

Advanced Practitioner Diploma in Executive Coaching

A challenging programme that will take you from experienced to exceptional

Moira Halliday and Nick Kitchen



The Academy of Executive Coaching (AoEC) is a leading provider of coaching services and related development to organisations and individuals within the UK and internationally. We were established in 1999 and since then have been accredited by the main internationally recognised coaching bodies - more than any other UK provider in our sphere - as well as being validated by Middlesex University.

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Welcome to your route to the elite level of coaching

Recent studies from Stanford University show that two-thirds of Chief Executive Officers (CEOs) do not receive any outside advice on their leadership skills, and yet almost all would be receptive to suggestions from a coach. The 6th Ridler Report found that 73% of organisations surveyed expect an increase in their financial spend on coaching over the next two years.

Have you got what it takes to coach from the top?

This brochure is designed to provide you with a clear understanding of the Advanced Practitioner Diploma in Executive Coaching and whether it the right programme for you.

Since its inception, the Academy of Executive Coaching (AoEC) has been committed to maintaining the highest professional standards, becoming the only European coach training company to be accredited by the three top professional bodies, the International Coaching Federation (ICF), European Mentoring and Coaching Council (EMCC) and the Association of Coaching (AC), as well as Middlesex University. We can therefore offer you professional and academic credentials that are recognised internationally.

The aim of the Advanced Practitioner Diploma is to give you the theory, tools, information, support and learning materials to help you build and develop your skills as a coach with a business focus.

The key components are:

- business and leadership perspective of Executive Coaching
- psychological theories and practice within coaching
- coaching skills practice with rigorous feedback
- systems perspective through community group work
- learning journal
- faculty and peer evaluation of your coaching practice
- ICF evaluation of your coaching practice (evaluation of recordings)
- final assessment of your unique coaching model

Why train with the AoEC?

We are proud to be one of Europe's leading providers of coach training. There are many reasons to choose the AoEC. Here are just a few of them ...

Our approach

- First and foremost, **you** are our primary focus. We believe in coaching **you** to be a coach, to be the best you can be. We believe that learning to be a truly great coach is a profound and personal journey where we support all the **way**.
- Our training is experiential. By definition this means "involving or based on experience and observation". You have to be prepared to 'give it a go'!
- We are '**business focused**' - AoEC is uniquely business focused and the participants on the programmes all share this common focus helping to bring your group together.
- We help you to create your very **own** coaching model. Our programmes do cover various existing coaching models but we don't just teach coaching methodologies, we work with you to identify, mold and develop your own model, your own style, your own "signature presence".
- We deliver an experience by bringing together our understanding of the business world and a deep understanding of how people function, of how people grow and change.

Our training

The AoEC was set-up in 1999 by our Founder, John Leary-Joyce who still runs training programmes with us all over the world and is just as enthusiastic about coaching today as he was when he created the company. His mantra that 'coaching can change the world' is embedded in our ethos.

The limitation on group sizes and the practice orientated nature of the courses allow for personal attention from our Faculty, and plenty of opportunity to put learning into practice.

We are very proud of the programmes we offer but don't expect it to be an easy ride – you are challenged and we ask you to bring your whole self to the programme ensuring you are in a safe environment.

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Your Accreditation

We offer **you** a route to accreditation.

After completing and passing one of our accredited programmes, you are on your way to becoming an accredited coach yourself. You can choose which accrediting body best suits you and your needs and we can help you with this. We are also able to offer you, having just passed one of our own programmes, accreditation with us for one year. We know that you will be the best of the best having completed a programme with us and we will have the confidence in you to succeed. We want to support you with your next steps and offer this choice to you.

Our talented people

We are proud of the quality and experience of our Faculty. Highly skilled and respected, our Faculty combine Masters level psychological experience with extensive business leadership and coaching expertise.

International

We run training all over the world!

In addition to England and Scotland, we have partners in: Boston, Brazil, Croatia, Estonia, Germany, East Africa, Ireland & Northern Ireland, New York, Romania and Turkey. We additionally run training programmes in other countries.

Established and Experienced

We are a well established, global organisation and together with our international partners, offer training programmes in countries throughout the world.

Over the last 10 years we have trained over 11,000 people from 75 different countries.

We train individuals and work with groups of people within organisations and are able to create bespoke packages for organisations.

We really do believe that ‘coaching can change the world’ so we are growing to help make this happen!

Support

We have mentioned that our focus is on you throughout our programmes, but this also continues after your training.

We understand that you cannot stand still to remain competitive in the coaching industry and you may choose to specialise in a particular area. We aim to support people’s continuous professional development and offer a range of workshops and masterclasses.

Also, once you have passed your programme with us, you will automatically qualify to join our Alumni. Here you will have members access to our dedicated website area with useful reports, articles and resources. You will be invited to dedicated Alumni events, be eligible for discounts for related services and subscriptions and be part of the Alumni LinkedIn community.

You will find that by training with us, you will bond with other like-minded people, discover useful business contacts and create friendships that you will treasure. We hold our hands up – this is not down to us! We are inspired by each and everyone that trains with us and we are always thrilled when we see Alumni meeting up at events and greeting each other as if they have been friends for their whole lives.

Who is this qualification for?

This programme is aimed at experienced coaches who will be working with senior clients. The programme for the AoEC Advanced Practitioner Diploma parallels the journey of the coaching client.

If the purpose of coaching is to enable the executive to understand and enhance their own contribution to delivering business results, then the journey of the Advanced Coach is a parallel one.

It relies upon the coach and the executive coachee engaging in a meaningful conversation to which the executive brings three factors:

- a sense of purpose: what must be achieved. He or she learns to identify:
 - a sense of process, for achievement and within that:
 - a sense of self, and their contribution.

The coach brings:

- a sense of self, their awareness and experience (person) to identify:
 - a process, for exploration and planning, to deliver:
 - a sense of purpose, adding value to the delivery of results.

You will be helped to map your journey to developing excellence as an Advanced Coach. Those journeys are likely to start from different places. Advanced Coaches will come from backgrounds in coaching, counselling/therapy, consulting, management or leadership. You will be able to operate across a range of areas, although you may specialise in one.

To ensure that the Advanced Practitioner Diploma programme is right for you, there is a very thought provoking entry process. This uses four questionnaires with a follow-up individual tutorial that will enable you to identify your strengths, development areas and then to create a personal learning plan for the programme.

Why train for an Advanced Practitioner Diploma in Executive Coaching?

Benefits for Individuals

- Increase self-awareness including emotional and transpersonal awareness, cognitive knowledge and behavioural skills all of which are key for personal and professional development.
- Gain a good working knowledge of psychological theory and practices which can shed light on our motivation and self-limiting patterns of behaviour.
- Develop a greater understanding and knowledge of leadership models and theory which is a basic requirement for coaching leaders.
- Focus coaching practice in a results-orientated style which parallels the work of leaders and executives who are expected to produce results within defined parameters.
- Deepen core coaching competencies to coach leaders and senior executives including creating the right foundations to facilitating personal transformation.
- Develop a unique coaching framework that draws on all your learning (both theory and practice).

Benefits for Employers

- Ensure the individuals you develop as coaches are properly equipped with the skills, knowledge and ethical understanding they need to coach at a deeper level.
- Develop a coaching culture in your organisation ensuring that you have experienced coaches to support the senior team.
- Increase the ability to use the teams' inherent wisdom to find solutions and work more effectively on a day-to-day basis.
- Demonstrate improvements as a result of the coaching intervention.



What accreditation does the Advanced Practitioner Diploma give you?

The ACTP route to ICF PCC level accreditation

The Advanced Practitioner Diploma is accredited with the ICF for 131 hours in total. The ICF require 125 Student Contact Learning Hours (SCLH). This is defined as 100 hours of direct tutor contact and 25 hours of training contact (where it is not necessary to have a tutor present).

The Diploma represents 110.5 direct tutor contact time, broken down as follows:

- Orientation Day (7 hours),
- 4 x 3–day Residential Events (total of 90 SCLH hours),
- Assessment Day (8 hours observing two others),
- intake tutorial (1.5 hours) and four further tutorials (4 x 1 hour).

Participants are expected to engage in self-directed learning activities outside the contact hours of the programme to cover the remaining 20.5 SCLH hours. They do not need the presence of a faculty member. This might include, for example: additional meetings with your practicum group, Action Learning Sets, book club etc. This additional work needs to be documented and commented upon in your Learning Essay.

EMCC Evidence of competence

The Advanced Practitioner Programme holds the EMCC European Quality Award which provides graduates with the evidence of competence that they need to apply for the EMCC Accreditation at Senior Practitioner level.

40 level 7 Credits through Middlesex University Work Based Learning

This course is accredited by Middlesex University. Accreditation is the formal mechanism for the recognition of learning that is achieved outside the University's validated programmes of study. This course uses Middlesex University's credit framework to evaluate and quantify such learning in terms of credit points at a particular level. The course is delivered by the AoEC and can lead to the award of 40 level 7 credit points. The course does not result in the award of a Middlesex qualification.

In the course of the programme, participants should expect to give 400 hours of study time in total to this programme, including the contact time on the programme and the self-directed learning outlined above. This might include: exploration of key literature, internet study, preparation for assessment, ongoing work on the learning journal.

Please note that both the ICF and EMCC require evidence of coaching hours in addition to the training hours provided by this programme. For full details please refer to their websites.

Overview of modules and learning outcomes

Orientation Day

Once you have been accepted onto the programme, the first event is the Orientation Day. The purpose of the day is literally to 'orient' you to the programme, which includes:

- meeting the other participants who will be joining you on your learning journey
- meeting the core member of Faculty
- obtain more information about the structure and content of the programme which includes a 'question and answers' session

Finally, participants will have the opportunity to:

- participate in a coaching session and receive feedback on your coaching
- receive feedback from your new colleagues on the impact you made during the day

Module 1 (3 days) Planning our work together

The first module is about contracting, learning outcomes and co-creation of the learning curriculum within the context of the learning community. In this process there is specific focus on building a learning community, establishing a working alliance and arriving at a joint understanding of the definitions and boundaries of advanced executive coaching. The outcomes from these group discussions are then integrated with the core curriculum elements, into a framework for the whole Programme.

By the end of the Module, participants will have:

- a co-created curriculum, representing the learning requirements/aspirations of the whole group in addition to the core curriculum
- formed the basis for the Programme's learning community, both formally and informally, and how you will work together during the Programme
- looked at the group's learning and group dynamics as a mirror, to better understand systemic issues in your clients' organisations
- you will be allocated your first coaching practice group (you will be coach, client and observer) to help you develop and experiment with your coaching

- participated in group discussions about the definitions, overlaps and differences between coaching, mentoring, counselling, training, managing etc.
- worked with your triad members on refining and consolidating your Learning Plan and your personal learning objectives
- practice coaching, observing, giving feedback and being coached in your practice group
- started the process of thinking about your Coaching Framework, having seen a demonstration of one example of this given by a past participant

Participants will also have:

- an understanding of co-managed, reflective learning
- an understanding of what a coaching framework and model might look like
- an understanding of the process of generating your own coaching framework and model
- an understanding of the assessment and evaluation methodology for the AoEC

Module 2 (3 days) Core Coaching

Module two addresses the 'Core Coaching Practice' circle in the AoEC's three-circle model, the various concepts, practices, tools and techniques. It will parallel clients' experiences in that coaching has to have outcomes, results or goals. Participants will have developed their own performance goals through their Learning Plan, against which they will be expected to deliver.

By the end of this Module, participants will have:

- explored how you think adults learn and how coaching supports this process
- explored the core coaching skills through work in your practice groups
- discussed a live coaching situation in your supervision group
- reviewed progress towards overall course objectives

Participants will also:

- be able to access a range of tools transferable to your own work with their clients
- have an understanding of how you will construct your coaching model (the step by step process of coaching)

Module 3 (3 days) Psychological Models

This module addresses the 'Therapeutic and Psychological' circle of the AoEC's model. It concentrates on psychotherapeutic concepts and models underpinning practice. Participants will be introduced to a range of theories which will be drawn from: Gestalt theory, Transactional Analysis, Cognitive Behavioural Theory, and other psychotherapeutic methods. This will give them essential underpinning knowledge that will inform their coaching framework and practice. They will then be able to review their own emerging frameworks based on expanded awareness of other models and theories and ways of doing things.

By the end of the Module, participants will:

- be able to demonstrate an application of at least one psychotherapeutic model and how this applies to coaching in general
- be able to demonstrate an understanding of two other models and how they can draw on them when forming their own coaching frameworks
- be able to demonstrate how their own coaching framework compares with other psychotherapeutic models
- have reviewed progress towards overall course objectives

Module 4 (3 days) Business and Leadership

During this module participants will be introduced to the organisational environment, the executives' world and how they will work within it. They will also explore a range of leadership concepts and styles, organisational structure and strategy and their application to the work of an executive coach through an organisational case study. The group will also explore a systems approach to organisational thinking: the coach's impact on the system and the system's impact on the coach. Faculty members will explain and clarify the AoEC assessment process and criteria, and set up assessment groups for the final event.

By the end of the module, participants will have:

- a working knowledge of a range of leadership theories and how the concepts may be used as tools in their coaching work
- an understanding of organisational issues relating to the executive's world
- an understanding of a systems approach to organisational issues; its impact on the client and the coach, and the coach's impact on the system

Assessment and Evaluation

The Assessment Day is made up of:

1. presentation of the participants unique coaching framework and model of practice to assessors and colleagues
2. coaching demonstration with their 'client'. Their 'client' will be a peer from the group

By the end of the day, participants will have:

- integrated all programme components and understood how they relate to their individual coaching frameworks
- developed/refined and included their ethics components into their personal coaching models
- tested out their learning outcomes against their stated goals
- demonstrated a detailed understanding of the assessment criteria in their practice

Course Faculty

Moira Halliday Director of Programmes



Moira became the Director of Training in October 2009. For over 20 years she has successfully combined organisational consultancy, executive coaching and psychotherapy in her own business. Working with CEOs, senior managers, leaders and leadership teams she focused on developing effective leadership skills, organisational learning, managing change and enhancing personal effectiveness. Moira is trained in Humanistic Psychology and Process Oriented Psychology as well as being a trained mediator, experienced in conflict resolution and developing mediator training programmes.

In addition to delivering across AoEC open programmes, Moira also has responsibility for International Partner Development, programme design, quality assurance, faculty development and supervision.

Being a member of the AoEC team provides Moira with an opportunity to feed her passion for realising potential for people and organisations. Moira is also committed to her own theoretical and experiential learning.

Nick Kitchen Associate Faculty



Nick is passionate about developing the craft and profession of coaching to support and help individuals and organisations more effectively respond and flourish in the face of increasing volatility and complexity – the world needs great coaches more than ever!

Previously New Business Director of International Advertising Agency TBWA, Nick is an experienced senior executive and team coach, trainer, facilitator, coach supervisor and engaging event speaker, with more than twenty five years' experience in supporting the development and success of organisations and leaders throughout many parts of the world.

His clients have ranged from SME entrepreneurial organisations to large Multinationals across many sectors including automotive, financial services and banking, IT, media and creative, pharmaceutical, industrial, oil exploration, public sector and charities.

He has been developing coaches for over twenty years, drawing particularly on his development of Somatic Cognitive coaching and facilitation which enables coaches and leaders to engage with their deeper embodied experience and thereby impact more effectively that of their groups and wider systems.

He has been a member of faculty with the AoEC since 2009, principally on the Advanced Diploma in Executive Coaching and the Systemic Team Coaching Diploma.

Nick's professional qualifications include:

- Developer of Somatic Cognitive Coaching and facilitation
- Developer of IIMAC© sales process
- AoEC Diploma in Advanced Executive Coaching (Distinction)
- ICF Professional Certified Coach Accredited
- Accredited NLP Trainer

When can I start?

The Application Process

Entry requirements

The programme is designed to build on your substantial knowledge and experience of working extensively in the people development field.

Entry Procedure

The procedure for joining the programme involves a development process that will enable you to:

- benchmark your skills against best practice,
- benefit from professional, objective feedback,
- gain fresh insights and enhance your professional knowledge,
- take valuable steps in your personal learning journey.

The two stage entry process is:

Stage 1

Initial application, completion of competency self-assessment questionnaires which provide a starting point for ongoing discussion and analysis, and will be used:

- to provide a basis for your Learning Plan
- at your first personal review.

Stage 2

In-depth personal review with a Faculty member. Following this meeting you will hear whether you have been accepted or whether you will need a further tutorial.

Schedule

Orientation Day
8 Feb 2018

Module 1
20 - 22 March 2018

Module 2
12 - 14 June 2018

Module 3
11 - 13 Sept 2018

Module 4
13 - 15 Nov 2018

Assessment
6 March 2019

Financial Investment

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

We have costed the programme at a level commensurate with top quality trainer fees and external course assessment/supervision and this has remained the same for several years.

The course fees are £8,500 + vat plus, for residential courses only, there are residential costs of £1,300 + VAT.

Funding for your Training

The Programme Fees (course fee + residential costs) must be paid before the start of the programme or, for an additional 5%, spread over the duration of the programme by standing order.

Payment plans are available to help spread your costs.

Additionally a limited number of discretionary bursaries are available.

Please ask for details from the Programme Manager, Mandy Golley.

Further information

For further information and to discuss the selection criteria please contact:

Mandy Golley
mandy.golley@aoec.com
+44 (0)1732 866826

Testimonials

“ I applied for the Advanced Diploma programme because I realised that being a “good” coach was not going to be good enough. I wanted to be an excellent coach. Along the journey of the 15 month programme, I came to realise that being an “excellent coach” was not going to be a quick fix, and instead would be a life-long journey. Oddly, that realisation increased my excitement, energy and awe. Whether I ever consider myself to be an “excellent coach” is irrelevant - as I simply coach better, with greater confidence and impact, than I did before the programme. The Advanced Diploma programme reignited my passion for coaching whole human beings in their full professional and personal contexts. It enlarged my perception of what it means to coach, and developed my breadth and depth in theoretical underpinnings, practical applications, and personal development. ”

Emma Pearson, France

“ The programme more than exceeded my expectations and it was by far the most rewarding, challenging and impactful development I have undertaken. I wouldn't have realised I could move so far forward and that there was so much to learn, so the programme certainly delivered it's objectives for me. I feel I have come out having undertaken a massive journey, both personally and professionally, but also that I have much more to learn! ”

Lisa Barry, UK

“ My experience on the programme has increased my enthusiasm and commitment to my coaching practice more than I could have imagined. It has also expanded my network of coaching colleagues. It was an excellent investment of time and money. ”

Kim Birnie, UK

“ Advanced Executive Diploma was an excellent learning environment in many different perspectives. Firstly, it was organised in a very professional way. I found both the theoretical lessons and the practical parts of the course very useful and educational. One of the important reasons I joined a course in the UK, outside of my homeland Estonia, was to gain new knowledge and do it together with other international coaches. After finishing the one year programme I feel confident as a coach due to the rise of my professionalism and I now have an excellent network of the other professional coaches around Europe. ”

Ülle Matt, Estonia

“ The programme helped me to rediscover my curiosity and my passion for learning, and the impact on me is that I am continually re-examining what I do as a trainer and facilitator through a Gestalt and other lenses. Thank you for supporting me during what turned out to be a bumpy journey. ”

Edward Kellow, UK

“ The programme was a real coaching experience at 360°. The high standing of the tutors and of the participants have enabled a deep learning reinforcing the importance of always nurture a personal lifetime reflective path. I really loved the strong connections and humanity qualities of the trainers and the fabulous supporting environment built within the group. ”

Andrea Vitullo, Italy



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For information on other AoEC programmes contact:

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