

DEEPER CHANGE ACADEMY

THE ART OF PROFESSIONAL COACHING:
UNLOCKING HUMAN POTENTIAL IN BUSINESS



Unlocking Human Potential in Business

Would you like to acquire a set of professional coaching skills so that you can **grow, lead and inspire others** within a variety of organisational settings..?





HUMAN - TO - HUMAN

COACHING

Led by **accredited industry experts** (International Coaching Federation (ICF), Oxford Brookes University, International Centre for Coaching and Mentoring Studies and International Consortium for Agile,) this experiential and transformative programme serves to equip you with the knowledge, skills and mindset to **connect with the people you work with** on a human-to-human level, to sustainably unleash their learning and creative potential.

During this highly interactive coaching programme with The Deeper Change Academy, you will learn how to provide coaching in a business environment. With 74 hours of practical, hands-on coaching content, you will **receive feedback from the course leaders and your co-learners**, and learn how to be self-reflective to continually improve.

You will gain a wealth of skills from industry-expert practising coaches, from how to **create and build a coaching relationship** to running sessions to closing the relationship. Challenge yourself by considering what you bring to your coachees and how you would like to behave in **ethical dilemmas**.

Engage with business leaders and teams more holistically and deeply, transforming the organisation, culture and environment.

Now more than ever **your coachees need effective coaching to help them perform at their best**. You will come away from our training with knowledge of how to best help them, and also who you are as a coach.



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I believe that everyone has the right to improve their life, both personally and professionally. Coaching helps people achieve their best by building awareness, empowering choice and supporting them to make regular evolutionary improvements.

David Lowe

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The main part of the coaching magic happens inside the client or in the space between you.

It's not about you!

Linda Spencer

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PROGRAMME

A G E N D A

- Definitions & boundaries of coaching
- Identify who you are as a coach and how you show up
- Contracting with your coachees for your coaching relationship
- Create a productive, safe and trusting relationship with your coachees
- Practise using a number of coaching models
- Self-awareness & self-management as a coach
- Maintaining presence in coaching conversations
- Develop listening skills for both verbal & non-verbal communication
- Sharpen your questioning skills to really get your coachee thinking
- How to home in and define the coachee's opportunity
- Evoking new awareness in your coachee
- How to use reframing techniques
- Identify & challenge limiting beliefs
- How to enable your coachee to set achievable & motivational goals that are focused on success
- Inspiring your coachee to make practical plans & holding them to account
- Evoking the integration of learning to promote personal growth for your coachee
- Managing closure of sessions & coaching relationships
- Embedding ICF values & core competencies
- Understand the value & process of supervision
- Identify ethical dilemmas & how to deal with them
- Create your professional development roadmap

WHY TAKE THIS PROGRAMME?

learn LEARNING OUTCOMES

- **Define your unique coaching style:** Understand who you are as a coach and what you bring to your coachee
- **Develop your coaching skills:** Deepen your listening and questioning skills (including non-verbal awareness), and learn to focus on the person, not the problem.
- **Tools and techniques:** Learn and critique various coaching models, how to clarify the needs of your coachees and help them build realistic goals that motivate your coachees to action
- **Create rapport with your coachee:** Discover how to create trust, safety and rapport with your coachees
- **Ethical dilemmas:** Understand how to handle the complex area of ethics.
- **Acquire new professional coaching theories,** tools, techniques, skills, and the confidence to coach people in an organisational context (business, agile, change)
- **Immerse yourself within a fun learning** environment and deepen your coaching mastery under the supervision of industry experts
- **Enhance the work that you do** now and expand your capabilities via a rich mix of theory and practice
- **Get work done more effectively,** have more fun while doing it and see a better future for yourself and others
- **Develop a deeper understanding of yourself** as you change your outlook on life, work and relationships with others and the world

PROGRAMME MODULES

INCLUDE

Module One

Practical Coaching Skills

- 3-day in-person workshop, including over 7 hours of hands-on coaching practice and observation.



Module Two

Advanced Coaching Skills

- Fortnightly workshops over 14 weeks, including 7 hours of hands-on coaching practice and observation every other week.
- A formal performance evaluation with full report against ICF marking criteria

Module Three

Mentor Coaching

- Concurrent fortnightly group mentor coaching sessions, honing your ICF Core competency capabilities.
- 3 x 1 hour 1-to-1 Mentor coaching sessions arranged on demand, including a full pre-assessment to the ICF markers with written feedback

Expect a total of 13 hours of self-led learning, including async content to be completed during the programme

PROGRAMME LEADERS

L I N D A & D A V I D



Following a career in automotive procurement, Linda pivoted to a new career as an executive coach. Now with a track record of over a decade, she holds a **Master's Degree in Coaching and Mentoring Practice**, has published research and coached hundreds of leaders and professionals, from Colorado to Lahore and Stockholm to Cape Town. Linda is designated a **Master Certified Coach by the International Coaching Federation (ICF-MCC)** and values her work in coach education and mentor coaching as a sustainable way to keep her own skills honed and up to date as well as to help others to make the world of work a more positive place to be.



David is a coach and trainer whose approach is underpinned by the belief that everyone has the right to improve their work and personal lives. With a background in agile transformations and product, he coaches and trains people, teams and organisations, and has worked with a range of different companies across a number of sectors. When he is not training or coaching, David is researching a **Doctorate in Coaching** at Oxford Brookes University. He also holds a post-graduate certificate in Business & Personal Coaching from the University of Chester as well as being an **ICF Professional Certified Coach and a Certified Agile Coaching Expert (ICF-PCC, ICE-AC, ICP-ACC and ICP-ATF)**.

Certification

PROFESSIONAL COACHING

This programme is accredited by International Coaching Federation (ICF) for Level 1 Coaching Education.



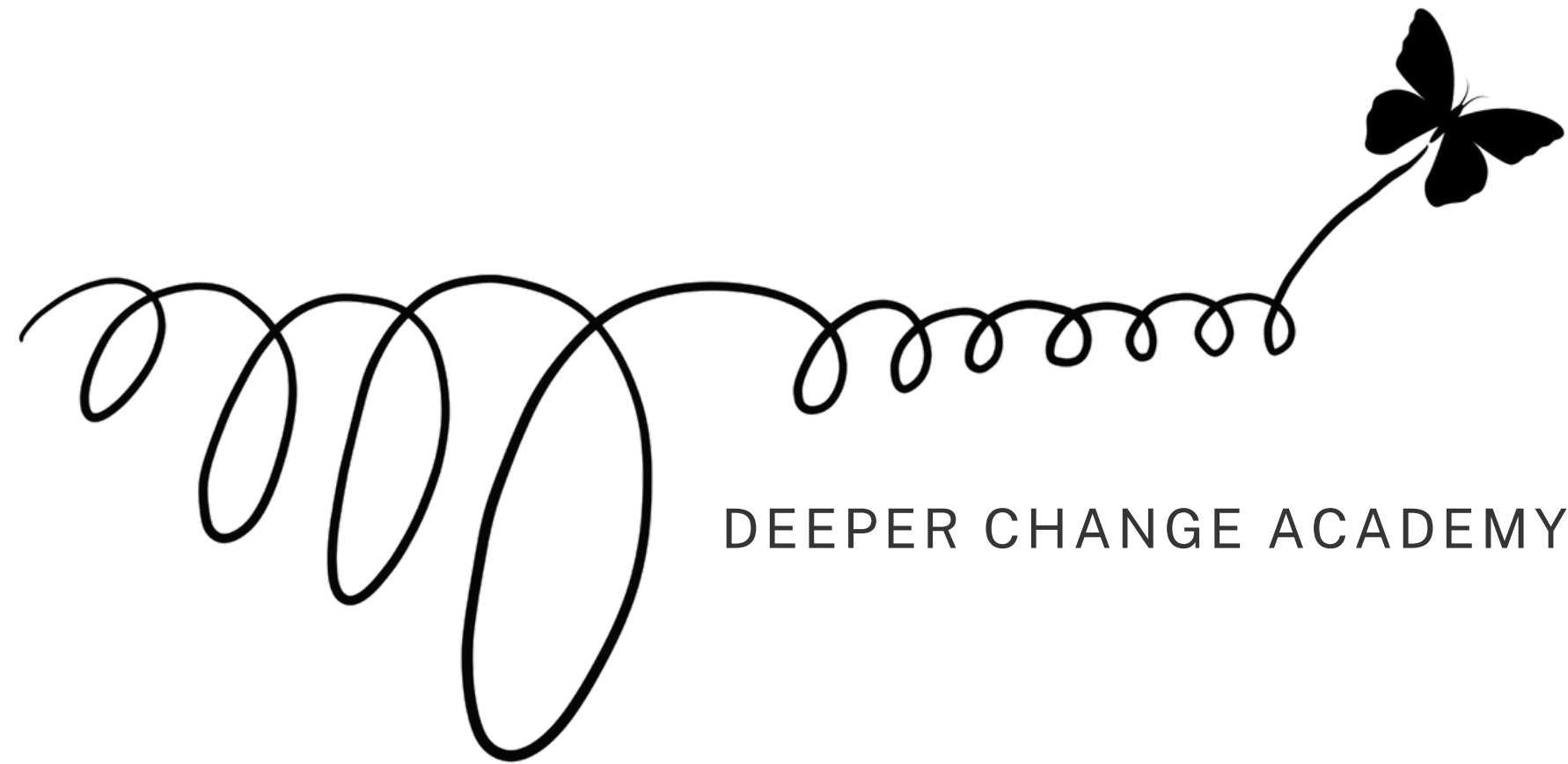
ICF Accredited Coaching Education - Level 1

After successful completion of this programme and you can then take the Level 1 Path to applying for the ICF Associate Certified Coach (ACC) credential. This certificate satisfies the requirements for coach education hours, mentor coaching and performance evaluation.



| Registration Type | Price |
|-------------------|-----------|
| | |
| Standard | £3950 |
| Group 3+ rate | £3700 p/p |

All Prices ex VAT



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