KOMPASS
The Coaching Company

AOEC
UNLOCKING POTENTIAL
UAE

A journey of personal discovery and professional learning

# Practitioner Diploma in Executive Coaching

**Become a professional coach with our triple-accredited programme, and develop your own coaching model as you deepen your expertise of coaching and coaching techniques.**

ICF Level 1 ICF-Accredited Coaching Education

EMCC Global Quality Award EQA PRACTITIONER

ACCREDITED AWARD IN COACH TRAINING

I collaborated with Kompass consulting and Coach Leila Rezaiguia in two occasions, the first time when I was looking for a coaching certification, where I went into a journey of life changing experience, not only as it provided me with tools, knowledge and techniques to become an excellent coach, but also opportunity for quality reflection.

Coaching can be a highly powerful business tool; instrumental in powering change and self-discovery, uncovering strengths and skill sets currently unrecognized by the individual. The second occasion was when we collaborated with Coach Leila in a comprehensive Team Coaching programme with the senior leadership team in Middle East region, to build the business strategy based on a common purpose and shared values. Undoubtedly that was an incredible experience by all means.

**Iyas Seidan**
P&C ME & Shisha Int'l Director
Japan Tobacco International

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# Welcome

**Coaching is a skill used to help people answer their own challenges and reach their goals, such as managing change, increasing efficiency, motivating people and improving results.**

Whether you are looking to coach within an organisation or work with external clients, the common denominator is that coaching is a skill that will bring about positive change for individuals and organisations. Coaching theorists are beginning to argue that coaching has the potential to enable social change – researcher, coach and mentor Hany Shoukry thinks that:

> **Coaching is a way to change the world, one person at a time.**[1]

Likewise, the 2016 ICF Global Coaching Study reports that:

> **1 in 2 coach practitioners think coaching is able to influence social change.**[2]

At the Academy of Executive Coaching (AoEC), we believe that coaching really can change the world. We work with you to discover your signature presence and through our unique experiential style, train you to become a qualified executive coach.

This brochure is designed to provide you with a clear understanding of the Practitioner Diploma in Executive Coaching and whether it is the right programme for you. Since its inception, the AoEC has been committed to maintaining the highest professional standards. The Practitioner Diploma aims to give you the theory, tools, practice, information, support and learning materials to help you build and develop your skills as a coach with a business focus.

If you feel that this programme is not quite right for you, we offer a range of programmes from the core certificate level right through to an advanced level for already practising and experienced coaches. Team coach training programmes, bespoke packages for organisations and executive coaching are all additionally available. We feel passionate about coaching and are pleased that you have chosen to look at training with the AoEC. If, having read through this brochure, you would like to discuss your pathway further, please do not hesitate to get in touch.

# About the AoEC

## AoEC purpose

Together we unlock potential for a better world.

## Our commitment

- We deliver exceptional, accredited coach training globally through trusted partners, combining rigorous standards with real world practice.
- We act with integrity for people and planet, grounded in ethical practice, responsible leadership and a commitment to positive impact.
- We build a global community of coaches who continue to grow, contribute and create meaningful, lasting change.

# Why join this programme?

## The Practitioner Diploma in Executive Coaching challenges you to reach new and potentially unknown depths.

You will explore existing coaching models and discover your unique style that works for you to become an accredited executive coach. The programme helps you to develop the skills that you need to become a successful coach and it gives you the confidence you need to stand out from the crowd.

### This programme will enable you to:

- draw on what aligns with you and how you coach
- hone your coaching skills with rigorous feedback
- create your signature presence
- become a confident and well-qualified coach

### This programme is:

- an experiential, fast-paced, well-structured and proven coaching programme
- completed in up to six months, which ensures it is accessible to busy people
- expertly balanced around industry-leading knowledge, supervised practise during modules, personal reflection and experience between modules
- delivered in a safe and supportive environment ensuring you are comfortable
- supported by generous online resources that can be accessed during the programme
- includes seven days of practical, experiential coach training, including an assessment day
- accredited by the leading professional bodies
- delivered by experienced and well-qualified faculty who are practising executive coaches
- a fantastic experience, according to our attendees!

### This programme has:

- real-time discussion groups and at least ten hours of mentor coaching to support participants
- a rigorous assessment process which ensures high-quality, professional standard coaches

### This programme can:

- lead to accreditation with three top professional bodies – the International Coaching Federation (ICF), EMCC Global and the Association for Coaching (AC)
- be delivered worldwide
- be delivered to individuals or within organisations
- give you access to ongoing support and development with the free-to-join AoEC Alumni Association

The AoEC Practitioner Diploma in Executive Coaching offers an effective and enjoyable way to develop and grow as an individual, while learning and practising professional coaching skills that can be used to help others to develop and grow.

### If you would like to become an accredited coach, graduating from this programme will provide you with:

**ICF (International Coaching Federation)**
ICF Level 1 (64 total hours of coach-specific education) - fulfilling education hours, mentor coaching, and performance evaluation requirements for ICF Associate Certified Coach (ACC).

**EMCC Global**
EQA (Practitioner level) - fulfilling training requirements for EMCC Global Individual Accreditation at Practitioner level.

**AC (Association for Coaching)**
Accredited Award in Coach Training - fulfilling training requirements for Foundation Executive Coach and eligibility for AC Accelerated Accreditation.

# What makes this programme so special?

## Triple accredited

By the main internationally recognised coaching bodies – being one of the few triple accredited programmes worldwide – the International Coaching Federation (ICF), EMCC Global and the Association for Coaching (AC).

## Experiential learning

An experiential programme giving you the essential practice that you need to be a coach.

## Our faculty

Faculty are all very experienced, highly qualified practicing coaches and assessors are all ICF PCC accredited coaches. You will be learning with the best!

## Blended learning

Giving you opportunity to learn theory and practice techniques in lots of different ways, embedding your learning.

## Create your own signature presence

We will work with you to identify, mould and develop your own model, your own style, your own signature presence. We don't tell you one way of coaching, through self reflection you find your own magic!

## Mentor coaching

One-to-one and group mentor coaching to support the development of coaching competencies.

## High faculty ratios

Small groups with high faculty ratios – each module will be led by two core faculty members and where there are more than 16 participants on the programme, there will be three faculty members on hand to provide you with lots of wisdom and feedback.

## Practice clients

A minimum of two practice clients – the best way of learning!

## Feedback and observation

Continuous feedback from AoEC faculty based on observation of your coaching practice.

## Business focused

So you train to work as a coach with the extra considerations of working with organisations.

## Delivered in modules

Spread over several months the programme is delivered in modules giving plenty of time for practice and learning between modules.

## Virtually and in-person

Available both virtually and in-person.

## For individuals and organisations

The course is available as an open programme for individuals and as an in-house programme for organisations looking to develop their own internal coaching capability.

## Form strong bonds

Your learning peers become so much more – you form strong bonds very quickly with like-minded people.

## Global

With Global AoEC partners this programme is available in many locations around the world.

## AoEC alumni

Become part of the AoEC alumni network to gain support from other qualified coaches and access exclusive discounts and benefits.

**Don't just take our word for it, read our graduate experiences on our KnowledgeBank**

www.aoec.com/knowledge-bank/?search=&resource_type=interview

The benefits were huge. For me, I think it was social connection, meeting with people from all walks of life and different industries and getting a sense of their purpose, what motivates them at work and where some of the challenges have been for them in the workplace. I really loved the way the course was structured, and I thought that the Faculty members were just brilliant. I was very impressed with the way that Faculty led that course.

**Haseena Farid**
Farid Coaching and Consultancy

**Visit our website and read about Haseena's journey**

www.aoec.com/knowledge-bank/it-has-transformed-who-i-am/

# Why train with the AoEC and KOMPASS?

**The AoEC has built an enviable reputation for executive coach training, which equips participants with the skills to challenge themselves and their clients.**

**At KOMPASS we provide executive, team, performance and career coaching, train managers, leaders, in-house and external executive coaches, mentor and supervise new and experienced coaches – who better to trust. We have been trusted by Governments, Semi Government entities, Multinationals and Top Business Schools across the Middle East region for over 15 years at the highest level (Board levels, C-Suite, GMs, Regional GMs, SVPs, VPs, Executive Directors, Directors, Heads of Department, Senior Managers, HIPOs etc).**

**Over the last five years, 163+ Executive Coaches graduated from our triple accredited Practitioner Diploma programme in the GCC and Levant region from 35+ countries.**

## Our approach

### You are our primary focus

We believe in coaching you to be the best coach you can be. Learning to be a truly great coach is a profound and personal journey and we are here to support you.

### Our training is experiential

We bring you our deep understanding of the business world and how people function, grow and change. You will practise your coaching skills, experience being coached and benefit from observing others coach, in a safe learning environment.

### 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.

### Create your own coaching model

Our programmes cover various existing coaching models. We also work with you to identify, mould and develop your model, style and signature presence.

## Our talented people

Highly skilled and respected, our faculty are experienced and well qualified and, in their own right, executive coaches.

## Our commitment to maintaining the highest professional standards

This programme has been accredited by the main internationally recognised coaching bodies - more than any other UK provider in our sphere - the International Coaching Federation (ICF), EMCC Global and the Association for Coaching (AC). We can therefore offer you professional credentials that will be recognised internationally.

**Since 1999, we have trained over**

# 15,000

**people from nearly 100 different countries**

## Your accreditation

AoEC Diplomas provide a gateway to coach accreditation. After completing and graduating from 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 new graduates accreditation with us for one year. We know that you will be the best of the best having completed one of our comprehensive programmes, 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.

## Global

We run training all over the world! AoEC Global Partners offer training in many locations and with our large coaching network we have a capacity to provide coach training throughout the world.

## 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 your professional development and offer additional programmes for coaches to broaden or deepen your expertise.

Also, once you have passed your programme with us you will automatically qualify to join our Alumni Network. Here you will have access to our dedicated website area with useful reports, articles and resources. You will be invited to exclusive Alumni events, be eligible for discounts for related services, be notified of special prices available on AoEC programmes and be part of the Alumni LinkedIn community.

## Unique

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 every coach who 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.

# Benefits for you

**The greatest testament to our success is how our graduates succeed in building their coaching practice either internally within organisations or independently in their coaching practice.**

**In this section, we tried to look at benefits for individuals and organisations independently but in fact, they go hand in hand. A better-equipped, qualified and confident individual, adds substantial value to an organisation.**

**Take the best that exists and make it better**

**Sir Henry Royce**
**Founder of Rolls-Royce[3]**

## Opening doors

Once you train and become a qualified coach, you gain skills to add to your generic toolkit. Our training provides you with the ability to work as a coach in your own right or add this as part of a portfolio career.

Trying new things out was good because you had to learn on your feet. As an experiential course, it was excellent at exploring what worked and didn't work for me; it helped me realise how I would like to coach and who. I have learned to hone my questions and the shorter the better.

**Adam MacMillan-Scott**
Jointhedots Coaching

**Visit our website and read about Adam's journey**

www.aoec.com/knowledge-bank/i-wish-i-had-done-it-years-ago/

## Personal development

The deep self-reflection within the training can in turn support the development of your own long-term goals. You will identify your own strengths and overcome self-limiting beliefs. Skills developed will enhance not just business relationships but also personal ones. According to Forbes.com, The Institute of Coaching cites that:

> **Over 70% of individuals who receive coaching benefit from improved work performance, relationships and more effective communication skills.[4]**

## Unique

The output of this particular programme is the development of your individual model for coaching, where you are most skilful, having drawn upon existing theories and models that resonate with you and had the opportunity to self-reflect on what drives you.

I'd prioritise this coaching training over any other kind of professional qualification (i.e., CiPD etc.). The value of the course is immense and multifaceted. It's not just about getting qualified to become a coach. I'd argue that the skills gained and understanding of the human condition in this course can be applied to any job and in life in general.

**Geraldine Butler-Wright**
Chief People and Culture Officer at Healthily

**Visit our website and read about Geraldine's journey**

www.aoec.com/knowledge-bank/id-prioritise-this-coaching-training-over-any-other-kind-of-professional-qualification/

## Qualified

### Stand out from the crowd

The 2020 ICF Global Coaching Study reports that:

> **81% of coach practitioners agree or strongly agree that clients expect their coaches to be certified or credentialed. Nearly all coach practitioners (99%) report that they have completed some coach-specific training. Increasingly, that is through programmes accredited or approved by a professional coaching organisation.[5]**

The report[5] also identified that the biggest obstacle for coaching over the next 12 months according to coach practitioners was untrained individuals who call themselves coaches, echoing responses published in the 2016 and 2012 studies.

> **Managers and leaders using coaching skills aligned closely with those of coach practitioners, suggesting a common shared understanding of the obstacles facing coaching in the next 12 months.[5]**

Coach practitioners also remain concerned about marketplace confusion around the benefits of coaching (27% in 2019 and 2015).[5]

## Income

It is also reported in the 2020 ICF Global Coaching Study that those coaches who are:

> **Members of one or more professional associations reported 30% higher average revenue or income from coaching compared to those who are not currently a member. Those saying they hold one or more credentials from a professional association reported a 25% higher average annual revenue or income from coaching compared to those without a credential. Membership affiliation and possession of credentials are also associated with above-average fees per one-hour coaching session.[6]**

**As an individual coach looking for clients, it is increasingly important to be qualified and accredited to make you stand out from the crowd.**

# Benefits for your organisation

## Increased productivity

The 2016 ICF Global Coaching Study, conducted by PricewaterhouseCoopers, found that respondents said:

> **After coaching, 70% experienced improved work performance, 61% experienced improved business management, 57% experienced improved time management and 51% experienced improved team effectiveness. Professional coaching maximises potential and, therefore, unlocks latent sources of productivity.[2]**

## Coaching standards

Organisations expect their coaches to be professionally certified to ensure the true objectives are being met and that the quality and the ethics of the coaching experience for their employees is genuine and of the calibre expected. According to the 2020 ICF Global Coaching Study:

> **Membership in coaching organisations continues to increase. More than eight in 10 coach practitioners (82%) said they are a member of one or more coaching organisations, up from 79% in 2015 and 77% in 2011.[5]**

According to the ICF Building a Coaching Culture for Change Management 2018 Study:

> **Organisations with a systemic approach to coaching (i.e., strong coaching cultures) are more likely to observe better talent and business outcomes, which can demonstrate the compelling value and impact of coaching to employees and senior leaders.[6]**

## Return on investment and expectations

Financially based Return on Investment (ROI) is often an important factor for many commissioning organisations but there is often a lack of availability of reliable data to use in an ROI calculation. The 2016 ICF Global Coaching Study noted that:

> **86% of companies reported they at least made their money back on the coaching commitment.[2]**

In the 2020 ICF Global Coaching Study[4], when asked about the biggest opportunity for coaching over the next 12 months, coaching practitioner respondents most frequently cited increased awareness of the benefits of coaching (36%) and credible data on the ROI and Return on Expectations (ROE) (28%). The same two opportunities were also most often mentioned in 2015.

# Other benefits

## Making a difference

When asked the question, "why do you want to become a coach?", many people answer that they want to make a difference. All coaching is about bringing positive change and the impact that coaching can have on an individual goes a long way toward making it worthwhile.

## Social change

The 2016 ICF Global Coaching Study states:

> **1 in 2 coach practitioners think that coaching is able to influence social change.**[2]

We want to help people be a part of this and believe in doing so the right way, ethically and skilfully.

# Managers and leaders using coaching skills

**In addition to coach practitioners, more HR professionals, managers and leaders are discovering the power of coaching skills for themselves. Leadership and coaching are moving ever closer together and the qualities, competencies and behaviours that are pivotal in business agility, are the same as those which define a coaching style of leading or managing others.**

## Skills for the world of work

Coaching skills are indispensable in the modern workplace, supporting individual, team and organisational performance, development strategies and becoming a natural and habitual part of organisational design. Enriching people, their careers and our businesses, coaching skills and culture help promote good governance, responsible leadership and sustainable growth.

Coaching skills training is an effective solution to creating accidental managers within organisations, where individuals are promoted to management roles without formal training. Many employers now expect managers to have coaching skills when joining organisations and it is fast becoming an essential skillset when helping others reach their optimal performance.

Reflecting its growing importance, the 2020 ICF Global Coaching Study found that:

> **More than nine in 10 managers/leaders (93%) have received coach-specific training. The majority (79%) received training that was accredited/approved by a professional coaching organisation, up from 73% in 2015.**[5]

The CIPD's Line Manager's role in supporting the people profession report published in 2022, tells us that:

> **Managers are now expected to have a coaching role with their teams and people development is their responsibility.**[7]

## Benefits of coaching skills

The benefits of managers, leaders and people professionals using coaching skills are manifold. From a personal development perspective, having coaching skills helps improve your soft skills such as communication, problem solving, critical thinking and creativity. From a team member standpoint, it means that line managers help unlock their brilliance, enable them to shine and have autonomy in their roles.

Coaching skills are key to continuous performance management and learning cultures because they are central to enabling managers, leaders and employees to keep pace with the ever-changing nature of business. A culture of feedback and regular check-ins builds personal relationships, boosts engagement and productivity, fosters trust, provides clarity and encourages ownership and accountability at every level.

The best managers are coaches. Coaches focus on workers' strengths and development, help them get more opportunities to do what they do best and help them build strong emotional connections with their colleagues. But most all of, they listen. Great managers have frequent conversations with their team members (at least once per week); the worst managers ignore their workers. In fact, ignoring workers puts them in a worse state of mind than giving them negative feedback.

**Jon Clifton**
CEO of Gallup in 'Blind Spot'

I highly recommend the Certified Executive Coaching program delivered by the Abu Dhabi School of Government. I am honoured to be in the first Cohort of executive coaches who will be supporting employee in Abu Dhabi government to achieve their goals and bring the best out of them. I joined this course believing the coaching does work. The program was high level and it was very informative and useful It helped me know about myself and how I can empower others.

المقدم من أكاديمية أبوظبي الحكومية. البرنامج جدا مفيد ورائع أنصح الجميع وخاصة من لديهم الشغف و الرغبة في تطوير الذات واحداث التغيير في الدخول للبرنامج. كل شخص منا لديه القدرة على احداث الفرق و التأثير بشكل إيجابي ليس على الصعيد العملي فقط و إنما على الصعيد الشخصي.

**Dr. Lamees Ebrahim AbuHlaiqa**
Public Health Centre
Abu Dhabi Health Authority

في البداية نتقدم بجزيل الشكر لاكاديمية ابوظبي الحكومية والقائمين على "برنامج مرشد اكاديمية ابوظبي الحكومية المعتمد"، قام البرنامج باستقطب الكفاءات المواطنة التي لديها الامكانيات والدافع في تدريب الاخرين وتطويرهم مهنيا، لاعتمادهم كمرشدين معتمدين عالميا بهدف تقديم خدمات الارشاد المهني لموظفي حكومة ابوظبي.

من خلال البرنامج قامت الاكاديمية بتدريبنا على يد افضل الكفائات ضمن شراكات عالمية رائدة في هذا المجال، يتكون البرنامج من عدة مراحل يحتوي على التدرب النظري والتطبيق العملي تحت اشراف المدربين ويتخللها انشطة تعليمية مثل جلسات النقاش ومنصة التعلم الرقمي

نفخر كوننا الدفعة الاولى وسوف نعمل على تسخير كل هذه المعارف في رفعة

**Ali Alkathiri**
Abu Dhabi Agriculture and Food Safety Authority.

# About the programme

## Find out information about the Practitioner Diploma in Executive Coaching programme and its key stages.

You will explore existing coaching models and discover your unique style that works for you to become an accredited executive coach. The programme helps you to develop the skills that you need to become a successful coach and it gives you the confidence you need to stand out from the crowd.

### Entry requirements

This course is appropriate for people who have an understanding of coaching.

Participants typically include experienced managers, trainers, consultants and people already in a coaching role and wanting to develop their skills or to become qualified. It is also suitable for senior executives investing in their future portfolio.

If you would like more of an introduction to coaching skills or feel that you do not already meet the entry requirements, the two-day Coaching Skills Certificate is an ideal way to prepare for the Practitioner Diploma.

### Structure*

A seven-day (3 x 2-day modules plus an Assessment Day) challenging programme equips you with all of the tools you need to become an executive coach.

The whole programme takes between five and six months to complete.

### Course outline*

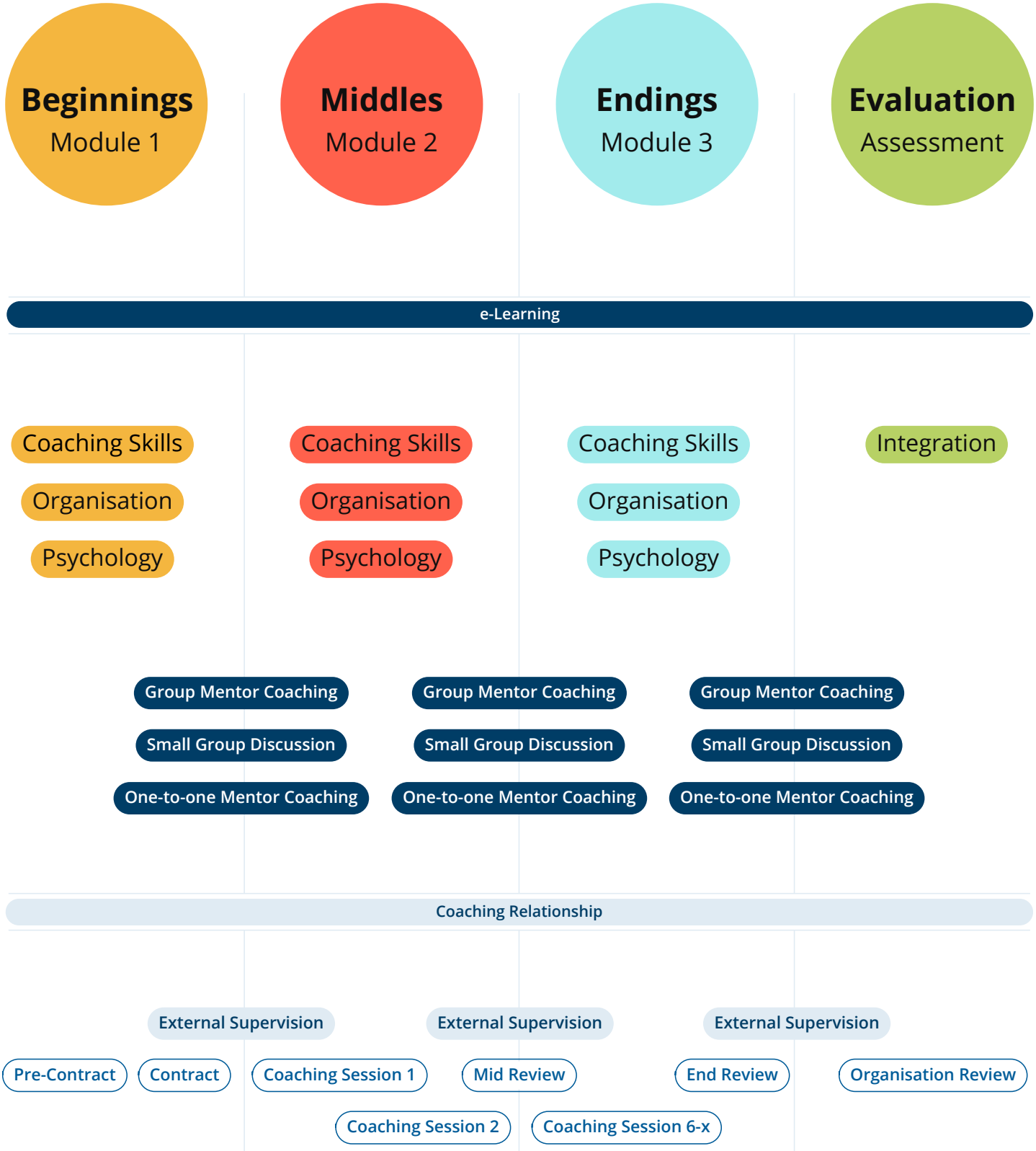
The design of each module and the style of facilitation emulate the coaching process and relationship. We focus on how to establish the relationship, how to facilitate deeper understanding and awareness of the person being coached and how to close coaching relationships and contracts.

In addition to the modules the programme includes:

- three group mentor coaching sessions and three one-to-one mentor coaching sessions to support the development of coaching competencies
- participation in three small group discussions - one after each of the three modules in order to deepen understanding
- completion of an online programme to provide further development and support
- having a minimum of two practice clients over the duration of the programme and log of between 10 and 20 hours of coaching practice by the end of the programme
- one thirty-minute tutorial in advance of the Assessment Day
- successful participation in and completion of all assessment elements

*Please note that programmes completing after 31 March 2027 will run according to new accreditation standards. This includes continuous evaluation throughout the programme as well as assessment at the end of the programme and a log of 20 hours of coaching practice. Whenever you start your coach training you will graduate from a triple accredited programme.

# AoEC Practitioner Diploma in Executive Coaching Model



# Modules

## 1

### Beginning: Engaging the client

- develop a clearer understanding of clarifying purpose and contracting between the person being coached, the coach and the stakeholder(s)
- practice with key coaching frameworks and models to work towards goals and objectives
- enhance listening and questioning skills in practice sessions with direct feedback
- start to develop a personal, unique coaching framework
- establish peer coaching relationships to promote coaching practice

## 2

### Middle: Deepening the understanding

- consider emotions in coaching
- clarify the boundaries of coaching and other management activities
- introduce creativity into coaching practice
- experience supervised coaching practice
- get a clear understanding of the importance of ethical guidelines and professional standards
- be alert to both explicit and tacit information and its impact on coaching outcomes

## 3

### Ending: Successful review and closure

- employ solutions-focused coaching tools to achieve beneficial outcomes for coachees
- understand coaching in a leadership or organisation context
- explore the role of challenge in coaching
- manage the "psychology of endings" providing healthy closure for the colleague being coached, the coach and the stakeholder(s)

## 4

### Evaluation: Assessment day, closure and ongoing development

- presentation of each participant's unique and developing Coaching Framework and Model (their "signature presence")
- submission of a reflective essay on your personal learning journey
- live demonstration of your coaching which is evaluated against ICF and EMCC based criteria

# Faculty

## Leila Rezaiguia
## MA, PCC, ORSC, NLP, STC, EIA

GCC and Levant Partner,Academy of Executive Coaching, Co-Founder & Managing Partner, KOMPASS, Executive & Systemic Team Coach, Accredited Coach Supervisor & ICF Mentor Coach & PCC Marker Assessor

Leila is a highly sought-after multi-lingual Executive, Leadership, Systemic Team and Career Coach, Coach Educator, Accredited Coach Supervisor, ICF Mentor Coach and PCC Marker Assessor with over 25 years, in public and private sectors. She's been working with leading organisations and individuals to enhance productivity, maximise performance, and accelerate growth across 5 continents. She is renowned for her high energy, enthusiasm, passion, fun-loving nature, and her love for building connections, empowering and working with people from diverse cultures. She is passionate about 1:1 & Systemic Team Coaching, Coach Education, Coaching Supervision, Women in Leadership and Wholehearted Creativity. She works with her clients in English, Arabic and French.

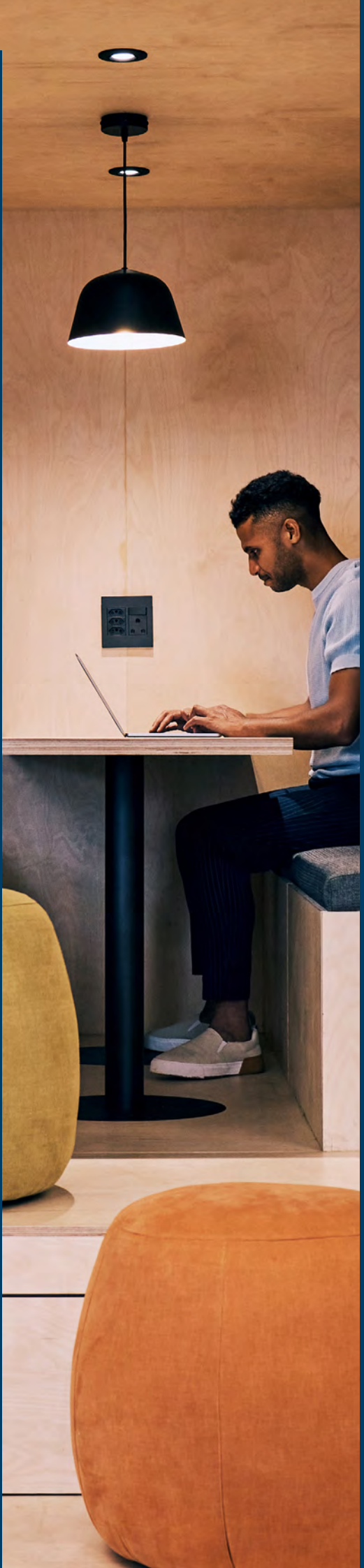
Leila is accredited by the top leading coaching accreditation and coaching supervision bodies: ICF, EMCC and CSA and strives to build coaching cultures into organisational cultures, delivering in-house practitioner diploma programmes in UAE, KSA, Oman and Lebanon in addition to delivering this programme as a public programme virtually and face to face.

## Ebru Goksu Yildirim
## BEc, MCC, CPCC, ORSC, NLP, STC

Executive, Leadership & Systemic Team Coach, AoEC UAE Faculty Accredited Coach Supervisor & ICF Mentor Coach & PCC Marker Assessor

Ebru is an empowering, creative, and growth oriented ICF Certified Executive, Leadership and Team Coach, Coach Educator, Facilitator, ICF Mentor Coach and PCC Marker Assessor. She's been coaching and mentoring individuals, executives, and teams since 2011. She has a BA in Economics, and is a Marketing Communications Expert with almost 20 years of experience, which she gained through working in different fields of Advertising and Marketing in the MENAT region. During her corporate experience, she held senior roles in the region where she led large businesses and teams. She works with individuals and teams by staying true to her life-purpose of 'unlocking potential'. She works with her clients in English and Turkish.

Ebru is accredited by the top leading coaching accreditation and coaching supervision bodies: ICF and CSA.



## Irene Riad
## MA, PCC, STC, EQCC, CQC

Executive & Systemic Team Coach, Certified Complex Trauma Recovery Coach, AoEC UAE Faculty

Irene is a multi-lingual Executive, Career and Systemic Team Coach and ICF PCC with over 20 years, in public and private sectors, working with leading organizations and individuals to enhance productivity, maximize performance, and accelerate growth. Her subject matter expertise lies in executive coaching, systemic team coaching, leadership assessment and development, high potential pipeline development, talent and performance management, as well as learning and development. She works with her clients in English and Arabic.

Irene is accredited by the top leading coaching accreditation bodies: ICF and is working towards completing her coaching supervision diploma training with CSA.

## Hanan Al Harthy
## MBA, PCC, STC, ORSC, STC

Executive & Systemic Team Coach, AoEC UAE Faculty

Hanan is an accomplished professional with extensive leadership experience in developing and executing the human development strategies to drive sustainable business and cultural change over the past 21 years of her professional career. Her experience includes leadership development, community/society development, executive coaching. She is particularly attracted to companies undergoing change, transforming a business model to accommodate growth and corporate diversification. She works with her clients in English and Arabic.

## Jennifer Minturn

Executive & Team Coach, Organisational Psychologist, AoEC UAE Faculty

Jennifer is an ICF PCC certified executive and leadership development coach who has dedicated her career to helping individuals increase self-awareness, align intent with impact, and drive value and effectiveness within organisations. Her global footprint spans coaching across diverse leadership tiers in the Middle East, North Africa, India, the U.S., and Europe. She comes with 20 years+ International Experience across the following sectors: Manufacturing, Retail, Government, Semi-Government, Technology/Start-Ups, Energy, Power/Power Generation, HR Consultancy, Higher & Executive Education, Aviation, Luxury and Distribution.

# Useful information

## Faculty

Our faculty are all very experienced, highly qualified practicing coaches in their own right and assessors are all ICF PCC accredited coaches. On each programme, there are at least two faculty delivering each module. Faculty bios are available on our website.

## Where and when

The Practitioner Diploma in Executive Coaching programme runs repeatedly throughout the year at locations including Croatia, East Africa, Estonia, Ireland and Northern Ireland, London, Poland, Serbia, Turkey and the UAE. This programme can be delivered at any global location and is available as an internal training programme that can be adapted to an organisation's requirements – please do contact us for a discussion.

## Price information

Please visit the website for individual country programme pricing and course dates. Payment plans may be available to self-funders to help spread the cost across the duration of your course. For in-house training, we would love to have a conversation to discuss your requirements.

## AoEC alumni association

Once you graduate with the Practitioner Diploma in Executive Coaching we want to celebrate your success and recognise that you still need support. You will become a part of the free AoEC alumni network where we are continually working on ways to help support you.

**Benefits include:**

- graduation ceremony
- regular exclusive events
- AoEC Alumni LinkedIn Community
- discounted insurance offer and other discounts
- exclusive Alumni website area
- special offers on selected training programmes

## Accreditation

Once you graduate from this programme, there is the option for you as a qualified coach to gain personal accreditation from a professional body or bodies. The Practitioner programme itself is accredited by the three coaching bodies:

- International Coaching Federation (ICF)
  – US-based global accrediting body
- EMCC Global
  – Europe-based global accrediting body
- Association for Coaching (AC)
  – UK-based global accrediting body

## Marketplace

A question often asked is about the marketplace and whether it is saturated with coaches. Many people who train as a coach add this to their career portfolios rather than use it as a full-time career - but not everyone! Some are internal coaches and those that are self-employed may additionally be consultants or other professionals. Coaching is in demand in all industries and becoming well-known, more understood, more recognised and more valued. As time goes by the demand for coaching should only increase. In the words of Eric Schmidt (former Google CEO), "everyone needs a Coach".

The 2020 ICF Global Coaching Study states that:

> **When asked about their plans for the next 12 months, the majority (62%) of those who coach both internally and externally said they intended to increase the proportion of time that they spend as an external coach. The overall mix of clients served by coach practitioners has remained broadly unchanged since 2015. A little over one in two coach practitioners said their clients are mostly managers (27%) or executives (25%); the combined total of 52% is identical to the position in 2015. Similarly, the proportion coaching personal clients was unchanged at 19%.**[5]

According to the CoachHub Global Survey: Business Trends in Coaching 2023:

> **The demand for coaching has increased rapidly on a global scale, making it the second-fastest-growing sector in the world (Venkatesh, 2019) with a value that is expected to increase from $15 billion in 2019 to $20 billion in the next few years (Willis, 2021).**[8]

# AoEC's training programmes

**Growing with the different levels of training as you become more experienced as an AoEC coach.**

## Advance your coaching

- **Master Practitioner Diploma in Embodied Dialogue Coaching** (ICF Level 2)
- **Master Practitioner Masterclass Series**
- **Professional Practitioner Diploma in Executive Coaching** (ICF Level 2)
- **Professional Practitioner CPD Series**

## Become a team coach

- **Systemic Team Coaching® Practitioner Diploma** (ICF AATC)
- **Systemic Team Coaching® Certificate** (ICF 28.5 CCEs)
- **Team Coaching Fundamentals*** (ICF 18 CCEs)

## Coach development

- **AoEC Group Supervision**
- **AoEC Mentor Coaching**
- **Climate Coaching Certificate** (ICF 19 CCEs)
- **Advanced Coaching Skills Gestalt Embodiment - Foundation Programme** (ICF 15 CCEs)

## Become a certified coach

- **Practitioner Diploma in Executive Coaching** (ICF Level 1, EMCC EQA Practitioner, AC AACT)

## New to coaching

- **Coaching Skills Certificate**
- **Introduction to Coaching Skills* Gamified Simulation Training**
- **Coaching as a Line Manager***

## References


1. Shoukry H. Coaching for Social Change 2018, Academia.edu (link to https://www.academia.edu/35885517/Coaching_for_Social_Change).
2. 2016 ICF Global Coaching Study.
3. 6th Ridler Report (full report available from Ridler & Co at www.ridlerandco.com).
4. https://www.forbes.com/sites/carleysime/2019/03/28/how-does-coaching-actually-help-leaders/?sh=26bfeae61645.
5. 2020 ICF Global Coaching Study.
6. ICF, Building a Coaching Culture for Change Management 2018.
7. CIPD, Line Managers' Role in Supporting The People Profession 2022.
8. The CoachHub Global Survey: Business Trends in Coaching 2023.


## For further information please contact: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**The Academy of Executive Coaching (AoEC) is a global provider of coach training and coaching-based development, services and solutions to organisations and individuals.**

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