

PROMISE TWINAMUKYE

When a participant in a live coaching demonstration admitted that stress from work was affecting both his productivity and marriage, the room fell silent.

Instead of offering advice, the coach simply asked questions. "What would happiness look like for you at home?" she asked gently.

As the conversation unfolded, the participant began reflecting aloud about spending more time with family, communicating better, and becoming more intentional about balancing work and personal life. By the end of the session, he had his own solutions.

That demonstration became one of the clearest illustrations of what coaching is really about.

This was during the launch of Uganda's first internationally accredited workplace coaching programme by Imagine Me Africa.

For years, coaching in Uganda has often been confused with counselling, mentorship, or motivational speaking. But speakers at the event described it as a structured process that helps people unlock answers and potential from within themselves.

Joan Mugenzi, lead coach at Imagine Me Africa, said the organisation recently received accreditation from the International Coaching Federation (ICF), the world's leading coaching body.

"We are on a mission to ensure that everyone who wants coaching finds it in the workplace," Mugenzi said.

"Today, that dream is being launched. We have launched the first accredited programme by the Interna-

Coaching as the future in the workplace



tional Coaching Federation as we mark 12 years of Imagine Me Africa."

For Mugenzi, the accreditation represents more than recognition. It is proof that Uganda can now train globally recognised coaches locally.

"In the past, people wanted to go to the UK, South Africa, or Nairobi for accredited programmes because those were the places people trusted. Now we have a programme anybody can trust here at home," she explained.

The launch also doubled as a graduation ceremony for workplace coaches drawn from corporate organisations,

churches, entrepreneurship spaces, and private businesses.

Among the graduates was Wilberforce Nsamba, a real estate professional and host of Property 360.

"Coaching is helping individuals find solutions to their own problems from within themselves," Nsamba said. For him, the training transformed how he understands leadership.

"In the workplaces I lead, I am walking away with the understanding that every individual and every team has the power to create magic in their own craft," he said.

The programme involved 75 hours of classroom learning, supervised coaching sessions, mentorship, and practical work stretching from January to May. Nsamba believes Uganda's young workforce urgently needs this approach.

"We have one of the youngest workforces in the world. Young people need coaching. They need direction. They need to be listened to," he said.

A panel discussion featuring Sylvia Mulomi, Pastor Julius Rwotlonyo, and Stephen Mukasa explored why coaching is increasing-

ly important in modern workplaces. They explained that organisations are beginning to discover that innovation and creativity grow when leaders stop commanding and start listening.

Mulomi, an executive coach, said coaching helps leaders move beyond titles and technical expertise.

"You are the managing director, thank you. You are an executive, thank you. But what is the value beyond your title? That is where real coaching conversations happen, helping people discover the potential within them," she said.

Self-proclaimed coaches

Meanwhile, the chief guest, Malcolm Fiellies, cautioned against the growing number of self-proclaimed coaches on social media.

"We are seeing people on TikTok and social media who look impressive, but there is no fruit within them. When you look for a coach, ask where they trained. Ask about their credentials. Coaching excellence matters," he said.

According to Fiellies, proper coaching requires rigorous training, ethical standards, and professional certification.

But beyond certification, he argued that coaching is becoming essential in a world shaped by workplace stress, AI, digital acceleration, and changing workforce expectations.

"Coaching helps people lead through ambiguity and confusion. It helps people reflect, regulate emotions, and think differently," he said.