AoEC
UNLOCKING POTENTIAL
SWITZERLAND

A journey of personal discovery and professional learning

Practitioner Diploma in Executive Coaching

Become a professional internal or external coach

Are you an experienced manager, trainer or consultant who wants to add executive coaching to your skill set? Or are you a coach seeking globally accredited coach training?

Whether you are looking to coach within an organisation or you will be working with external clients, the common denominator is that coaching is a skill that will bring about positive change for individuals and organisations. We work with you to discover your signature presence and through our unique experiential style, train you to become a qualified executive coach.

The executive coaching journey

Held over a series of 3 two-day modules plus an Assessment 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 strong, professional, client relationships based on 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 organisational context
- manage effective closure to exceed client, coach and stakeholder expectations

Module 1

Beginning: Engaging the client. You will:

- 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

Dates and times:

Times: 9.30 - 17.00 CET

Basel

Module 1
14th - 15th January 2027 (In-Person)

Module 2
22nd - 23rd February 2027 (Online)

Module 3
1st - 2nd April 2027 (In-Person)

Assessment
Dates to be confirmed with the cohort

Venue

Hotel Odelya, Missionstrasse, Basel

Price
9,950 CHF

For further information please contact:

Philip Atkinson
00 33 637284415
Philip@Hive-Logic.com

www.aoecswitzerland.ch

- start to develop a personal, unique coaching framework
- establish peer coaching relationships to promote coaching practice

Module 2

Middle: Deepening the understanding. You will:

- 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

Module 3

Ending: Successful review and closure. You will:

- 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)

Assessment

Evaluation: Closure and ongoing development. This consists of:

- a 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
- demonstration of your coaching that is evaluated against ICF and EMCC based criteria

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 to deepen understanding
- completion of an online programme providing further development and support
- having a minimum of two practice clients over the duration of the programme and log of 20 hours of coaching practice by the end of the programme
- successful participation in and completion of the work for assessment

Accreditation

This is a diploma level programme. On completion you will receive a certificate from the AoEC.

Graduating from this programme will provide you with:

International Coaching Federation (ICF)
Level 1 programme and accredited by the ICF for 62.5 total hours of coach-specific education.

Academy of Executive Coaching Ltd (AoEC) registered in England and Wales, UK (Company Number 04534640) is recognised by the ICF as an Accredited Coaching Education Provider. AoEC partners with companies globally to deliver coach training.

EMCC Global
Practitioner level. For more detailed information see the EMCC website.

Association for Coaching (ACA)
Accredited Award in Coach Training. For more detailed information see the Association for Coaching website.

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