

HUMAN RESOURCES | COURSE BROCHURE

Building an Internal Coaching Culture

5 days | Classroom training | English

SMART HORIZON

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Explore current programmes

https://smart-horizon.eu



Course content

Why attend

A coaching culture helps organisations develop people continuously, improve engagement and support change. This course explains how to build internal coaching capability, including coaching strategy, training internal coaches, coaching skills for managers, supervision and ethics, matching and administration, and evaluating impact.

External coaching is expensive and limited to a few senior leaders. Internal coaching programmes extend development across the organisation at lower cost.

Professional Problems This Course Is Designed to Solve

• Difficulty translating subject knowledge into practical workplace decisions.
• Inconsistent approaches to the activities covered in the course outline.
• Lack of a structured plan for applying and reviewing new skills.

Course methodology

The course uses programme design workshops, coaching practice, case studies of coaching cultures and evaluation exercises.

Course objectives

By the end of this course, participants will be able to:
• Explain the benefits and components of a coaching culture
• Develop a coaching strategy aligned with organisational goals
• Design an internal coaching programme
• Develop coaching skills in managers and internal coaches
• Establish ethics, supervision and quality standards
• Evaluate the impact of coaching

Target audience

This course is suitable for:
• Learning and development leaders
• HR directors
• Internal coaches
• Organisational development professionals
• Senior leaders sponsoring coaching



Course content

Target competencies

Participants will develop competencies in:
- Coaching strategy
- Programme design
- Coaching skills
- Coaching ethics
- Coaching supervision
- Impact evaluation

Course outline

Day 1: Coaching Culture

09:00–09:54	What a coaching culture looks like
09:54–10:48	Business benefits
10:48–11:00	Coaching maturity assessment
11:00–11:30	**Coffee break**
11:30–12:12	Coaching maturity assessment (continued)
12:12–13:06	Leadership role
13:06–14:00	Exercise: Coaching culture diagnostic

Day 2: Coaching Strategy and Programme Design

09:00–09:54	Objectives and target groups
09:54–10:48	Internal and external coaching mix
10:48–11:00	Coach selection and matching
11:00–11:30	**Coffee break**
11:30–12:12	Coach selection and matching (continued)
12:12–13:06	Programme administration
13:06–14:00	Workshop: Programme design



Course content

Day 3: Coaching Skills

09:00–09:54	Core coaching competencies
09:54–10:48	Coaching models
10:48–11:00	Practice sessions
11:00–11:30	**Coffee break**
11:30–12:12	Practice sessions (continued)
12:12–13:06	Coaching managers
13:06–14:00	Practice: Coaching triads

Day 4: Ethics and Supervision

09:00–09:54	Contracting and confidentiality
09:54–10:48	Ethical dilemmas
10:48–11:00	Coaching supervision
11:00–11:30	**Coffee break**
11:30–12:12	Coaching supervision (continued)
12:12–13:06	Quality standards
13:06–14:00	Case study: Ethical dilemma

Day 5: Evaluation and Sustainability

09:00–09:54	Measuring coaching outcomes
09:54–10:48	Return on expectations
10:48–11:00	Embedding coaching in HR processes
11:00–11:30	**Coffee break**
11:30–12:12	Embedding coaching in HR processes (continued)
12:12–13:06	Sustaining momentum
13:06–14:00	Capstone: Coaching culture roadmap

The timings provided are estimates and may vary depending on the number of participants and the discussions taking place during the



Course content

sessions. They are indicative only and do not constitute a binding commitment.

Dates, venues and fees

Current published course plans. Fees are per participant in EUR, excluding unconfirmed taxes.

Venue	Start date	End date	Fee (EUR)
Singapore Confirmed dates	9 Nov 2026	13 Nov 2026	**€2,820.–**
Online Confirmed dates	9 Nov 2026	13 Nov 2026	**€1,250.–**
London Confirmed dates	23 Nov 2026	27 Nov 2026	**€2,450.–**
Online Confirmed dates	23 Nov 2026	27 Nov 2026	**€1,250.–**
Dubai Confirmed dates	7 Dec 2026	11 Dec 2026	**€3,150.–**
Online Confirmed dates	7 Dec 2026	11 Dec 2026	**€1,250.–**
Frankfurt Confirmed dates	14 Dec 2026	18 Dec 2026	**€2,650.–**
Online Confirmed dates	14 Dec 2026	18 Dec 2026	**€1,250.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Rome Confirmed dates	4 Jan 2027	8 Jan 2027	**€2,450.–**
Online Confirmed dates	4 Jan 2027	8 Jan 2027	**€1,250.–**
Kuala Lumpur Confirmed dates	11 Jan 2027	15 Jan 2027	**€1,450.–**
Online Confirmed dates	11 Jan 2027	15 Jan 2027	**€1,250.–**
Paris Confirmed dates	25 Jan 2027	29 Jan 2027	**€2,860.–**
Online Confirmed dates	25 Jan 2027	29 Jan 2027	**€1,250.–**
Istanbul Confirmed dates	8 Feb 2027	12 Feb 2027	**€2,650.–**
Online Confirmed dates	8 Feb 2027	12 Feb 2027	**€1,250.–**
Amsterdam Confirmed dates	22 Feb 2027	26 Feb 2027	**€2,540.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	22 Feb 2027	26 Feb 2027	**€1,250.-**
Singapore Confirmed dates	8 Mar 2027	12 Mar 2027	**€2,820.-**
Online Confirmed dates	8 Mar 2027	12 Mar 2027	**€1,250.-**
Vienna Confirmed dates	15 Mar 2027	19 Mar 2027	**€2,940.-**
Online Confirmed dates	15 Mar 2027	19 Mar 2027	**€1,250.-**
London Confirmed dates	22 Mar 2027	26 Mar 2027	**€2,450.-**
Online Confirmed dates	22 Mar 2027	26 Mar 2027	**€1,250.-**
Dubai Confirmed dates	12 Apr 2027	16 Apr 2027	**€3,150.-**
Online Confirmed dates	12 Apr 2027	16 Apr 2027	**€1,250.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Frankfurt Confirmed dates	26 Apr 2027	30 Apr 2027	**€2,650.-**
Online Confirmed dates	26 Apr 2027	30 Apr 2027	**€1,250.-**
Kuala Lumpur Confirmed dates	10 May 2027	14 May 2027	**€1,450.-**
Online Confirmed dates	10 May 2027	14 May 2027	**€1,250.-**
Rome Confirmed dates	17 May 2027	21 May 2027	**€2,450.-**
Online Confirmed dates	17 May 2027	21 May 2027	**€1,250.-**
Paris Confirmed dates	24 May 2027	28 May 2027	**€2,860.-**
Online Confirmed dates	24 May 2027	28 May 2027	**€1,250.-**
Istanbul Confirmed dates	14 Jun 2027	18 Jun 2027	**€2,650.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	14 Jun 2027	18 Jun 2027	**€1,250.–**
Amsterdam Confirmed dates	21 Jun 2027	25 Jun 2027	**€2,540.–**
Online Confirmed dates	21 Jun 2027	25 Jun 2027	**€1,250.–**
Cape Town Confirmed dates	5 Jul 2027	9 Jul 2027	**€1,890.–**
Online Confirmed dates	5 Jul 2027	9 Jul 2027	**€1,250.–**
Singapore Confirmed dates	12 Jul 2027	16 Jul 2027	**€2,820.–**
Online Confirmed dates	12 Jul 2027	16 Jul 2027	**€1,250.–**
London Confirmed dates	26 Jul 2027	30 Jul 2027	**€2,450.–**
Online Confirmed dates	26 Jul 2027	30 Jul 2027	**€1,250.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Dubai Confirmed dates	9 Aug 2027	13 Aug 2027	**€3,150.-**
Online Confirmed dates	9 Aug 2027	13 Aug 2027	**€1,250.-**
Frankfurt Confirmed dates	23 Aug 2027	27 Aug 2027	**€2,650.-**
Online Confirmed dates	23 Aug 2027	27 Aug 2027	**€1,250.-**
Cape Town Confirmed dates	6 Sept 2027	10 Sept 2027	**€1,890.-**
Online Confirmed dates	6 Sept 2027	10 Sept 2027	**€1,250.-**
Kuala Lumpur Confirmed dates	13 Sept 2027	17 Sept 2027	**€1,450.-**
Online Confirmed dates	13 Sept 2027	17 Sept 2027	**€1,250.-**
Paris Confirmed dates	20 Sept 2027	24 Sept 2027	**€2,860.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	20 Sept 2027	24 Sept 2027	**€1,250.-**
Istanbul Confirmed dates	11 Oct 2027	15 Oct 2027	**€2,650.-**
Online Confirmed dates	11 Oct 2027	15 Oct 2027	**€1,250.-**
Amsterdam Confirmed dates	25 Oct 2027	29 Oct 2027	**€2,540.-**
Online Confirmed dates	25 Oct 2027	29 Oct 2027	**€1,250.-**
Singapore Confirmed dates	8 Nov 2027	12 Nov 2027	**€2,820.-**
Online Confirmed dates	8 Nov 2027	12 Nov 2027	**€1,250.-**
Barcelona Confirmed dates	15 Nov 2027	19 Nov 2027	**€2,840.-**
Online Confirmed dates	15 Nov 2027	19 Nov 2027	**€1,250.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
London Confirmed dates	22 Nov 2027	26 Nov 2027	**€2,450.–**
Online Confirmed dates	22 Nov 2027	26 Nov 2027	**€1,250.–**
Dubai Confirmed dates	6 Dec 2027	10 Dec 2027	**€3,150.–**
Online Confirmed dates	6 Dec 2027	10 Dec 2027	**€1,250.–**
Frankfurt Confirmed dates	13 Dec 2027	17 Dec 2027	**€2,650.–**
Online Confirmed dates	13 Dec 2027	17 Dec 2027	**€1,250.–**



Course content

Plan your next step

Dates, availability, exact venue, taxes, inclusions and payment terms require written confirmation. This brochure is not a quotation, registration, booking confirmation or visa invitation. Participants receive a Smart Horizon certificate of attendance; programmes are not externally accredited and do not award a professional qualification or designation. Confirm arrangements before booking travel.

For group or in-house training, contact our learning team to discuss your objectives and delivery arrangements.

Contact Smart Horizon

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View the latest course details online