BLACKBIRD FOR TRAINING

Talent Development & Coaching

15 – 19 February 2027
Casablanca (Morocco)

UK Traininig
PARTNER



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Ref: 3255255_201475 **Date:** 15 – 19 February 2027 **Location:** Casablanca (Morocco) **Fees:** 4200 GBP

Introduction

Talent development and coaching are essential pillars for enhancing individual capabilities and driving organizational success. This program provides participants with practical tools and modern methodologies to strengthen skills, unlock potential, and build a work environment that fosters innovation and motivation. The content emphasizes aligning talent strategies with organizational objectives, applying coaching techniques to boost productivity, and cultivating strong leader-team relationships. The course is tailored for executives, team leaders, and professionals aiming to generate sustainable value through investing in people.

Course Objectives

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

- Understand the fundamentals of talent development and its impact on organizational performance.
- Apply effective coaching strategies to enhance individual and team capabilities.
- Design integrated development programs that support career growth.
- Use measurement tools to assess the effectiveness of talent development plans.
- Build trust-based relationships between leaders and team members through effective communication.
- Address performance challenges with innovative solutions.
- Align coaching strategies with organizational strategic objectives.
- Strengthen motivation and positive influence skills.

Course Outlines

Day 1: Fundamentals of Talent Development

- Definition and importance of talent development.
- Principles of coaching and the leader's role as a coach.
- Identifying employee needs and linking them to organizational goals.
- Tools for conducting skills gap analysis.
- Practical workshop on assessing strengths and weaknesses.
- Case study discussions.



Day 2: Effective Coaching Strategies

- Different models of coaching and mentoring programs.
- Steps to build a practical coaching plan.
- Setting clear and measurable development goals.
- Communication skills for coaching sessions.
- Techniques for delivering constructive feedback.
- Practical exercises in individual coaching.

Day 3: Developing Individual and Team Capabilities

- Designing programs for leadership skills.
- Encouraging creativity and innovation among employees.
- Strengthening teamwork through coaching.
- Linking coaching with daily performance tasks.
- Managing low-performing employees.
- Group activity to build an actionable development plan.

Day 4: Measuring and Evaluating Coaching Effectiveness

- Key performance indicators KPIs for evaluating coaching programs.
- Using digital tools to track progress and results.
- Analyzing development data to extract lessons learned.
- Integrating evaluation into continuous improvement.
- Real-world cases on measuring coaching return on investment.
- Building a monitoring system for post-coaching performance.

Day 5: Integrating Talent Development into Strategy

- Role of senior leadership in promoting a culture of development.
- Linking coaching and development to organizational strategies.
- Change management for ensuring sustainability.
- Designing policies that encourage continuous learning.
- Group project to design a comprehensive talent development plan.
- Final evaluation and recommendations.



Why Attend This Course: Wins & Losses!

- Acquire practical skills in talent development and coaching.
- Strengthen leadership and communication capabilities.
- Enhance employee performance and organizational outcomes.
- Learn effective tools for evaluating training impact.
- Foster a more motivated and innovative work culture.
- Gain strategies to handle workforce challenges.
- Align talent initiatives with organizational strategy.
- Benefit from real case studies and applied workshops.

Conclusion

The Talent Development & Coaching course represents a strategic step for organizations seeking to build resilient, high-performing teams. It offers a comprehensive framework to understand and apply best practices in human capability development—starting with assessing training needs, designing and implementing programs, and concluding with evaluation and sustainability.

Investing in these skills extends beyond improving individual performance; it enhances organizational competitiveness in dynamic environments. This course equips participants with in-depth knowledge and practical tools to make a lasting, measurable impact within their institutions.

