



Coaching
for profound
change

Master Practitioner Diploma in Embodied Dialogue Coaching

Gestalt-informed pathways to ICF PCC or MCC



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Welcome

Welcome to the Academy of Executive Coaching (AoEC), where we are proud to introduce a groundbreaking new programme for advanced practitioners ready to take their coaching to a deeper and more transformative level.

The Master Practitioner Diploma in Embodied Dialogue Coaching is designed for experienced coaches seeking to create lasting change through courageous, embodied presence and deep relational work.

Offering a Diploma award, it provides a distinctive blend of theory and practice rooted in Gestalt psychology and executive coaching excellence. With pathways to both ICF PCC and MCC credentials, this is advanced training for those who are ready to go beyond performance coaching into the terrain of profound personal and organisational change.

Developed and led by renowned Gestalt practitioner John Leary-Joyce, the programme draws on his five decades of work in adult development, Gestalt psychotherapy and coaching supervision. This is an invitation to learn directly from one of the field's most respected voices and to explore how your own presence can become a finely tuned instrument for insight, challenge and growth.

This unique hybrid programme is limited to just 16 participants globally and includes three virtual workshops (four half-days each), a four-day in-person residential, individual and group mentor coaching and self-directed practice.

Whether you're looking to work more confidently near the coaching/therapy boundary, bring your intuitive awareness into sessions with senior leaders, or expand your capacity to coach at the level of being, this programme offers a structured path to get there.

If you're ready to explore the power of embodied dialogue and use yourself as an agent of transformational change, we warmly invite you to read on and discover more.



About the AoEC

The AoEC exists to provide the highest quality accredited coach training to individuals and to facilitate culture change at all levels of an organisation or team, encompassing both small and large scale transformations.

We achieve this through a combination of coach training, coaching, and coaching-based leadership and management development in the UK and globally.

AoEC boasts an international faculty and a pool of coaches trained to the highest global professional standards.

We believe that coaching unlocks the potential in individuals to be the best they can be and we are committed to helping you unleash your full potential. #unlockingpotential.

A close-up, profile view of a man with a full, well-groomed brown beard and mustache. He is wearing round, gold-rimmed glasses with dark green temples. He is smiling, showing his teeth, and looking towards the right side of the frame. He is wearing a light blue button-down shirt. The background is blurred, showing what appears to be an indoor setting with white vertical elements. The image is partially obscured by a dark blue curved shape on the left side, which contains white text.

What is embodied dialogue coaching?

Embodied Dialogue is a relational coaching approach that centres on the physical and emotional experience in the present moment between coach and coachee. Rather than relying on rational enquiry, interventions emerge from the quality of connection.

The coach is guided by their somatic awareness - what they feel in their body - rather than cognitive analysis and shares these insights instead of asking questions. This enables the coachee to engage their emotional intelligence (EQ) to inform their cognitive intelligence (IQ), unlocking more creative and authentic solutions.

This approach supports mastery of three of the most challenging ICF competencies:

- *'2.5 uses awareness of self and one's intuition to benefit clients'*
- *'4.6 demonstrates openness and transparency as a way to display vulnerability and build trust with the client'*
- *'7.11 shares observations, insights and feelings, without attachment, that have the potential to create new learning for the client'*

Why train with the AoEC?

We are honoured to be a triple-accredited global coach training provider that is a Certified B Corporation®.

The AoEC has built an enviable reputation for executive coach training, fostering a unique environment that empowers participants with the skills to challenge themselves and their clients.

Here is what sets us apart at the AoEC:

Our approach



Your success matters

Our primary focus is you. We're dedicated to coaching you to become the best coach you can be. Recognising that becoming a truly exceptional coach is a deeply personal journey, we are here to support you every step of the way.



Experiential training: learning through experience

We share our profound understanding of the business world and human behaviour. Our training emphasises practical experience, allowing you to practice your coaching skills, experience being coached yourself, and observe others coaching in a safe and supportive learning environment.



Business-centric focus

The AoEC stands out for its distinct business focus. Participants on our programmes share this common dedication, fostering a sense of shared purpose within your group.



Create your own coaching model

Our programmes cover various established coaching models, but we don't stop there. We work closely with you to identify, shape, and develop your own coaching model, style, and signature presence.



Exceptional faculty

Our faculty comprises highly skilled and respected individuals with extensive experience and qualifications in executive coaching. Each member of our faculty is an accomplished executive coach in their own right.



Unwavering commitment to professional standards

Our Master Practitioner Diploma in Embodied Dialogue Coaching brings best practice from the coaching profession and it is designed to align with the standards set by the International Coaching Federation (ICF) at the Professional Certified Coach (PCC) and Master Certified Coach (MCC) levels. We are devoted to your coaching journey and committed to maintaining the highest standards of excellence in the field.

Over the last 26 years we have trained over

15,000

people from nearly 100 different countries

Accreditation: your path to excellence

Upon successfully completing one of our Diploma programmes, you are well on your way to becoming an accredited coach yourself. You are able to choose the accrediting body that best aligns with your needs, and we are able to offer some support throughout this process.

Global reach: coach training worldwide

Our training programmes span the globe. Through AoEC Global Partners, we offer training in numerous locations, leveraging our extensive coaching network to deliver quality coach training worldwide.



Sustained support: a lifelong commitment

Our focus on you doesn't end with the completion of your training. We recognise that staying competitive in the coaching industry requires ongoing growth. That is why we are dedicated to supporting your professional development by offering additional programmes to enhance your coaching expertise.

Furthermore, upon successfully completing the Master Practitioner Diploma in Embodied Dialogue Coaching you automatically qualify to join our esteemed alumni network. This exclusive privilege grants you access to a dedicated website area, brimming with valuable reports, articles, and resources. You will also receive invitations to exclusive alumni events, enjoy eligibility for discounts on related services, and gain access to special pricing for future AoEC programmes.

Unique connections: where bonds are forged

Training with us extends beyond skill development. You will forge connections with like-minded individuals, cultivate valuable business contacts, and form lasting friendships. The beauty of this camaraderie is not of our making; it's a testament to the inspiring coaches who train with us. We take great pride in witnessing alumni reunions at events, where they greet each other as if they've been lifelong friends, a testament to the lasting impact of our coaching community.

About the programme

Entry requirements

This programme will build on your substantial knowledge and experience of developing people through coaching. To qualify for entry into the Master Practitioner Diploma in Embodied Dialogue Coaching, you will:

- have completed the **Advanced Coaching Skills Gestalt Embodiment – Foundation Programme** or equivalent, and
- be an experienced and trained individual coach with at least 500 hours client practice for the Level 2 Pathway to PCC or 1,000 hours for the MCC Mentor Coaching Pathway
- have completed ACC/Practitioner level training or equivalent for the Level 2 Pathway
- hold PCC status for the MCC Mentor Coaching Pathway

In addition, as a participant on this programme, you will be expected to:

- have clients where you can implement the skills learnt, and
- be able to undertake client recordings for the purpose of mentor coaching and your written Diploma Case Study

Programme aim

The Master Practitioner Diploma in Embodied Dialogue Coaching has been designed to equip you with the insight, skill and confidence to work as an advanced executive coach working at depth. This programme offers a rich blend of theory, practice and reflection, grounded in the Gestalt tradition and supported by expert faculty.

Throughout your learning journey, you will explore the theoretical foundations of Embodied Dialogue Coaching and engage in practical application through intensive peer work, real client cases and structured feedback from both faculty and peers. You will benchmark your current practice, test new approaches and reflect on how to integrate embodied techniques into your unique coaching style.

Learning outcomes

On completing this programme, you will be able to:

- demonstrate a clear understanding of the theory and methodology underpinning Embodied Dialogue Coaching
- integrate Gestalt-informed techniques into your own coaching style and signature presence
- apply Embodied Dialogue Coaching confidently in real client settings, with supervision and feedback
- reflect critically on your practice and articulate how your coaching is evolving
- engage with clients at a deeper, more embodied level to support transformational outcomes
- show increased self-awareness in your roles as group member, coachee and coach
- identify clear next steps for developing your expertise in this advanced field of coaching

Programme design

Combining virtual and face-to-face modules, the programme is delivered over 12 months and includes workshops, mentor coaching and assessment. Your learning will be supported by client and peer practice, mentor coaching, live demonstration, personal reflection and the integration of theory into your unique coaching style.

The programme includes:

- 5 pre-workshop masterclasses/demonstrations
- 5 workshops (3 x virtual and 2 x residential)
- 20 hours of group mentor coaching
- 3 hours of individual mentor coaching
- 1 pre-assessment tutorial
- 35 hours of independent study and peer practice (minimum)

The assessment comprises:

- a written reflection on your development and theoretical coaching framework (normally an essay)
- submission of 2 recorded client sessions with a case study
- one performance evaluation
- completion of viva at end of programme

To graduate from the Master Practitioner Diploma in Embodied Dialogue Coaching, you must attend all modules and successfully complete all four components of the assessment. The programme is delivered in English and welcomes a diverse, international cohort to enrich the

Programme design overview



Modules

1

Embodied dialogue and use of self

Webinar
(Virtual) (1.5 hr)

Skills development workshop
(Virtual)
(4x half day – 14 hrs in total)

This workshop begins by establishing psychological safety and exploring the coach's role as an instrument of change. You'll be introduced to embodied dialogue, using somatic and emotional awareness to deepen coaching presence. Key concepts include Somatic Resonance—our intuitive response to others—and Parallel Process, which highlights how coaching dynamics can reflect wider relational patterns.

Group mentor
coaching sessions
(Virtual)
(2x 2.5 hrs – 5 hrs in total)
(Level 2 Pathway)

(2x 2 hrs - 4 hrs in total)
(MCC Mentor Coaching Pathway)

2

Creative experimenting

Webinar
(Virtual) (1.5 hr)

Skills development workshop
(Virtual)
(4x half day – 14 hrs in total)

This session introduces the use of Creative Experiments - targeted activities designed to raise awareness and spark insight in the moment. You'll learn how to design and deliver these experiments at the right level of intensity, guiding coachees into 'safe emergencies' - challenging yet supportive spaces for growth and new ways of being.

Group mentor
coaching sessions
(Virtual)
(2x 2.5 hrs – 5 hrs in total)
(Level 2 Pathway)

(2x 2 hrs - 4 hrs in total)
(MCC Mentor Coaching Pathway)

Individual mentor
coaching session
(Virtual) (1 hr)
(Level 2 Pathway)

3

Polarities and projections

Webinar
(Virtual) (1.5 hr)

Skills development workshop
(Residential)
(2 days per module)

This workshop explores how embracing the full range of our personality polarities enables more spontaneous and creative responses in coaching. You'll develop awareness of projection - how we attribute our inner world to others - and learn to use tools like the Gestalt Empty Chair, dreams, and metaphor to work skilfully with these dynamics in practice.

Group mentor
coaching sessions
(Virtual)
(1x 2.5 hrs – 2.5 hrs in total)
(Level 2 + MCC Mentor
Coaching Pathway)

(2x 2 hrs - 4 hrs in total)
(MCC Mentor Coaching Pathway)

4

Gestalt cycle of experience and interruptions

Webinar
(Virtual) (1.5 hr)

Skills development workshop
(Residential)
(2 days per module)

This workshop introduces the Gestalt Cycle of Experience, exploring how we make and break contact with others. You'll learn to recognise common 'interruptions' - such as introjection, retrofection, projection, and confluence - and how these patterns can block fulfilment. Coaching techniques focus on restoring flow and awareness to support greater clarity and completion.

Group mentor
coaching sessions
(Virtual)
(1x 2.5 hrs - 2.5 hrs in total)
(Level 2 + MCC Mentor
Coaching Pathway)

(2x 2 hrs - 4 hrs in total)
(MCC Mentor Coaching Pathway)

Individual mentor
coaching session
(Virtual) (1 hr)
(Level 2 Pathway)

5

Signature presence

Webinar
(Virtual) (1.5 hr)

Skills development workshop
(Virtual)
(4x half day - 14 hrs in total)

This final module focuses on your signature presence - how you 'show up' as a coach and in life. You'll integrate learning from the programme to express your authentic self across different contexts. The session also includes a group closure and guidance on applying your development in coaching practice and Mentor Coaching, in preparation for ICF Performance Evaluation.

Group mentor
coaching sessions
(Virtual)
(2x 2.5 hrs - 5 hrs in total)
(Level 2 Pathway)

(2x 2 hrs - 4 hrs in total)
(MCC Mentor Coaching Pathway)

Individual mentor coaching
session
(Virtual) (1 hr)
(Level 2 Pathway)

(Virtual)
(2x 1.5 hrs - 3 hrs in total)
(MCC Mentor Coaching Pathway)

Assessment

The focus of the programme is your learning journey and developing your theoretical framework and mastery of Embodied Dialogue coaching practice. The assessment has four components:

1. Reflection on your journey and theoretical framework (normally an essay)
2. Submission of two session recordings with one client plus a case study
3. Submission of one recording for performance evaluation against ICF criteria
4. Completion of viva at end of the programme

What makes this programme so special?



Step into advanced coaching practice

This Diploma programme blends Gestalt psychology with executive coaching. It includes routes to ICF PCC and MCC, supporting coaches ready to work at the level of deep personal and organisational transformation.



Experiential

Our emphasis is on experiential learning, ensuring you enhance your real-world coaching practice.



Our expert faculty

Our faculty are all very experienced, highly qualified practicing ICF PCC or MCC accredited coaches. You will be learning with the best!



Blended learning

Our programme offers a blend of learning styles, allowing you to absorb theory and practice techniques through various avenues, reinforcing your learning.



Mentor coaching

Benefit from one-to-one and group mentor coaching to support the development of your coaching competencies. All mentor coaching is provided by programme faculty who hold the ICF PCC or MCC credential, depending on your Pathway.



Business focused

We equip you to work as a coach within the unique context of organisations, integrating the essential considerations for a successful coaching practice.



Feedback and observation

Continuous feedback from AoEC Faculty and peers based on observation of your coaching practice.



Delivered in modules

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



Residential

Continue your learning informally at the same time as making friends as you stay at the beautiful retreat centre in the Kent countryside.



Culturally diverse

People on the Master Practitioner Diploma travel across the globe to attend this specialised executive coach training programme and every year is different providing a rich tapestry of perspectives and deepening your peer learning experience.



Hands-on experience

Throughout this programme, you can apply your coaching skills using the tools, techniques, models, and theories you are learning with your practice clients. Practical application is the most effective way to learn and grow as a coach.



AoEC alumni

Upon successful completion, you will join the esteemed AoEC alumni network, gaining invaluable support from fellow qualified coaches and exclusive access to discounts and benefits.

Benefits for you



1 Deepen your coaching presence

Cultivate a more satisfying and impactful coaching practice by tuning into the relational and somatic dynamics of each session.



2 Enable transformational change

Support clients in achieving profound shifts by working with emotional and physical awareness in the here and now.



3 Enhance personal insight and wellbeing

Develop greater self-awareness and emotional resilience, enriching both your personal growth and professional effectiveness.



4 Master advanced ICF competencies

Focus on three of the most challenging ICF competencies, including intuitive awareness, vulnerability, and insight-sharing, to elevate your coaching mastery.



5 Enrich your own coaching model

Design a unique theoretical framework grounded in the Embodied Dialogue approach, integrating your learning and personal style.



6 Advance your ICF credential

Choose your path: complete ICF Level 2 to prepare for PCC or follow the MCC Mentor Coaching Pathway to work toward your MCC credential.

Faculty



John Leary-Joyce, PCC

Lead faculty and Level 2 Mentor Coach - practitioner and trainer for 30 years

John is our CEO and founded the Academy of Executive Coaching in 1999 with one administrator and over the years recruited and collaborated with many talented directors, trainers & administrators to develop AoEC into the prestigious brand it is today.

With his tireless entrepreneurial spirit, AoEC has become a highly successful international coaching training organisation with professional accreditation from ICF, EMCC, & AC. Previously, he was MD of Gestalt Centre London growing the business fourfold in six years and gaining a Company Director diploma with the Institute of Directors.

John is a highly principled leader, drawing on and applying his experience from a long career as a Gestalt psychotherapist, executive and team coach, trainer and supervisor. He is past president of EMCC UK where his focus was on maintaining standards for coaching and mentoring and building collaboration between the different professional bodies.

In 2010, he founded with Peter Hawkins the Systemic Team Coaching programmes. He has an MA in Executive Coaching, is PCC with ICF, qualified supervisor, regular presenter at international conferences and author of *Fertile Void Gestalt Coaching at Work* 2014 and co-author of *Systemic Team Coaching - 2nd Edition*, 2024. His other passion is dancing Tango which links with leadership, coaching and Gestalt.



Duncan Coppock, MCC

Lead faculty and Level 3 Mentor Coach

Duncan started working as a coach in 1998, and training and mentoring coaches in 2001. He is an MCC coach with the ICF and a qualified coach supervisor with the EMCC.

Duncan created his own coaching training in 2005 and has developed various coaching models since. He was the Director of Training on the AoEC Advanced Diploma Programme from 2013-2021.

He is an assessor for the ICF at MCC, PCC and ACC levels, and uses his experience of the assessment requirements to support coaches and to make their credentialing process more enjoyable and successful.

Duncan has a wide experience of various personal and spiritual development approaches and has worked with their practical application, with individuals and groups, for over 30 years. He is the author of *The Self Factor: The Power of Being You, A Coaching Approach* with a foreword by Sir John Whitmore (author of *Coaching for Performance*). This was motivated by his deep desire for people to live a life that they truly want and love, and not what somebody else said they should want.

He has explored different body-based disciplines and awareness approaches including dance, mime, meditation, mindfulness, and Tai Chi. He was a teacher and performer and is a qualified teacher of the Alexander Technique. He enjoys being out in nature and lives in the North of Scotland with his wife Astrid.



Useful information

Where and when

Modules 3 and 4 will take place at a residential retreat in rural Kent, England. Bore Place is situated on a private 500-acre organically managed estate in rolling Kent countryside. It is the ideal spot to get away from it all and disconnect and rejuvenate. It is only a short drive from the pretty towns of Sevenoaks, Tonbridge and Tunbridge Wells and an hour from London, yet it is a haven of peace and stillness that feels a world away from the hectic pace of day-to-day life. This peaceful, eco-conscious venue aims to provide a restorative environment for deep reflection, connection, and learning.



Price information

For the most up-to-date information regarding programme pricing, please refer to our website.

AoEC alumni association

Once you graduate with the Master Practitioner Diploma in Embodied Dialogue 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.

Accreditation

The Master Practitioner Diploma in Embodied Dialogue Coaching [previously Diploma in Advanced Gestalt Coaching] is an ICF Level 2 programme and accredited for 139 total hours of coach-specific education.

Graduates of the Level 2 programme have completed the education hours, mentor coaching, and performance evaluation requirements for ICF Professional Certified Coach (PCC).

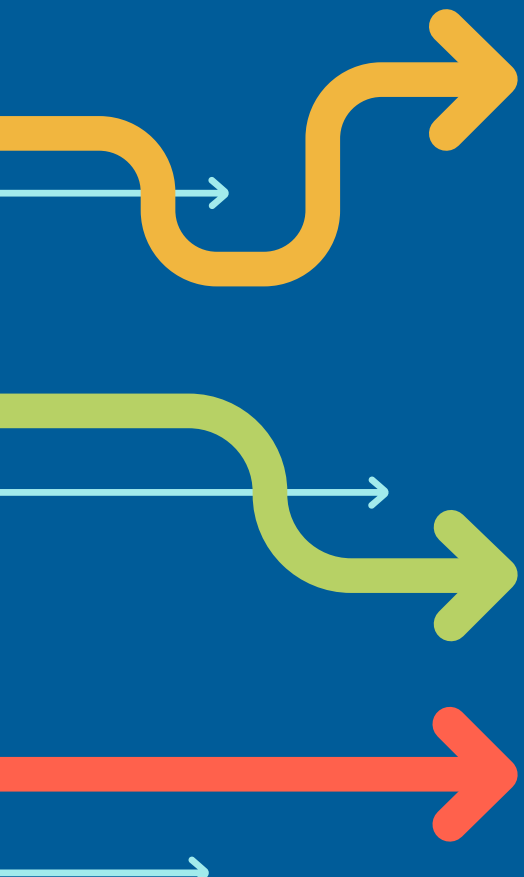
The MCC Mentor Coaching Pathway is designed to meet ICF Level 3 coach education requirements for those already holding PCC. The Mentor Coaching programme will provide a strong foundation in understanding the ICF competencies at MCC level and provide experience of how to demonstrate them successfully in a single recorded session for the Performance Evaluation process.

ICF MCC credential requires 2,500 hours of practice and is a demanding and rewarding journey. It is likely that further mentor coaching will be required before taking the ICF MCC performance evaluation. The AoEC will provide guidance and perspective on the MCC standard and will start you on your journey but cannot give assurances of gaining the MCC credential.

ICF Level 3 accreditation for the MCC Mentor Coaching Pathway is pending and cannot be finalised until after the first cohort has graduated. In the meantime, graduates will have completed the education hours and mentor coaching requirements to apply for ICF MCC via the Portfolio route.

AoEC's training programmes

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



For coaches

- Master Practitioner Diploma in Embodied Dialogue Coaching
- Team Coaching Fundamentals - organisations only
- Systemic Team Coaching® Certificate (Practitioner)
- Professional Practitioner Diploma in Executive Coaching
- Climate Coaching Certificate - coaching for systems-aware leadership
- Specialist short courses for coaches

Become a qualified coach

- Practitioner Diploma in Executive Coaching

New to coaching

- Free introductory events
- Coaching Skills Certificate
- CaaLM - Coaching as a Line Manager - organisations only
- Introduction to Coaching Skills with Gamified Simulation Training - organisations only

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.



www.aoec.com