CONCEPT

Enterprise Agile Coaching: Coaching Teams, Leaders and Agile Transformation

11 – 15 October 2027
Amsterdam - Zuidas business district hotel



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Ref: 860_20709 **Date:** 11 – 15 October 2027 **Location:** Amsterdam - Zuidas business district hotel **Fees:** 23500 SAR

Introduction:

Enterprise agile coaching is often reduced to installing ceremonies, so teams go through the motions while leaders keep command-and-control habits and the transformation stalls into faux-agile. Organisations need coaches who can shift stance between teacher, mentor, coach and facilitator, read team dynamics, coach product owners and executives, and steer change across many units. This Core Concept course builds those capabilities through observed coaching role-plays and ends with an Enterprise Coaching Plan and agility assessment for a case team and its leadership.

Course Objectives:

- Select the right coaching stance, teaching, mentoring, professional coaching or facilitating, for each team and leadership situation
- Diagnose team dynamics and development stage and design coaching interventions that raise self-organisation
- Facilitate retrospectives, working-agreement sessions and large-group events that produce decisions and ownership
- Coach product owners, line managers and senior leaders through the behavioural shifts that agile leadership requires
- Assess team and organisational agility and turn the findings into a phased transformation coaching roadmap with outcome measures
- Contract coaching engagements ethically and handle resistance, cultural friction and coach dependency

Target Audience:

- Scrum masters responsible for growing one or more teams beyond ceremony compliance
- Agile coaches accountable for team and enterprise-level coaching engagements
- Transformation leads who plan and steer agile adoption across business units
- PMO and portfolio office staff who support agile ways of working and report on transformation progress
- Delivery and engineering managers who coach their own teams and peers through new ways of working

Course Outline:

Day 1: The Agile Coach Role, Stances and Engagement Landscape

- Agile Coaching Stances Map: Teacher, Mentor, Professional Coach and Facilitator
- Agile Manifesto Values as the Coach's Diagnostic Lens
- Team Coach, Enterprise Coach and Scrum Master Remits Compared
- Faux-Agile and Dark Scrum Symptoms Checklist
- Coach Self-Assessment Radar Against Agile Coaching Competencies

Day 2: Coaching Models for Teams and Team Development

- Tuckman Forming, Storming, Norming and Performing Stage Diagnosis
- Team Coaching Conversation Arc: Contract, Explore, Commit and Review
- Psychological Safety Signals and Team Health Check Instruments
- Conflict Escalation Ladder and Team Conflict Navigation
- Coaching Contract and Three-Way Sponsor Alignment Template

Day 3: Facilitation, Product Owner Coaching and Leadership Shifts

- Heartbeat and Milestone Retrospective Design Beyond Standard Formats
- Large-Group Facilitation Formats: Open Space, World Cafe and Fishbowl
- Product Owner Coaching: Outcome Hypotheses and Stakeholder Negotiation
- Manager Role Shift From Directing Work to Enabling Self-Managing Teams
- Leadership Coaching Dialogue: Control, Trust and Decision Delegation

Day 4: Organisational Agility Assessment, Resistance and Outcome Measurement

- Organisational Agility Assessment Across Structure, Funding, People and Governance
- Transformation Coaching Roadmap: Pilot Waves, Coaching Capacity and Exit Criteria
- Resistance Mapping and Culture Diagnosis for Change Coaching
- Outcome Metrics for Coaching Impact: Lead Time, Flow Efficiency and Customer Value Signals
- Coach Ethics Dilemmas: Confidentiality, Dual Roles and Dependency

Day 5: Coaching Role-Play Studio and the Enterprise Coaching Plan

- Role-Play: Coaching a Storming Team Through a Failed Release
- Role-Play: Coaching a Senior Sponsor Who Reverts to Command and Control
- Triad Practice With Observer Scoring on Stance Switching
- Enterprise Coaching Plan and Agility Assessment Drafting for a Case Team
- Plan Defence and Peer Challenge Panel

Skills You Will Gain:

- Coaching Stance Selection
- Team Dynamics Diagnosis
- Large-Group Facilitation
- Product Owner Coaching
- Executive Behaviour Coaching
- Organisational Agility Assessment
- Transformation Roadmapping
- Coaching Engagement Contracting

Why Attend This Course:

- Leave with an Enterprise Coaching Plan and agility assessment for a case team and its leadership, tested by a peer challenge panel
- Rehearse the hardest coaching moments, a storming team and a sponsor sliding back to command and control, with observer feedback
- Move from running agile events to changing how teams and leaders behave, with evidence of the change
- Compare transformation coaching experience with peers from finance, energy, telecoms, government services and technology

Conclusion:

Agile transformations succeed when coaches change behaviour, not only process. The week moves from the coach role, the four stances and the signs of faux-agile, through team development models, coaching conversations and contracting, to facilitation, product owner coaching and leadership shifts, then to organisational agility assessment, roadmap design, resistance, outcome metrics and coach ethics. The final day tests every skill in observed role-plays and produces an Enterprise Coaching Plan ready to apply with a real team and its leaders.