



## Diploma in Advanced Executive Coaching

### Accredited by:

ACTP Accredited by ICF, EMCC Quality Award at Senior Practitioner Level

Awarded 40 level 7 (formally known as Masters level) credits through Middlesex University Work Based Learning

Become a *seriously* qualified and experienced Executive Coach with the expertise to coach leaders and business executives with total confidence.

A challenging programme delivered over 12-15 months that will transform experienced coaches into exceptional executive coaches.

### Programme outcomes:

- Create your own, unique coaching model
- Be confident about your style and approach
- Have a strong 'signature presence'
- Attain the skill to coach at a Performance, Developmental and Transformational level

### This will enable you to:

- To coach competently with leaders & executives within a organisational context
- Target the type of clients/businesses with whom you work best
- Ensure you achieve the contracted results
- Feel confident to coach at a rational and intuitive level

### Self responsibility and Co-directed learning

There is no freedom without responsibility – a wonderful paradox that sums up the essence of our co-directed programme. The emphasis is on fulfilling *your* learning needs through an individual Learning Plan in order to create your unique coaching model and personal style. While you have the freedom to choose the optimum path of learning you have to take considerable responsibility for negotiating and creating that reality with others.

### Content & Structure of the Advanced Programme

#### 1. Core curriculum

##### • Performance & Development coaching

A selection of primary models will be available from the web site or recommended literature. The collective knowledge and experience will be harnessed to make the theory alive and practical and highlight the inherent strengths and limitations of any model.

#### • Psychological theory & Therapeutic practices

Coaching is not therapy, however many of the more complicated coaching issues stem from the sources explored in therapeutic theory. A good working knowledge of these theories and practices is key to facilitating the coach to move clients beyond their 'sticking points'.

#### • Business Leadership perspective

Executive coaching focuses on those who execute business strategy in Corporations, SMEs, Charities or Schools so models of leadership and basic business relevant to coaching are examined.

#### 2. Skills Practice

The AoEC highly values experiential learning and the importance of practising skills in a 'safe' feedback-rich environment. In client /coach/observer trios, participants practise the use of new techniques and cognitive frameworks and receive robust feedback on performance.

#### 3. Personal Development

Through understanding yourself you are able to understand others. Being aware of and utilising your emotions and personal reactions for client interventions is a very effective skill to master.

#### 4. A Systemic Approach

One to one coaching always happens in a context, so understanding the web of relationships and patterns of influence will give you an insight into how to address the more complex client issues.

### Programme Format – 14 days over 15 months

To create a vibrant learning community that parallels many of the dynamics of an organisational system we have chosen a structure that draws on all our experience of best practice. This involves:

1. Orientation Day to meet peers and faculty.
2. Four 3-day modules approximately 8 weeks apart to maintain momentum, continuity & integration.
3. An assessment day to complete the programme.
4. Practitioner groups, which meet physically or virtually between events to consolidate learning.
5. Four individual tutorials to attend to academic, professional or development needs.

### Participant Qualities

The programme builds on your substantial knowledge and experience of developing people as a:

- Business leader or senior manager with a coaching style, or
- Consultant, trainer or coach with 6 coaching clients required.

### Venue

Our residential events take place at Bore Place House, a manor house set in a 500-acre estate near Sevenoaks in Kent. We have sole use of the house and create a 'self-managed' community that parallels an organisational system, where we live, work and have fun together.

### Qualification

**The Diploma** is awarded on passing a rigorous assessment by *self, peers & tutors* involving:

- 1) Presentation of Coaching Model
- 2) Written submission on the theoretical basis of practice
- 3) Demonstration of Coaching Practice
- 4) Submission of a Learning Journal

### Coach Tutors

Marion Gillie, Nick Kitchen  
(see website for biographies)

### Application Process £395.00 + VAT

- a very thorough learning process in its own right:

#### Stage 1

Fill in on-line application form: [www.aeec.com](http://www.aeec.com)

### Open Programmes – Advanced Programme

Attach your CV.  
You will then be asked to complete 4 online Self-Assessment coaching competency questionnaires.

#### Stage 2

Individual Tutorial to confirm readiness to join the programme and create a personal Learning Plan to guide you through the programme.

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#### Dates for Advanced 12

##### 2010

Orientation Day – Friday 19 November

##### 2011

Module 1: Tuesday 18 January – Thursday 20 January  
Module 2: Tuesday 17 May – Thursday 19 May  
Module 3: Tuesday 27 September – Thursday 29 September  
Module 4: Tuesday 6 December – Thursday 8 December

##### 2012

Assessment Day – Thursday 14 March

### Fees

Our primary aim is to create a programme of the highest standard that reflects value for money. We make a promise to get you through to graduation or **refund 50% of your course fees**.

The course fees are £8,500 + VAT **plus** residential costs of £130 + VAT per day.

Payment may be spread over 12 months for a 5% charge.

For information on financial assistance to support your learning, please visit [www.direct.gov.uk/adultlearning](http://www.direct.gov.uk/adultlearning) or contact 0800 100 900.

*Please make cheques payable to:*

*Academy of Executive Coaching, 64 Warwick Road, St Albans, Hertfordshire AL1 4DL*

*For **Credit Card bookings** call Sue on 01727 864 806*

*An invoice will be sent with acceptance of your application.*

To talk through the details of the programmes  
please contact us at:

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