

# Leadership & Management Development



## 4.4 Developing a Coaching Culture

The programmes within this Business Development pillar are not “off-the-shelf” courses. They are designed as a menu of development options that can be combined, adapted and shaped to reflect how your organisation actually creates value, wins work and sustains client relationships. What appears to be a requirement for “sales training” often points to something deeper – commercial confidence, consultative thinking, internal collaboration or the ability to articulate value with credibility.

These outlines are therefore best read as catalysts for discussion – prompts to help you reflect on how opportunity is identified, pursued and converted and what kind of development will genuinely shift commercial behaviour. In practice, the most effective solutions often draw on complementary elements from across our other pillars – Communication, Personal Development, Management and Leadership and Senior-Level Leadership and Talent Development. Every intervention we deliver is built in partnership with you, around your culture, your people and the outcomes you need to achieve.

### Course Overview

A coaching culture transforms how people think, learn and perform. It shifts development from being something that happens occasionally in a classroom to something that happens every day through conversation, reflection and ownership.

This practical one-day programme equips managers and leaders with the mindset, skills and behaviours required to embed coaching into everyday leadership. Participants learn how to use listening, questioning and feedback to strengthen performance, build confidence and encourage responsibility at every level.

Delegates leave with a clear understanding of what a coaching culture looks like in practice and the capability to model and embed coaching behaviours that improve engagement, capability and results.

### Who Should Attend

**Managers, supervisors, team leaders and HR professionals who want to:**

- Strengthen everyday leadership conversations
- Build greater ownership and accountability within teams

- Improve performance through development rather than direction
- Increase engagement and confidence at all levels
- Embed learning into daily work

Applicable across all sectors where development, engagement and performance matter.

### Context

Organisations that rely solely on formal training struggle to keep pace with change. Capability becomes dependent on a few specialists rather than being embedded across the organisation. A coaching culture changes this dynamic, enabling people to think for themselves, learn from experience and take ownership for improvement.

At Expleo we help leaders integrate coaching into the fabric of daily work. This programme enables participants to replace directive habits with developmental conversations, build trust and create an environment where learning and performance go hand in hand.

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## How Certification is Earned

Upon successful completion of this course, participants will be awarded a certificate of attendance from Expleo Academy.

## Course Objectives

**By the end of this programme participants will be able to:**

- Explain the value and characteristics of a coaching culture
- Apply core coaching skills in everyday conversations
- Use listening and questioning to encourage reflection and ownership
- Deliver feedback that supports growth and performance
- Create a supportive and trusting team environment
- Identify practical steps to establish and sustain coaching behaviours

## Course Outline

### 1. Foundations of a Coaching Culture

- What a coaching culture looks like in practice
- Benefits for performance, engagement and growth

### 2. Core Coaching Skills

- Active listening and purposeful questioning
- Encouraging reflection and responsibility

### 3. Feedback that Drives Development

- Structuring constructive conversations
- Linking feedback to goals and outcomes

### 4. Creating a Supportive Environment

- Building trust and psychological safety
- Encouraging openness and learning

### 5. Coaching in Everyday Leadership

- Using coaching in routine interactions
- Supporting empowerment and decision-making

### 6. Sustaining a Coaching Culture

- Identifying enablers and barriers
- Creating a practical action plan

## Training Methodology

**Interactive and skills-based learning including:**

- Coaching scenarios and role practice
- Facilitated discussion and shared experience
- Practical tools and templates
- Guided reflection and action planning

Participants will leave with the confidence and capability to embed coaching behaviours that strengthen performance and build capability across their team and organisation.

## Contact

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