



Sales, Marketing and Customer Service

Enhancing Coaching Skills for Customer Care Leaders

Course Introduction

This training program equips customer care leaders with the coaching mindset and skills needed to develop high-performing teams.

The program is designed to provide participants with models of coaching, behavioral psychology, leadership communication, and motivation, which are all essential for building a supportive and performance-driven environment in customer service operations.

Target Audience

- Team leaders and supervisors in customer service departments
- Call center managers
- Customer experience and support leaders
- Newly promoted customer service managers

Learning Objectives

- Identify the importance of Coaching for leaders
- Explore how to identify individual and team development needs
- Master communication, active listening, and feedback skills
- Explore motivation theories and their application to coaching
- Gain tools to coach through conflict, stress, and change
- Foster a culture of continuous improvement and accountability

Course Outline

• DAY 01

Foundations of Coaching in Leadership:

- Definition and purpose of coaching in customer care
- Differences between coaching, mentoring, and managing
- Coaching models: GROW, CLEAR, and OSKAR frameworks
- Characteristics of effective coaching leaders
- The importance of emotional intelligence in coaching
- Establishing trust and credibility with team members
- Setting the coaching agenda and intention

Understanding Team Dynamics and Performance Needs:

- Theories of team development.
- Diagnosing performance gaps: skills, will, or systems?
- Mapping individual strengths and growth areas
- Psychological safety and its impact on learning
- The role of feedback culture in customer service teams
- Recognizing coaching moments in daily interactions

• Day 02

Active Listening and Powerful Questioning:

- The psychology of listening: cognitive bias and filters
- Techniques for active and empathetic listening
- Framing open-ended vs. closed questions
- Using reflective and clarifying responses
- Understanding non-verbal cues and tone
- Listening pitfalls and how to avoid them

- Practice frameworks for coaching conversations

Motivation and Behavioral in Coaching:

- Intrinsic vs. extrinsic motivation in service teams
- Self-Determination and its application
- Herzberg's Two-Factor and customer service work
- Using reinforcement ethically in coaching
- Goal-setting and SMART goals
- Creating meaning and purpose in routine tasks

• Day 03

Giving Constructive Feedback Effectively:

- The purpose and timing of feedback
- SBI, BOOST, and other feedback models
- Balancing praise and corrective input
- Handling defensive reactions and resistance
- The importance of consistency and follow-up
- Creating a feedback loop culture
- Feedback across cultural and generational differences

Coaching Through Change and Stress:

- Psychological response to change
- Coaching individuals through uncertainty
- Managing emotions and reducing anxiety in teams
- Building resilience and a growth mindset
- Language of reassurance vs. enabling
- Leading by example during stressful periods

• Day 04

Conflict Coaching and Difficult Conversations:

- Identifying sources of conflict in customer care teams
- Thomas-Kilmann Conflict Mode Instrument
- Preparing for tough conversations with team members
- Coaching to resolve peer-to-peer tensions
- Assertiveness vs. aggressiveness in dialogue
- De-escalation techniques and language
- Creating agreements and accountability

Coaching for Skill Development and Empowerment:

- Adult learning principles in coaching
- Identifying learning styles and adjusting coaching methods
- Structuring development plans for team members
- Delegation as a coaching tool
- Building autonomy and confidence in staff
- Celebrating small wins to reinforce progress
- Peer coaching and team-led learning

• Day 05

Embedding a Coaching Culture in Customer Care:

- Shifting from reactive to proactive leadership
- Creating rituals and routines that support coaching
- Embedding coaching into onboarding and reviews
- Leveraging technology
- Measuring coaching outcomes and behavioral changes
- Recognizing and rewarding coaching behaviors

Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
May 26, 2025	May 30, 2025	5 days	4250.00 \$	UAE - Dubai
July 28, 2025	Aug. 1, 2025	5 days	4250.00 \$	UAE - Abu Dhabi
Dec. 22, 2025	Dec. 26, 2025	5 days	4250.00 \$	UAE - Dubai