Performance Feedback & Coaching Training Course

Professional Development Training Course Outline

Category	Project Management	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

Performance feedback and coaching are critical leadership capabilities that directly influence employee engagement, productivity, accountability, and organizational performance. Performance Feedback & Coaching Training Course provides participants with practical, evidence-based frameworks for delivering constructive feedback, conducting effective coaching conversations, and fostering continuous performance improvement. Emphasis is placed on goal alignment, behavioural feedback models, psychological safety, growth mindset, and performance conversations that drive measurable results across teams and individuals.

The training equips managers and professionals with modern coaching techniques, feedback tools, and communication strategies that support talent development, performance management systems, and leadership effectiveness. Participants will learn how to manage difficult conversations, overcome resistance, link feedback to organizational objectives, and embed coaching cultures that support learning, agility, and high performance in dynamic work environments.

Programme Curriculum

Performance Feedback & Coaching Training Course

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Course Objectives

1. Understand modern performance management and continuous feedback frameworks.
2. Apply structured feedback models for behavioural and results-based improvement.
3. Develop coaching skills that enhance employee capability and accountability.
4. Strengthen communication techniques for difficult performance conversations.
5. Align feedback and coaching with organizational goals and KPIs.
6. Build psychological safety to support honest performance dialogue.
7. Use data and performance metrics to support objective feedback.
8. Apply coaching techniques for talent development and succession planning.
9. Address underperformance through structured improvement plans.
10. Enhance leadership effectiveness through coaching-based management.
11. Integrate feedback into performance appraisal and review systems.
12. Manage resistance and emotional responses during feedback sessions.
13. Develop action plans for embedding coaching cultures in organizations.

Organizational Benefits

- Improved employee performance and productivity
- Stronger leadership and people management capability
- Enhanced employee engagement and motivation
- Reduced conflict and misunderstandings at work
- Better alignment between individual and organizational goals
- Increased accountability and ownership of results
- Stronger talent development and retention
- Improved performance review and appraisal outcomes
- Healthier organizational culture and trust
- Sustainable performance improvement practices

Target Audiences

- Line managers and supervisors
- Human resource professionals
- Team leaders and project managers
- Senior and middle management
- Talent development specialists
- Performance management officers
- Organizational development practitioners
- Coaches and leadership trainers

Course Duration: 5 days

Course Modules

Module 1: Foundations of Performance Feedback

- Principles of effective performance feedback
- Continuous feedback versus traditional appraisal systems
- Behavioural versus results-focused feedback
- Linking feedback to goals and expectations
- Common feedback barriers and how to overcome them
- Case Study: Improving team performance through structured feedback

Module 2: Feedback Models and Techniques

- SBI, STAR, and feedforward feedback models
- Delivering constructive and corrective feedback
- Balancing positive and developmental feedback
- Timing and frequency of performance feedback
- Adapting feedback styles to different personalities
- Case Study: Applying feedback models in a high-pressure environment

Module 3: Coaching Skills for Managers

- Differences between coaching, mentoring, and managing
- Core coaching competencies and questioning techniques
- Active listening and powerful questioning
- Setting development-focused coaching goals
- Structuring effective coaching conversations
- Case Study: Coaching an employee to improve performance outcomes

Module 4: Managing Difficult Performance Conversations

- Preparing for challenging feedback discussions
- Addressing defensiveness and emotional reactions
- Managing underperformance and behavioural issues
- Maintaining respect and professionalism in feedback
- Documenting performance conversations effectively
- Case Study: Handling persistent underperformance constructively

Module 5: Using Data and KPIs in Feedback

- Role of performance data in feedback discussions
- Translating KPIs into actionable feedback
- Avoiding bias and subjectivity in performance evaluation
- Balancing quantitative data with qualitative insights
- Tracking progress and improvement over time
- Case Study: Data-driven coaching to improve sales performance

Module 6: Coaching for Development and Growth

- Identifying strengths and development areas
- Creating individual development plans
- Supporting career progression through coaching
- Coaching high performers and emerging leaders
- Encouraging self-reflection and ownership
- Case Study: Coaching for leadership development

Module 7: Embedding Feedback in Performance Systems

- Integrating feedback into performance management cycles
- Aligning feedback with appraisal and reward systems
- Role of HR in supporting feedback cultures
- Building manager capability for ongoing coaching
- Monitoring effectiveness of feedback systems
- Case Study: Organizational transition to continuous feedback

Module 8: Building a Coaching Culture

- Characteristics of high-performance coaching cultures
- Leadership behaviours that support coaching environments
- Encouraging peer-to-peer feedback and coaching
- Measuring the impact of coaching initiatives
- Sustaining feedback and coaching practices over time
- Case Study: Building a coaching culture across departments

Training Methodology

- Instructor-led presentations and conceptual briefings
- Interactive group discussions and experience sharing
- Role plays and simulated feedback conversations
- Practical coaching exercises and peer coaching sessions
- Case study analysis and group problem-solving
- Personal action planning and facilitator feedback

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.
f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Online	$1,000
23 Nov 2026	27 Nov 2026	Physical	$1,500
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500
23 Nov 2026	27 Nov 2026	Physical	$6,000

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Physical	$6,000

Ready to enroll or request a customized program? Book online or contact us:

Register Online Now

Email: info@fineskilltrainingcenter.com | Website: www.fineskilltrainingcenter.com