

Online Senior Practitioner Diploma

with John Gray and Moira Halliday



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.

“The Online Senior Practitioner Diploma was a great way to gain insight directly from the leading coaching practitioners in each field. Each weekly webinar provided a different flavour of coaching for me to try. Those that I liked, I could explore further with the recommended reading and web resources, then try out in practise within my triad group.”

Helen Jones *Graduate of the OSPD*



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Welcome

Whether you are looking to coach within an organisation or whether 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.

The 2016 ICF Global Coaching Study reports that “1 in 2 coach practitioners think coaching is able to influence social change.” At the AoEC, we believe that coaching really can change the world.

We work with you to deepen and expand your own coaching model to incorporate a blend of styles enabling you to adapt to the situation that best serves your client. This brochure is designed to provide you with a clear understanding of the Online Senior Practitioner Diploma in Executive Coaching and whether it is the right programme for you.

Since its inception, the Academy of Executive Coaching (AoEC) has been committed to maintaining the highest professional standards. We offer professional and academic credentials that are recognised internationally. The aim of the Online Senior Practitioner Diploma is to give you the theory, tools, practice, information, support and learning materials to help you build and develop your skills as a coach within a business environment in a focused and accessible way.

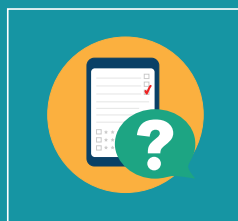
If you feel that this programme is not quite right for you, we offer a range of programmes from the core certificate level right through to an advanced level for already practising and experienced coaches. Team coach training programmes, bespoke packages for organisations and executive coaching are all 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

The AoEC exists to both provide the highest quality accredited coach training to individuals and to manage culture change at all levels of an organisation with both small and large-scale developments. We do this through a combination of expert consultancy, coaching, training

of internal coaches and leadership and management development in the UK and Globally. AoEC have an international faculty and the largest pool of coaches trained to the highest global professional standards along with an expert consultancy team.



Why join the Online Senior Practitioner Diploma in Executive Coaching programme?

This impactful programme combines world-class coaching tools, frameworks and methodologies from experts and thought-leaders in the industry with highly experienced facilitation from AoEC Faculty to give you a rich and varied learning environment to develop yourself further as a coach.

This programme will enable you to:

- develop and progress your coaching skills with the flexibility to manage your own time and learning
- learn from thought leaders and experts in their field of coaching; giving you global knowledge from your own location
- increase your capacity to coach at a more senior level, with the confidence to dive deeper and get results faster

Take your coaching to the next level in an accessible, flexible and cost-effective way.

This programme is:

- completed online over 10 months, to introduce regular practice, and development of your coaching model
- accessible and tailored to suit busy lives with micro-learning at a deep level
- expertly balanced around industry leading knowledge, supervised practice during modules, personal reflection and experience between modules
- delivered in a safe and supportive environment with regular feedback and supervision
- supported by a wealth of online resources which can be accessed during the programme
- accredited by the ICF with 81 Accredited Coach Specific training hours (ACSTH) for recognition globally
- facilitated by experienced and well qualified faculty who are practicing executive coaches

This programme has:

- real-time discussion groups to give personalised support to participants
- a rigorous assessment process which ensures high quality professional standard coaches

This programme can:

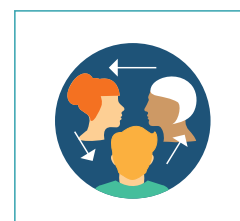
- lead to accreditation with the International Coach Federation (ICF) at Professional Certified Coach (PCC) level
- be delivered to individuals or within organisations
- give you access to the ongoing support and development of the AoEC Alumni Association

The AoEC Online Senior Practitioner Diploma in Executive Coaching offers a cost-effective and enjoyable way to develop yourself personally. You will learn and practice professional coaching skills to deepen your experience, expertise and capacity to support individuals with their workplace challenges.

Graduating from this programme will provide you with:

International Coach Federation (ICF)

81 Accredited Coach Specific Training Hours (ACSTH). The ICF requires 125 Coach Specific Training Hours when applying through the ACSTH path for individual coach accreditation for PCC (Professional Certified Coach). For more detailed information see the ICF website.



Why train with the AoEC?

Our Approach

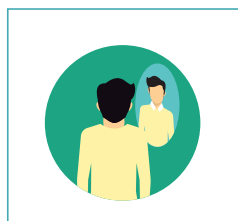
- first and foremost, you are our primary focus. We believe in coaching you to be a coach, to be the best you can be. We believe that learning to be a truly great coach is a profound and personal journey where we offer support all the way.
- AoEC develops Executive Coaches and the participants on the programmes all want to coach individuals in a business environment and are typically from corporate backgrounds. This increases the peer learning quality and helps you build a strong network in executive coaching.
- 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, mould 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, grow and change.

Our Talented People

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

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 also work with groups of people in organisations for whom we can create bespoke packages. We really do believe that 'coaching can change the world' so we are growing to help make this happen!

Your Accreditation

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

At the AoEC, we are particularly proud to offer you a route to 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 successful 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 have the confidence in you to succeed. We want to support you with your next steps and offer this choice to you.

International

We run training programmes through our Global presence in: Brazil, Croatia, East Africa, Estonia, Germany, Ireland & Northern Ireland, Poland, Romania, Serbia, Switzerland, Turkey and UAE.

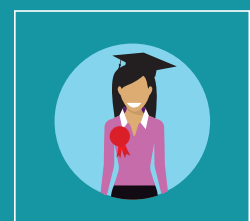
We additionally deliver training programmes in other countries.

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 Association. Here you will have members 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 and subscriptions 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 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.



Benefits of Training and Return on Investment

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

– Sir Henry Royce, Founder of Rolls-Royce

*Quote taken from 6th Ridler Report

The greatest testament to our success is the way in which our graduates succeed in building their own coaching practice either internally within organisations or independently in their own 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.

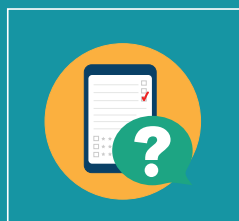
Benefits for the individual

Opening doors

Once you train and become an accredited 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 to add this as part of a portfolio career.

“It has introduced me to a wide range of coaching techniques in a relatively short and cost-effective way.”

– Lorna Clarkson – Graduate of the Online Senior Practitioner Diploma in Executive Coaching



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.

The 2016 ICF Global Coaching Study found that 80% of respondents reported improved self-confidence, 73% reported improved relationships, 72% reported improved communication skills and 67% reported improved life/work balance. “I use things that I learnt on the course everyday” - Helen Jones, Practitioner Diploma in Executive Coaching Graduate

The output of this particular programme is the development of your own 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.

Qualified – Standing out in the marketplace

The 2016 ICF Global Coaching Study reports that “a large majority of coach practitioners and managers/leaders using coaching skills agreed that individuals or organisations using coaching expect their coaches to be certified or credentialed.” “When asked to identify the biggest obstacle for coaching over the next 12 months, the main concern expressed by coach practitioners was untrained individuals who call themselves coaches. The concerns expressed by coach practitioners echo the responses published in the 2016 study. The responses of managers/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.

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

Global Connections

The opportunity to gain advanced skills and knowledge that may make you more desirable in the marketplace that also provides a global outlook and the opportunity to network with like-minded professionals from all over the world.

“It was important to me to do a programme that was ICF accredited”

– Jane Kirton, Advanced Practitioner Diploma in Executive Coaching Graduate

Income

It is also reported in the 2016 ICF Global Coaching Study that “credentialed coaches command higher fees and report more clients and greater annual revenue from coaching than their peers without a credential.” If you are trained, experienced and can offer good credentials from a reputable organisation, you are more likely to attract clients and be able to confidently prescribe your fee structure.

Benefits for an organisation

A growing number of organisations recognise the value in building a coaching culture that offers employees at all levels the opportunity to grow their skills, enhance their value and reach their professional goals.

– ICF – Building a Coaching Culture (2014)

Increased Productivity

The 2016 ICF Global Coaching Study, conducted by PricewaterhouseCoopers, found 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.”

Credentialing

Organisations using coach practitioners expect their coaches to be credentialed 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.

Return on Investment (ROI) and Return on Expectations (ROE)

Financially based 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. The 6th Ridler Report shows that “subjective evaluation against individual coaching assignment objectives is the most commonly used measure to evaluate coaching with 74% of survey respondents saying they “often” or “always” use it. This measure has become known as “Return on Expectations” (or “ROE”). The issue here is ensuring sufficient dialogue has taken place with the appropriate stakeholders to ensure everyone is clear on the expectations at the outset. Other ways of measuring the value or ROE is through 360 degree rating within organisations, individual testimonials, organisational insights emerging from the coaching, coachee’s satisfaction scores and line management satisfaction scores” - source: 6th Ridler Report.

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 to making it worthwhile.

Social Change

“1 in 2 coach practitioners think that coaching is able to influence social change” - The 2016 ICF Global Coaching Study. We want to help people be a part of this and believe in doing so the right way, ethically and skilfully.



About the programme

Entry Requirements

We want to maintain the highest quality of participants, so you will benefit enormously through learning from each other. This means that all participants should be:

- experienced coaches at International Coach Federation (ICF) Associate Certified Coach (ACC) level or equivalent or actively practising with 50 hours of client coaching
- constantly refreshing their coaching model and style of coaching
- experiencing regular supervision – individual or group
- self-managed learners

Participants typically include experienced managers, trainers, consultants and people already in a coaching role looking to develop their role further.

As a coach, you may be keen to explore:

- how to take your coaching to the next level?
- how to revitalise yourself and your coaching style?

Or you may be seeking new opportunities to meet market demands in new niches such as:

- coaching for career progression
- coaching for stress or mental health
- coaching for job security

Or simply to demonstrate your professionalism with accreditation beyond the entry level of the ICF.

Whatever your reason for wanting to train on the Online Senior Practitioner Diploma our faculty are experienced, professional coach facilitators and will support you through the programme.

Course Outline

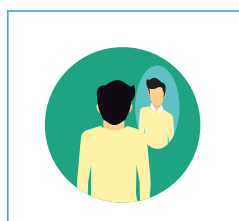
The Online Senior Practitioner Diploma will give you access to a wide range of theories, methods and tools as well as live coaching practice to stretch you in your thinking and approach.

The theory half of the programme will be delivered online. Spanning 33 weeks over 10 months.

The programme includes at-home access to study when it suits you and weekly facilitated discussions by AoEC Faculty.

The other half will be monthly live peer practice sessions and regular practice with coaches outside of the modules. This will be essential, as application of theory will be a key part of supervision.

The Online Senior Practitioner is comprised of eight modules structured over 10 months.



Modules

The design of each module is to introduce you to different topics from thought-leaders and experts in their chosen field and to expand your thinking of the topic through facilitated discussions with AoEC faculty coaches.

The elements of the programme include:



Weekly 60 minute webinars from the AoEC faculty and specialists on coaching theories, models and techniques (33 over the year)

- (see Content Schedule for topics and dates)
- illustrated by case examples and/or demonstration
- designed with practical exercises to take away and use on your own and in your practice group



Regular practice with coachees outside the modules

- required to have four practice coachees
- face-to-face or virtual
- emphasis is on practicing then reflecting on practice, to expand style and technique



Weekly 90 minutes facilitated discussion

- facilitated by a faculty member
- to expand your own thinking & reflection on the webinar topic
- examining how this helps you to further develop your personal coaching model



Evaluating practice

- four evaluated coaching practice sessions
- monthly supervision for practice groups
- bi-monthly meeting with faculty in practice groups



Working in peer practice groups (self-managed) for 6 hrs each month

- carrying out exercises identified on the webinar
- discussing and applying new tools
- coach/Client/Observer practice with new techniques
- integrating learning to further develop your personal coaching model
- help to build your coaching 'business' either internal or external



Reflection on practice

- keeping reflection notes on all coaching sessions
- maintain a learning journal
- giving and receiving peer feedback



Final assessment

- presentation of your coaching model
- assessment of your coaching practice
- written submission of 4,000 word essay

Modules

This unique programme explores a wide range of impactful topics giving you access to world-class thought-leaders and experts including:



Neuroscience
- Ursula Franklin



Cognitive Behavioural Coaching
- Gladeana McMahon



Ethics
- Sophie Welch



Immunity to Change
- Zia Manji



Mindfulness
- Liz Hall



Working with Emotions
- John Leary-Joyce

And that's just a snapshot, topics also covered are:

Positive Psychology – **Steph Hopper**

Supervision Hawkins 7 Eye Model – **Chris Smith**

Values Based Coaching – **Lindsay West**

Diversity and Cultures – **Kimberli Lewis**

Psychological Underpinnings to Coaching
– **John Leary-Joyce**

Time to Think – **Ruth McCarthy** (from Nancy Kline Corp.)

Challenging Coaching & The Trusted Executive
– **John Blakey**

Wellness & Recovery – **Anthony Eldridge-Rogers**

Somatic Cognitive Coaching – **Nick Kitchen**

Resilience – **Jenny Campbell**

The Stretch Zone – coaching people through pressure
– **Glen Widelko**

Signature Pressure – **Brigid Russell**

Psychodynamic Approach – **Moira Halliday & Alan Gilchrist**

Transactional Analysis & Creativity – **Rosemary Napper**

Clean Language – **Angela Dunbar**

Each week there will be additional reading lists and other learning resources that are drawn from our Advanced Practitioner Diploma and from our weekly expert webinar presenters to deepen your learning and understanding of the topic.

Useful information

Price and Funding

£3,750 + VAT (20%)

Contact mandy.golley@aoec.com for information on how you can spread your payments

Accreditation

Once you graduate from this programme, there is the option for you, as a qualified coach to gain personal accreditation from professional bodies.

The Online Senior Practitioner Diploma programme consists of 81 Accredited Coach Specific Training Hours (ACSTH) with the International Coach Federation (ICF)



The ICF requires 125 Coach Specific Training Hours when applying through the ACSTH path for individual coach accreditation for PCC (Professional Certified Coach). For more detailed information see the ICF website.

Support for applications to the EMCC is in the form of a statement of attendance showing the number of hours completed and a factsheet outlining the course details.

At the AoEC, we recognise that everyone that completes the Online Senior Practitioner Diploma programme is of high calibre and we believe in your ability as a coach. We therefore offer our graduates AoEC accreditation for 12 months to validate your training and experience until you can get your coaching hours together to apply for accreditation with one of the coaching bodies of your choice.

Marketplace

"Across the range of business/practice indicators, coach practitioners are looking forward to the next 12 months with confidence. Three out of four coach practitioners with active clients (75%) said they expect their number of coaching clients to increase over the next 12 months. A similar proportion (75%) said they anticipate an increase in annual revenue from coaching. More than six in 10 (63%) said they expect their number of coaching sessions to increase."

– The 2016 ICF Global Coaching Study

In our experience, buyers of coaching are becoming more educated and are more likely to choose a PCC level coach. The PCC level is a narrower market making you a 'big fish in a small pond.' In Belgium, rates are higher for PCC level coaches – evidenced from data from an Alumni Advanced Level Coach.

AoEC Alumni Association

Once you graduate from the Online Senior 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 AoEC Alumni Association where we are continually working on ways to help support you.

Benefits include:

- graduation ceremony
- 12 month AoEC individual Accreditation
- regular exclusive events in London or with your local AoEC training provider
- workshops and Masterclasses
- AoEC Alumni LinkedIn Community
- free 12 month membership with Enterprise Nation (online benefits for overseas graduates)
- discounted insurance offer and other discounts to specific services
- the first to know about important and relevant research and reports in the coaching industry
- exclusive Alumni website area with reading room and access to industry reports



Unlocking Potential

For information on other AoEC programmes contact:

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