MISSION INC.

Leader as Coach Programme

A high impact development programme that transforms leaders into confident, capable and inspiring coaches.



Who is this Programme Designed For?

This programme is designed for leaders, managers and professionals who:

- Want to adopt a more empowering, people centred leadership style
- Are responsible for supporting, developing and engaging others
- Regularly hold conversations that influence performance, motivation or wellbeing
- Want to build confidence and coaching skills
- Need practical, applied tools they can apply straight away

Ideal for both new and experienced people leaders looking to elevate their impact.

Programme Aim

To equip participants with the mindset, skills and confidence to apply coaching effectively in everyday leadership. The programme helps leaders understand what coaching is, when to use it and how to hold impactful conversations that unlock ownership, insight and performance.

Upon Completion of the Programme, Participants Will Be Able To:

- Understand coaching principles and distinctions from mentoring, managing and advising
- Build rapport, trust and clarity of role
- Apply active listening, purposeful questioning and non directive techniques
- Structure coaching conversations confidently
- Navigate challenge constructively
- Provide feedback using a coaching approach
- Empower others to unlock their potential

Programme Structure

The Leader as Coach Programme is made up of 9 modules, each delivered as a 2 hour interactive session.

Tier 1: Coaching Essentials

Build the mindset. Master the essentials.

Modules 1-3

2 hours per module
(6 hours total)

Participants will:

- Understand what coaching is (and isn't)
- Establish core coaching principles and non directive techniques
- Develop the Leader as Coach mindset
- Strengthen the coaching relationship
- Practise essential coaching skills: listening, summarising, paraphrasing and reflecting
- Learn a simple step by step structure for confident coaching conversations
- Practise through short, supported coaching exercise

Tier 2: Developing Coaching Capability

Strengthen capability. Build fluency. Expand your range.

Modules 4-6

2 hours per module
(6 hours total)

Participants will:

- Explore the full spectrum of coaching approaches (directive ↔ non directive)
- Develop advanced listening, presence and inclusive listening skills
- Increase awareness of personal bias and its impact
- Organise coachee information using structured techniques
- Reduce internal interference to improve clarity and confidence
- Use precise, open and clean questions for deeper insight
- Practise skills through paired and triad coaching sessions

Tier 3: Elevating Coaching Capibility

Add challenge. Inspire ownership. Coach at an advanced level.

Modules 7-9

2 hours per module
(6 hours total)

Participants will:

- Integrate constructive challenge into conversations
- Balance support and challenge to drive accountability and growth
- Apply modern coaching based feedback approaches
- Use advanced problem-solving tools
- Coaching others from insight to action
- Complete a full coaching session with observation and feedback



Programme Details

Leader as Coach is primarily delivered as an in-house development programme for organisations that want to build practical coaching capability across a team, department or leadership cohort.

We work with you to agree the schedule, format and focus around your people. Individual learners can also register their interest in a future open access cohort. For future open access dates, please get in touch with our team.

Format:	Live, Interactive workshops, demonstrations and guided practice, delivered virtually or in person
Delivery:	Primarily delivered in-house for organisational cohorts
Open Access:	Available for individual learners where cohort demand exists
Length:	9 modules, each delivered as a 2 hour session
Cohort Size:	Maximum of 12 delegates per cohort
Resources:	Digital workbooks, coaching tools, reflection journals

