



Practitioner Diploma

Accredited by:

ICF ACSTH, EMCC Practitioner level, AC Recognised Course and Middlesex University

Are you an experienced manager, trainer or consultant who wants to add Executive Coaching to your skill set?

As an experienced professional who draws out the ability of others, you may have learned that you have an aptitude for coaching and would like to develop those skills further. Perhaps you want to complement your HR or OD function by extending your coaching skills. Or, you may be a life coach who wants to learn more about how to coach executives.

If any of these statements is true, then the Practitioner Diploma is for you!

The Executive Coaching Journey

Held over a series of 3 two-day modules plus a Live Action Coaching Day, participants work with the AoEC's comprehensive coaching model of Beginnings, Middles and Endings to mirror the Executive Coaching process. By taking the Practitioner Diploma in Executive Coaching you will discover how to:

- Build a strong professional client relationship based upon trust, respect and rapport
- Draw upon a significant body of psychologically grounded coaching skills to promote client development, encourage breakthrough and deepen understanding
- Align coaching to the business and organizational context
- Manage effective closure to exceed client, coach and sponsor expectations

1. Beginnings: Engaging the Client

- Develop a clearer understanding of contracting with client, coach and sponsor
- Study key coaching frameworks and models to clarify goals and objectives
- Enhance your listening and questioning skills in practice sessions with direct feedback
- Start to develop your own personal, unique coaching framework
- Clarify your understanding of ethical guidelines and professional standards
- Establish peer coaching relationships to promote coaching practice

2. Middles: Deepening the Understanding

- Learn how to utilise consulting skills in a coaching context
- Utilise systems thinking as a means to understand the client's world
- Assess your client's developmental and emotional needs
- Clarify the boundaries of your personal coaching practice
- Explore the nature of personal and professional change
- Experience supervised coaching practice
- Be alert to both explicit and tacit information and its impact on coaching outcomes
- Perform mid-term reviews with client and sponsor
- Employ solutions-focussed coaching tools to achieve client outcomes

3. Ending: Successful Review and Closure

- Understand how your own experience of organisations influences your approach
- Discuss and practice coaching on a variety of frequent business issues such as:
 - Alignment of goals between individuals, teams and organisations
 - Career transition
 - Overcoming poor or ineffective relationships with colleagues
 - Effective action planning
- Provide organizational feedback in a way that respects the confidentiality of the client
- Manage the 'psychology of endings' providing healthy closure for client, coach and sponsor

Achieving your Coaching Qualification

The Practitioner Diploma Programme is an AC recognised course and is accredited by:

- Middlesex University
- European Mentoring and Coaching Council
- Equivalent to ICF ACC level coach training

Your evaluation process includes:

1. Completion of the three modules + LACD in sequence on a single programme.
2. An individual coaching tutorial after each module to imbed the personal learning and experience the process of being coached.
3. Three peer coaching practice session to utilise and extend the skills learned on the workshops.
4. A short reflective essay after each module.
5. Successful participation in and completion of the work for the Live Action Coaching Day.

The Live Action Coaching Day

(Assessment, Closure and Ongoing Development):

1. Presentation of your unique and developing Coaching Framework and Model
2. Submission of a written copy of your Coaching Framework
3. Reflective essay on your personal learning journey
4. Live demonstration of your coaching
5. Recommendation for ongoing study

Graduation from the Practitioner Diploma provides you with a free entry process to the Advanced Practitioner Diploma. This takes the form of a thorough coaching competency assessment leading to a robust learning plan.

Entry Requirements

Substantial people development, experience in management, training, counselling or consulting.

Location

Bonhill House
1-3 Bonhill Street
London
EC2A 4BX

Coach Tutors

(please see website faculty and bios)

Booking Procedure

Please fill in an application form on-line at: www.aoec.com

Dates

Practitioner Programme 47 *(full with waiting list)*

Module 1: 29 - 30 May 2012
Module 2: 20 - 21 June 2012
Module 3: 18 - 19 July 2012

Assessment (Live Action Coaching Day):
6 or 7 September 2012

Practitioner Programme 48 *(full with waiting list)*

Module 1: 9 - 10 July 2012
Module 2: 3 - 4 September 2012
Module 3: 2 - 3 October 2012

Assessment (Live Action Coaching Day): 5 or 6 Nov 2012

Practitioner Programme 49

Module 1: 18 - 19 September 2012
Module 2: 16 - 17 October 2012
Module 3: 12 - 13 November 2012

Assessment (Live Action Coaching Day): 10 or 11 Dec 2012

Practitioner Programme 50

Module 1: 18 - 19 October 2012
Module 2: 19 - 20 November 2012
Module 3: 13 - 14 December 2012

Assessment (Live Action Coaching Day): 17 or 18 Jan 2013

Timings

09.30 am – 5.00 pm each day
Refreshments and a buffet lunch will be provided each day

Fees

£3,795 + vat

To talk through the details of our programmes and how we can help you, please contact:

Sue Burston
Tel: +44 (0)1959 569 516
email: sue.burston@aoec.com

Academy of Executive Coaching
64 Warwick Road, St Albans, Hertfordshire AL1 4DL
www.aoec.com