Coaching Culture in Organisations

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Creating a Coaching Culture in Organisations is a five-day senior-level course delivered by Mars Training Centre in London, Athens, Dubai, Kuwait, and Bangkok — designed for CHROs, heads of talent, learning and development directors, and senior leaders who want to embed coaching as a way of working rather than a one-off intervention.

Most organisations have a coaching programme. Few have a coaching culture. The difference matters: a programme is a budget line that ends when the engagement does, while a culture is a way of leading that compounds year after year. The leaders who succeed at the second do not simply hire more external coaches. They redesign how their managers manage, how performance conversations happen, how feedback flows, and how the senior team itself behaves, until coaching is no longer something the organisation buys but something it does.

Across five focused days, you will work through the building blocks of a coaching culture — leader-as-coach capability, internal coaching capacity, ICF-aligned standards, performance-system integration, and the measurement frameworks that prove the investment is working. The cases are drawn from the United Kingdom, Europe, the Gulf, and Asia, and the work is delivered by senior practitioners with HR-leadership, organisational-development, and accredited-coaching experience.

What You Will Learn

- Define a coaching culture precisely and distinguish it from a coaching programme.
- Diagnose the current state of coaching capability across your organisation.
- Design a leader-as-coach capability programme that produces measurable behaviour change.
- Build internal coaching capacity — supervisor structures, accreditation pathways, and quality control — to ICF-aligned standards.
- Integrate coaching into the performance management, talent review, and succession planning cycles.
- Make the business case to the board for coaching as a strategic investment rather than a cost.
- Set measurement frameworks that show the return on coaching across engagement, performance, and retention.
- Lead the senior team's own coaching practice so the culture is modelled from the top.
- Sustain coaching as the organisation grows, restructures, and changes leadership.

How You Will Benefit

You will leave with a clear blueprint for building a coaching culture in your own organisation, a business case ready to present to your board, and a Mars Certificate of Completion.

Your organisation will gain a senior leader who can shift coaching from a discretionary spend to a strategic capability, with measurable impact on talent retention, performance velocity, succession readiness, and engagement.

Who This Programme Is For

This programme is designed for senior leaders responsible for talent, capability, or culture, including:

- Chief Human Resources Officers and Chief People Officers
- Heads of Talent, Learning and Development, and Organisational Development
- HR Business Partners working at senior level
- Senior leaders in functions that sponsor coaching investment
- Internal coaching team leads and accredited coaches in leadership positions
- Senior public-sector learning and capability leaders

The seniority floor is director level and above. The programme is delivered in person over five consecutive days, and delegates receive a Mars Certificate of Completion.