

# Coaching for Change



Coaching has become one of the fastest growing methods to increase organisational performance. It comes into its own in difficult times like these by improving employee engagement; cementing manager-follower relationships; maximising performance and transforming culture. It can hold organisations together during downturns and prepare them to grab new opportunities. Coaching transforms all aspects of culture; motivating and engaging people; developing leadership & improving performance in the short AND long term.

This course is very practical and provides a solid grounding in coaching skills whilst building on the best psychological models for effecting change. It is also recognised by the Association for Coaching and contributes towards your full accreditation.

Sometimes coaching is seen as an expensive, specialist field, delivered by external consultants with senior leaders. In fact every manager already uses coaching techniques at every level in every organisation – and outside work as well. Coaching for Change develops people's emotional intelligence enabling them to use their 'native' skill more often, more consciously and more effectively. Building these skills in-house is enormously cost-effective and makes coaching a sustainable resource.

## WHAT'S DIFFERENT ABOUT OUR APPROACH?

- Highly practical with a stimulating mix of input, theory and skills practice that will embed learning
- Highly focussed on maximising the learning using our pioneering Action Learning Supervision (see Supervision in Coaching published by Kogan Page) which mirrors the coaching culture
- Highly psychological but highly accessible – introducing quick wins using Transactional Analysis, Gestalt and Solution Focussed approaches
- Introduces 'Tools for Coaches' which help with developing both the Coach's and the Coachee's self-awareness
- Uses an adaptation of the Elephant's Child to provide a Coaching Model that enhances the ubiquitous GROW Model.

Developing people is a blend of both science and art. That's why our course is based on the best that science has to offer, but allows you to use this knowledge like an artist: with flexibility, intuition and flair. We take you on a journey where you learn how to observe and understand other people, and how to

couple this with information from psychometrics. So whilst the spine of the coaching course brings together the best in coaching skills, it can also be combined with a broader, more specialist toolkit.

Critically our approach to coaching emphasises what individuals are ready for – that's the 'reality' bit – rather than some abstract theory of what's good for them. This creates motivated people directing their own development.

Thus we're in the business of helping you to address the desire that people have for personal change, which can of course be measured in all sorts of different ways, but which always rests squarely on individual 'intent' – and coaching is one of the best ways of discovering, focussing and directing the energy needed to turn intent into action.

The whole process is practical and fun – but it has clear standards and rigour. This is not just an attendance course! Whilst there is a minimum requirements for 50 hours of contact time plus 40 hours of coaching practice, participants are required to demonstrate understanding and competence. This is achieved through the Action Learning Supervision sets, a Learning Log, a Case Study and an articulation of your coaching philosophy. This provides a qualification recognised by the UK's leading professional coaching organisation: The Association for Coaching.

## A course that is different, practical and yet rigorous

- UK University accredited
- AC recognised
- Provides tools for coaches

**SAMPLE QUOTES FROM FORMER PARTICIPANTS:**

"This course was the most interesting and enlightening that I have attended. It would be of value even if you didn't want to become a coach"

"An excellent course that combines good theory with rigorous practice. The tutors and supervisors were excellent"

**WHO'S IT FOR?**

Managers, consultants, trainers, facilitators or supervisors wanting to improve their skills and acquire a respected qualification. Many people who already practise coaching find the course an invaluable introduction to new techniques.

**STYLE OF THE COURSE**

Our approach ensures that people start using what they learn.

Delegates pair up to practise outside formal sessions. This partner is also part of a supervision learning set. This is based on a co-coaching model which is one of the safest ways to practise skills during the development phase. In parallel delegates find a suitable coachee from their work or home environment or from the other delegates. And alongside this partnership work there is extensive group learning.

The training weaves together highly pragmatic 'quick wins' based on real experience and a deeper understanding of psychology – an understanding that impacts on all aspects of someone's work.

**FLEXIBLE STRUCTURE**

You don't learn the skills of coaching in a couple of days. You need time to reflect and practise. So we've designed our course bearing in mind the huge demands on people's time. There are 3 modules plus group supervision extended over a 6 month period.

**FURTHER DETAILS**

**DURATION**

13 days

**INVESTMENT**

£3,950 + VAT per delegate. (includes materials & course refreshments). Price shown is subject to change at any time

**What to do next**

Ring us up and talk over whether this course is right for your organisation. We'll give you an honest opinion and show where the course will address the real business issues you're facing

<b>Module 1: Structure and process</b>	<b>Action Learning Supervision</b>	<b>Module 2: Psychological approaches</b>	<b>Action Learning Supervision</b>	<b>Module 3: Integration</b>	<b>Action Learning Supervision</b>
<b>2 days</b>	<b>2 days</b>	<b>2 days</b>	<b>2 days</b>	<b>1 day</b>	<b>1 day</b>
<b>Module 4 TYPE MAPPING</b>					
<b>3 days – to be chosen from the public programme schedule to suit individuals</b>					

This is a flexible course which helps you save money by bringing coaching in-house. It will enable you to transform all aspects of culture, motivate and engage staff, develop leadership & improve performance in the short AND long term.