

Certificate in Coaching

Level 5/level 7 qualification

INSTITUTE OF LEADERSHIP & MANAGEMENT

Graduate and Post-Graduate Levels

Why coaching?

- Coaching is widely recognised as one of the most effective ways of helping people achieve sustained behaviour change and develop to their full potential.
- 96% of people agreed that coaching has a positive impact on performance (CIPD Survey).
- Coaching empowers people to develop confidence in finding their own solutions to problems.
- Coaching builds skills in empathy and communication supporting the performance of team leaders in maximizing scarce resources and meeting targets.
- Coaching helps develop skills in thinking and managing thought processes in individuals, colleagues, teams and organisations.

About the programme

The programme is made up of two main steps with optional extras including Myers Briggs Personality assessment, Belbin 360 feedback, iWAM.

Step One : The 5 day Coaching Skills workshop

This workshop builds your skills and confidence in coaching so that you quickly make huge progress.

The design principles are:

- The five days workshop is highly practical using a mix of learning styles but is high on practice and feedback.
- A short questionnaire will be sent to participants in advance so we ensure they get what they are looking for from the workshop.
- Pre-reading packs with models, exercises and articles are sent to people in advance of the workshop so that we use the time optimally during the five days.

- Coaching pairs will be set up at the workshop and will be a source of support and further opportunity to practice coaching skills.
- We work with real examples so that people can instantly put their learning into practice in the workplace.
- Towards the end of the workshop we have a final coaching session (taped) when course members are assessed and get comprehensive written feedback on their coaching skills.
- We also believe learning should be informal and fun!

Course overview

1. Getting started

- What is coaching
- Definitions
- When to refer
- Ethical, legal,

2. Managing yourself

- Unconscious incompetence
- Who are you?
- Challenging self limiting beliefs
- ABCDE model
- Core beliefs and values

3. The Client

- Coaching models
- The unwilling client
- Practical strategies & resources
- Tools: NLP, CBT, Solutions focused

4. Practice, feedback and building confidence

- Powerful questioning
- Meta mirror
- Internal coaching dilemmas
- Ethics, confidentiality
- Supervision, transference
- Legal aspects

5. Assessment and feedback

- Coaching wheel
- Assessed practice
- Next steps
- Qualifications
- Supervision

An overview of the content of the 5 day workshop

We believe that there is more than one right way of coaching. We draw from our wide experience using tools and methodologies from NLP, Cognitive Behaviour and Solutions Focus. This blend makes for a truly innovative and creative programme that we are really proud of.

Here are some of the learning outcomes :

- How to set up and build effective professional relationships with coaching clients and set clear boundaries.
- Build effective working relationships between funders and delivery agents using coaching tools.
- A wide range of practical tools to help others reach their full commercial potential – including business development.
- How to help people in setting, identifying, and achieving stretch goals, using target-setting and motivation to improve their performance using Solutions Focus and NLP.
- How to help people maximise effective business behaviours by using a Cognitive Behavioural model.
- How to manage strong emotions (not just your client's).
- How to ask powerful questions that motivate behavioural change in other people.
- Greater awareness of your coaching style and areas of development to help you become a more effective coach.
- How to coach in an ethical manner.

We recognise that not everyone will wish to gain an accredited qualification and we will therefore offer the workshop on its own. For those who are seeking a recognised qualification, they will proceed to Step Two.

Step Two : The Accredited Qualification

We offer this at two different levels : either NVQ 5 (graduate level) or NVQ 7 (post graduate level) both at either Certificate or Diploma level.

Having attended the 5 day workshop, participants would already have achieved two thirds of the Certificate qualification. For those choosing the Diploma we help you decide whether a graduate or post -graduate level of qualification best fits with your needs and that of your organisation. You don't need academic qualifications to get onto this programme, making it perfect for managers who have come up through the organisation.

Whatever level is chosen there are a number of assessment criteria to meet e.g. minimum number of coaching hours with clients or peers, and a portfolio to submit. We work closely with each person to ensure they have the support and guidance they need to put their learning into practice.

As an organisation, we are highly experienced in helping people get qualified and have some very clever but deceptively simple tools to make the process easier.

Each person choosing this route will get from us:

- Support notes guiding them through the process of accreditation
- Two individual one hour face to face tutorials to help them develop their skills
- Four half day learning set meetings back in their workshop groups to help further develop skills and resolve any difficult issues they may be experiencing.
- E – mail contact with their tutor as needed.

Our Ethics

We believe passionately in leaving the organisation with the capability of continuing any initiatives after our time with them has ended. To this end, you will find our style of working is based on partnering, knowledge sharing, and sustainability rather than encouraging dependence.

Fees for the Certificate in coaching – graduate level

Cost per person of The Coaching Skills Workshop £1999 + VAT

Cost per person of the Accredited Qualification (Certificate only) £1999 +VAT

Fees for the Certificate in coaching – graduate level

- If your organisation employs 5 – 250 people you may be eligible for Train to Gain funding.
- If you work in leisure and tourism in the east of England, you may be eligible for 50% funding from East of England Tourist Board.

- Please call Anne Pearson on 01502 562162 for further details. Or email anne@lifelonglearningcompany.com