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# Transformation Sponsor Coaching Dialogue Training

24 – 28 October 2027
Muscat

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Registered in the United Kingdom and Saudi Arabia

# Transformation Sponsor Coaching Dialogue Training

**Ref:** 967_36654 **Date:** 24 – 28 October 2027 **Location:** Muscat **Fees:** 5500 GBP

Transformation Sponsor Coaching Dialogue is a 1-week training course for senior leaders who sponsor organisational change and culture shifts, and it produces a Sponsor Coaching Conversation Map for the leaders, managers and resistant voices around one live transformation. Change now succeeds or stalls in the quality of the conversations sponsors hold, not in the slide decks they approve. The course is delivered by Jupiter Prime Training.

## Why Transformation Sponsor Coaching Dialogue Matters Now

Three forces shape this subject. Restructures and new operating models arrive faster than formal change plans absorb them. Middle managers and frontline specialists expect to be asked, not told, before they commit their own credibility to a new direction. Boards judge sponsors on ownership spreading below them. A sponsor who coaches well turns sceptics into co-authors; one who only broadcasts sees quiet withdrawal and stalled benefits. The course draws on the International Coaching Federation ICF Core Competencies, the EMCC Competence Framework and the GROW model.

## Who Gains Most from Transformation Sponsor Coaching Dialogue

- Executives who own the case for a transformation and must keep its purpose alive across many layers
- Senior leaders accountable for a culture shift in values, behaviours or ways of working
- Function heads who sponsor a restructure, merger integration or new operating model
- Senior HR and organisation development leaders who coach sponsors through difficult phases

A leadership team whose members sponsor different strands of the same transformation gains most when several of them attend together.

## Transformation Sponsor Coaching Dialogue Capabilities

The outcomes centre on what a sponsor says, asks and listens for when a transformation meets pushback.

- Articulate the transformation vision as a coaching invitation rather than a directive — sponsor briefings to senior teams
- Design values-based questions that surface what people care about in the change — culture shift priorities
- Challenge limiting assumptions held by leaders without damaging trust — executive alignment sessions
- Apply the GROW model to sponsor conversations with line leaders carrying the change — cascade ownership
- Build a coaching approach for resistant stakeholders that treats objections as information — risk and sequencing decisions
- Assess the reach and depth of ownership created by sponsor dialogue — board and steering group reporting

## Key Transformation Sponsor Coaching Dialogue Terms

- Change sponsor — the senior leader who authorises a transformation, holds its purpose and answers for its benefits to the board.
- Coaching dialogue — a conversation led mainly by open questions and listening, so the other person reaches their own commitments.
- Values-based questioning — questions that link a proposed change to what a person or group already holds as important.
- Limiting assumption — an untested belief that narrows the options a leader or team is willing to consider.
- Ownership cascade — the spread of personal commitment to a change from sponsors through managers to frontline staff.
- Resistance as signal — the stance that pushback carries useful information about risks, losses or gaps in a change design.

## Transformation Sponsor Coaching Dialogue Day by Day

## Day 1: The Sponsor Role in Transformation

- Sponsor Accountability Map — Which Commitments Only the Sponsor Can Make
- Broadcast Versus Dialogue Styles — Where Announcements Lose Senior Commitment
- ICF Core Competencies for Leaders — Choosing Coaching Behaviours That Fit Sponsors
- Transformation Narrative Draft — Framing Purpose as an Open Invitation
- Personal Sponsor Presence Audit — Gaps Between Intent and Visible Behaviour

## Day 2: Vision and Values Through Questions

- Values-Based Question Bank — Linking the Change to What People Prize
- Future-State Visualisation Prompts — Helping Leaders Describe Success in Their Words
- Meaning-Making Conversations — Connecting Strategy to Daily Roles and Routines
- Active Listening Levels — Hearing Concern Beneath Polite Agreement
- Culture Shift Signals — Which Behaviours Sponsors Reinforce or Ignore

## Day 3: Challenging Assumptions with Care

- Assumption Surfacing Techniques — Exposing Beliefs That Block New Options
- Ladder of Inference in Sponsor Talks — Testing Conclusions Before Acting
- Challenge and Support Balance — Keeping Trust While Raising the Bar
- EMCC Competence Framework Lens — Ethical Boundaries in Senior Challenge
- Executive Alignment Session Design — Turning Disagreement Into Shared Choices

## Day 4: Coaching Resistant Stakeholders

- Resistance Diagnosis Grid — Loss, Doubt, Fatigue or Principled Objection
- GROW Model for Sceptical Leaders — Moving From Complaint to Proposal
- Influential Peer Conversations — Sponsoring Across Rather Than Down
- Specialist and Long-Tenure Voices — Honouring Expertise While Inviting Change
- Ownership Cascade Planning — Equipping Line Leaders to Coach Their Teams

## Day 5: Practising the Sponsor Coaching Conversation Map

- Live Sponsor Briefing Rehearsal — Applying Invitation Framing and Value Questions
- Assumption Challenge Practice Round — Applying Inference Testing With Peers
- Resistant Stakeholder Simulation — Applying the Diagnosis Grid and GROW
- Ownership Reach Indicators — What the Steering Group Should Track
- Sponsor Coaching Conversation Map — Sequencing Dialogues Across One Live Change

## Applying Transformation Sponsor Coaching Dialogue After the Course

- Hold one values-based coaching conversation with each direct report leading a strand of the transformation.
- Use the resistance diagnosis grid with the two most sceptical stakeholders and bring their proposals to the next steering group.

## Transformation Sponsor Coaching Dialogue Questions FAQ

### What is transformation sponsor coaching dialogue and why does it matter now?

It is the practice of sponsoring change through questions, listening and challenge rather than announcement. It matters now because transformations move faster than formal plans and depend on leaders below the sponsor choosing to own them.

### Which roles gain most from transformation sponsor coaching dialogue?

Executives and senior leaders who sponsor a transformation or culture shift gain most. Senior organisation development leaders who coach sponsors also benefit.

## How does transformation sponsor coaching dialogue differ from a general coaching skills course?

It applies coaching to one senior role in one situation. Manager coaching courses cover performance one-to-ones; this subject covers vision, assumptions and resistance across a whole change.

## What do you bring back from transformation sponsor coaching dialogue?

You bring back a sequenced plan of the conversations your change needs. It names who to speak with, which questions to open with and where to challenge.

## Transformation Sponsor Coaching Dialogue: The Way Forward

The Sponsor Coaching Conversation Map first informs which senior and sceptical voices the sponsor speaks with in the coming month and in what order. Sponsors and their organisation development partners use it to keep dialogue deliberate. After its first use, revisit how far ownership has spread and which assumptions still go unchallenged.