BLACKBIRD FOR TRAINING

Coaching for Engagement and Performance Certification

5 – 9 April 2027
Paris (France)



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Introduction

Organizations across the Middle East and North Africa are experiencing rapid shifts in workforce expectations, operational demands, and leadership responsibilities. As workplaces continue to evolve, leaders are increasingly required not only to manage tasks, but to cultivate environments that promote engagement, strengthen performance, and support sustainable growth. These changes create a pressing need for modern coaching approaches that help leaders empower their teams, address performance challenges, and build cultures grounded in trust, collaboration, and continuous development.

The Coaching for Engagement and Performance Certification offers a structured, practice-based pathway for leaders, team supervisors, and operational professionals who aim to elevate the quality of leadership within their organizations. It is designed for individuals across multiple sectors—including oil and gas, financial services, telecommunications, government entities, human resources, project management, marketing, and sales—who wish to advance their strategic influence and empower their teams through effective coaching.

This certification helps participants develop coaching skills that drive meaningful engagement, unlock employee potential, and strengthen overall performance. It also equips them with practical techniques for conducting one-on-one development discussions, delivering supportive feedback, identifying growth opportunities, and addressing performance gaps in a constructive and sustainable manner.

Course Objectives

- Understand the core principles of workplace engagement and performance development.
- Apply structured coaching techniques to improve employee performance.
- Strengthen communication and build trust between leaders and their teams.
- Identify behavioral patterns that influence engagement and productivity.
- Develop personalized coaching plans aligned with organizational goals.
- Deliver constructive feedback that motivates and supports development.
- Use assessment tools to measure engagement levels and performance progress.
- Address workplace challenges that impact employee motivation.
- Build a coaching culture that encourages continuous improvement.
- Enhance leadership decision-making related to team development.



Course Outlines

Day One: Foundations of Engagement and Performance Coaching

- Introduction to engagement and its impact on organizational outcomes.
- Key drivers of employee motivation in dynamic and competitive environments.
- Understanding workplace climate and its effect on performance.
- The leader's role in creating a supportive and developmental culture.
- Principles of effective coaching and how they differ from traditional supervision.
- Overview of individual behavior styles and their influence on engagement.

Day Two: Communication Skills and Building Trust

- Essentials of active listening in coaching dialogues.
- Techniques for clear, respectful, and structured communication.
- Addressing diverse employee needs within cross-functional teams.
- Crafting messages that support clarity and reduce misunderstandings.
- Managing professional conflicts and preserving psychological safety.
- The role of trust in sustaining engagement and performance improvement.

Day Three: Practical Coaching Tools for Performance Enhancement

- Step-by-step frameworks for conducting coaching sessions.
- Identifying individual development needs and setting improvement goals.
- Designing tailored coaching plans that encourage growth.
- Conducting one-on-one support sessions using structured tools.
- Delivering supportive feedback that fosters commitment and ownership.
- Monitoring progress using unbiased performance evaluation methods.

Day Four: Managing Challenges and Motivating Teams

- Diagnosing the root causes of low engagement or poor performance.
- Strategies for addressing resistance, behavioral concerns, and mindset barriers.
- Motivation techniques that strengthen team commitment.
- Correcting performance deviations through constructive guidance.
- Supporting employee well-being and professional resilience.
- Long-term strategies for sustaining high engagement levels.



Day Five: Application, Practice, and Course Wrap-Up

- Real-world case studies that illustrate coaching challenges and solutions.
- Building a comprehensive coaching roadmap tailored to organizational needs.
- Practical exercises for designing and delivering coaching sessions.
- Summary of key learning outcomes and reflection on implementation.
- Participant evaluation based on course objectives and outcomes.
- Recommendations for integrating coaching practices into workplace systems.

Why Attend This Course: Wins & Losses!

- Gain advanced coaching skills that strengthen leadership impact.
- Improve team performance through structured and supportive development practices.
- Enhance workplace engagement and collaboration.
- Strengthen your ability to diagnose performance challenges.
- Build more effective relationships with team members.
- Improve the quality of performance feedback.
- Increase organizational productivity and employee satisfaction.
- Acquire tools that can be applied immediately within your work environment.

Conclusion

The Coaching for Engagement and Performance Certification offers a practical, structured, and research-based approach to developing leadership capabilities that directly influence organizational success. By integrating core coaching principles with real-world applications, the course empowers professionals to address performance challenges constructively, enhance team motivation, and build a more supportive and productive work environment.

This program equips leaders with tools that promote deeper understanding of their teams, more effective communication, and sustained growth. It helps organizations create cultures grounded in trust, participation, and continuous improvement—ultimately strengthening results at both the individual and institutional level. Through its comprehensive modules and hands-on approach, the certification provides a clear and actionable pathway for leaders who aim to elevate performance and cultivate engaged, high-impact teams.

