confidence in coaching and counseling employees effectively.
- Stronger communication and interpersonal skills.
- Practical tools to address performance challenges and foster team development.
- A personalized action plan for integrating coaching and counseling into daily leadership.

Organizational Impact

Organizations will benefit from:

- Leaders capable of motivating and engaging teams to achieve higher performance.
- Improved employee development and retention through structured support.
- Enhanced workplace culture centered on feedback, growth, and collaboration.
- More effective resolution of performance and interpersonal challenges.



Training Methodology

- Interactive workshops and scenario-based exercises
- Role-playing and peer feedback sessions
- Structured coaching and counseling frameworks
- Practical action planning for immediate workplace application

Beyond the Course

By the end of the one week, participants will be prepared to:

- Lead with empathy, clarity, and confidence.
- Conduct productive coaching and counseling sessions that drive results.
- Support employee growth and engagement strategically.
- Contribute to building a high-performing and resilient organizational culture.

