MAGNA SKILLS DEVELOPMENT INSTITUTE

Capacity Building • Professional Training • Organisational Development

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Course Profile Document

Workplace Essentials

Life Coaching Essentials

Prepared as a professional course profile for delegate review, sponsorship approval and organisational training planning.

COURSE CODE	DELIVERY	DURATION	PREPARED FOR
MSD2915	**Online / Face-to-Face**	**Flexible**	**Organisation Approval**

Register for this Course

View Online Course Page

Course Overview

The Life Coaching Essentials course by **Magna Skills** is designed to equip individuals, professionals, and aspiring coaches with the foundational tools, techniques, and frameworks required to inspire, guide, and empower others toward achieving their personal and professional goals. This course blends practical coaching strategies with real-world African and global scenarios, ensuring participants gain skills that are relevant, impactful, and adaptable.

At Magna Skills, our mission is to develop effective leaders, mentors, and coaches who drive transformation in organizations, communities, and beyond.

Course Outcomes

- Understand the fundamental principles and ethics of life coaching.
- Apply effective coaching techniques to support personal and professional development.
- Develop active listening and questioning skills that enhance self-discovery in clients.
- Create actionable coaching plans that lead to measurable growth and transformation.
- Build confidence as a coach and position oneself for opportunities in both personal and organizational coaching.

Course Outline / Curriculum

1. **Introduction to Life Coaching**
   - Definition, purpose, and scope of life coaching.
   - Differences between coaching, mentoring, therapy, and consulting.
2. **Core Coaching Skills**
   - Active listening and powerful questioning.
   - Building rapport and trust with clients.
3. **Ethics and Professional Standards in Coaching**
   - International standards and ethical frameworks.
   - Confidentiality and boundaries in coaching practice.
4. **Understanding Human Behavior and Motivation**
   - Psychological and emotional factors influencing decision-making.
   - Motivation theories and their application in coaching.
5. **Coaching Models and Frameworks**
   - GROW, SMART, and other coaching models.
   - How to select the right model for client goals.
6. **Goal Setting and Action Planning**
   - Techniques for setting achievable goals.
   - Creating step-by-step coaching action plans.
7.

Overcoming Limiting Beliefs and Barriers

- Identifying mental blocks and self-sabotage patterns.
- Strategies to empower clients to reframe their thinking.

8. **Coaching for Personal Development**
   - Self-awareness, confidence building, and resilience.
   - Time management and work-life balance strategies.
9. **Coaching for Career and Leadership Growth**
   - Coaching for career transitions and leadership skills.
   - Helping clients align passion, purpose, and profession.
10. **Building Your Coaching Practice**

- Marketing yourself as a coach and creating a personal brand.
- Practical steps to establish and sustain a coaching business.

Target Audience

Key Course Benefits

Work-Ready Skills

Delegates leave with practical tools, templates and methods they can apply immediately at work.

Better Institutional Results

The programme supports stronger planning, reporting, compliance, accountability and service delivery.

Sponsor-Friendly

This document is designed to help supervisors, HR units and sponsors approve delegate participation quickly.

Professional Recognition

Delegates receive training documentation and a certificate of completion after successful participation.

Our Training Centres & Delivery Options

Magna Skills offers flexible delivery through face-to-face training centres across Africa and beyond, plus Online / E-Learning for delegates who prefer remote participation.

Southern Africa

Practical training destinations with strong travel access and delegate support.

- Pretoria, South Africa
- Vic Falls, Zimbabwe
- Livingstone, Zambia

East Africa

Popular regional centres for government, NGO and donor-funded project teams.

- Kigali, Rwanda
- Kampala, Uganda
- Nairob
- Zanzibar, Tanzania

West Africa & Islands

Strategic locations for regional networking and executive capacity building.

- Accra, Ghana
- Port Louis, Mauritius

International Executive Venue

Premium destination training for senior teams and international delegates.

- Dubai, United Arab Emirates

Online / E-Learning

Attend from anywhere through live online, blended or self-paced learning options.

- Online, E-Learning
- Remote Teams
- Flexib

Organisation-Based Training

Magna Skills can also arrange dedicated in-house training for ministries, NGOs and companies.

- Onsite
- Custom Dates
- Group Training

Ready to Nominate Delegates?

Use the links below to register, review the live course page or contact Magna Skills for organisation-based training support.

Register / Apply Online | **View Full Course Page**

About Magna Skills

Magna Skills Development Institute provides practical capacity building programmes for government departments, NGOs, public institutions, donor-funded projects and private sector professionals across Africa. Our training approach combines expert facilitation, real workplace case studies, practical tools, post-training support and professional documentation that helps organisations strengthen staff performance and service delivery.

Government Training | NGO Capacity Building | Corporate Workshops | Online Learning | Face-to-Face Training | Certifica

Approval & Authorisation Form

This section may be completed by the organisation, department, HR office, finance office or sponsor approving delegate participation. It can be attached to an internal memo, procurement request or training approval submission.

Organisation / Department	
Delegate Name(s)	
Approved Course	Life Coaching Essentials
Preferred Delivery Mode	☐ Online ☐ Face-to-Face ☐ Organisation-Based Training
Preferred Training Venue / Date	
Estimated Number of Delegates	
Budget / Vote Number	
Contact Person	
Email / Mobile	

Authorised Name _____ Signature / Stamp _____ Date _____