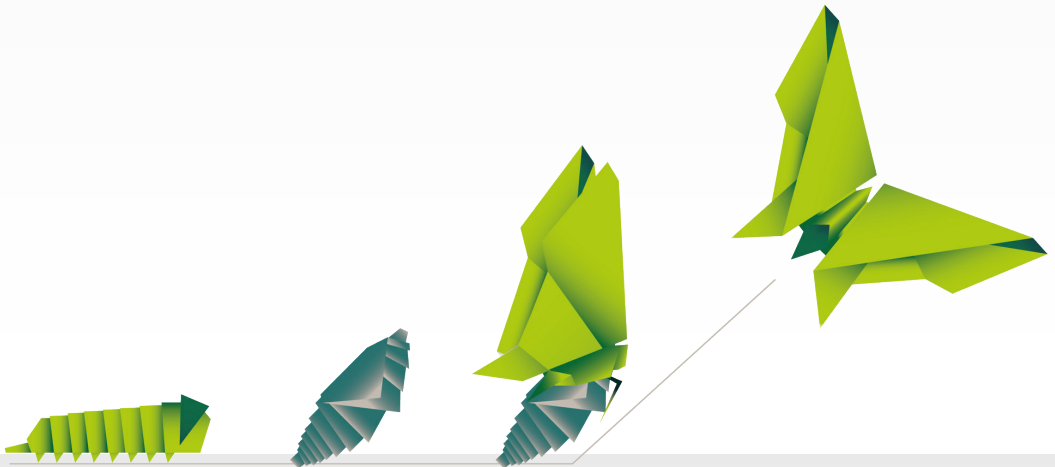




The Management Shift Accreditation Programme for Coaches

ENGAGE › EVOLVE › EXCEED



In collaboration with the Academy
of Executive Coaching



A LEADER SHOULD NOT BE THOUGHT OF AS SOMEONE AT THE TOP OF A TREE IN A COMMAND AND CONTROL ENVIRONMENT. GENUINE LEADERSHIP IS MUCH MORE PARTICIPATIVE. IT IS ABOUT COLLABORATION, BRINGING PEOPLE IN, AND INCLUDING PEOPLE AND ENCOURAGING THEM TO MAKE THE MOST OF THEIR ABILITIES.

Professor Vlatka Hlupic

The world is shifting, are you ready to become a part of this movement towards more humane leadership?

A transformational online programme for coaches founded on an evidence-based development model used worldwide to create extraordinary leaders and shift their organisations to a higher-level of performance, fulfilment and profit.

Welcome

The problem is, while the science of management has advanced significantly in the past three decades, the practice of management hasn't.

Source: **Gallup, It's the Manager**

The world is going through massive transformation, and we need leaders with skills to successfully lead organisations in the new post-pandemic world. Leaders that will lead from the head and the heart and create ripples to make this world a better place. Executive coaches that can help develop such extraordinary and essential leaders will become an important part of this movement.

Based on leading-edge research and the life's work of Professor Vlatka Hlupic, The Management Shift Accreditation Programme for Coaches offers a modern, progressive methodology of leadership coaching and is designed to enable a new,

purposeful, and effective way of working. Offering a practical, human and systemic approach to diagnosing leadership issues, this model provides an implementation process to shift executive mindset and organisational culture to a new level of thinking, performance, and ultimately business success.

Offered through partnership between the AoEC and The Management Shift Consulting Ltd, the knowledge and tools of this award-winning approach are now available as a focused, multimedia eLearning programme for experienced coaches to use with their senior level clients.

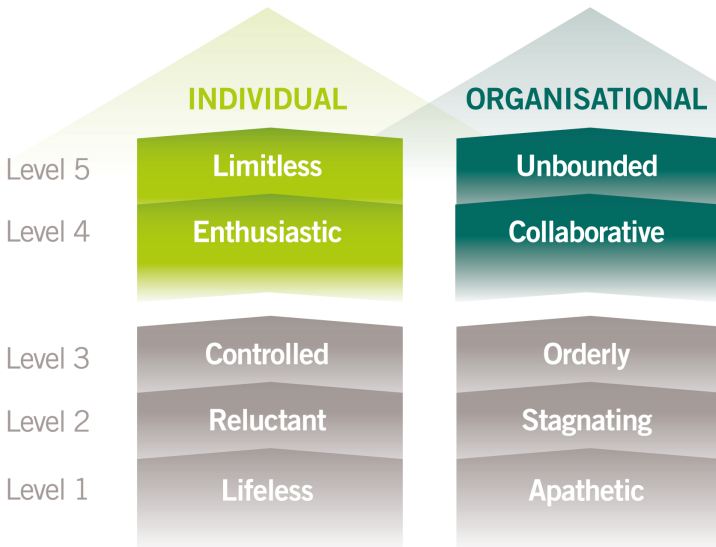
The Management Shift Model



Organisations today face unprecedented challenges and we can no longer use old solutions for new problems. Evidence is emerging of a new way to operate and this is demonstrated in a proven award-winning approach known as The Management Shift®, developed by Professor Vlatka Hlupic to show the why, the what and the how of superior business management.

Individuals and organisations go through different development levels with each one characterised by specific mindsets, beliefs, use of language, leaders' behaviour, and organisational outcomes. Professor Hlupic has used her research and practical experience obtained from coaching, consulting, and executive education to conceive the Emergent Leadership Model which correlates to five stages of individual and organisational development.

EMERGENT LEADERSHIP

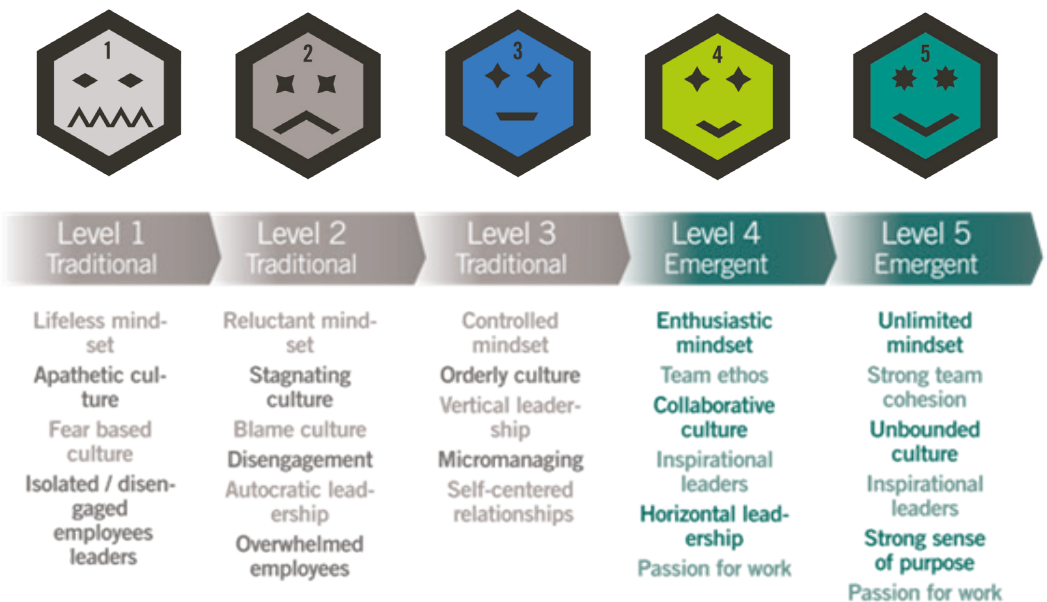


THE
MANAGEMENT
SHIFT

The Management Shift means a ‘shift’ both for individual executives, and for the wider organisation. It is called a shift rather than a transformation or change programme because it involves changes in behaviour that lead to modifications in practice rather than a wholesale break with the past. This shift can be both minor or major, but is always profound as it is conscious, deliberate, and measurable.

A significant shift typically occurs when moving from Level 3 to Level 4 and this is the sea-change point where the skills, ingenuity and teamwork of the organisation’s people begins to be unleashed and where leaders become empowering with a shift in values and conduct, as well as strategy and tactics.

Putting the Management Shift into action means that adaptive organisations are managed as living organisms with non-linearity, informal networks and interactions embedded in processes. Power and decision making are distributed, responsibility is delegated rather than tasks, culture is based on care, purpose, connection and trust and communication is good in all directions



Leadership matters now more than ever and under The Management Shift, leaders will strive to serve, inspire others to find purpose and calling in the work they do, to unleash their passion and creativity and to use all internal resources and intrinsic motivation to provide exceptional service. They will also coach, mentor and provide enabling conditions for others to emerge as natural leaders and make decisions when they have the most relevant knowledge to do so.

Benefits of The Management Shift

When individuals shift to the next developmental level, especially from Level 3 to Level 4 (from controlled to enthusiastic mindset), many benefits can be experienced, both for the individual and for the people around them as any changes spread like a ripple effect. Some of the benefits include:

At individual level

- Improved mindset and actions
- More passion for work
- Improved intrinsic motivation
- More creativity and initiative
- Better engagement and productivity
- Reduced stress and absenteeism
- Improved energy levels

At organisational level

- Unlocking potential of team members
- Improved customer service
- Improved performance
- Better engaged and motivated workers
- Greater level of resilience and agility
- Increased innovation
- Improved profit

Who is this qualification for?

Experienced, suitably qualified, regularly practicing executive coaches working with senior clients who:

- Normally we require an applicant for this course to have successfully completed 60 hours of coach training recognised by the ICF/EMCC/AC/ILM/APEC or equivalent.
- Understand the impact of the mindset of a leader and the leadership team on organisational performance and success and have an interest in how to increase performance and fulfilment of individuals, teams, and organisations.
- Have experience of working in leadership development as an internal or external coach.

Accreditation

The successful completion of this programme will give you a two-year renewable licence to use The Management Shift® material and tools.

Completion of this programme will provide a certificate of attendance for up to 54 CPD hours.

Financial Investment

Our primary aim is to create a programme of the highest standard that also reflects value for money. We have costed the programme at a level commensurate with top quality trainer fees.

The Programme **Fees are £3,300 + VAT.**

The recommended fee range for The Management Shift Accredited Coaches is £500-£1000 per coaching session, so the Return on Investment is achieved after coaching just a few clients.

The programme fee is due in advance of the programme starting.

Overview of Modules and Learning Outcomes

The programme includes three stages of learning, each with seven modules.

Stage 1



Stage 3

Stage 2

Stage 1

Stage 1

Stage one will introduce you to The Management Shift Programme and provides the evidence for why individuals and organisations need to go through the Big Shift which is a move away from old ways of working based on hierarchical command and control to new ways of working based on people, purpose and collaboration.

By the end of this stage you will have:

- Explored why we need The Management Shift
- Gained an understanding of the challenges we face
- Considered a new perspective on management
- Looked at resourcing for a brighter future
- Delved into your own TMS profile

Stage 2

Stage 2

Stage two provides the tools and knowledge you need to learn and apply yourself to go through your own Big Shift, or to consolidate your previous personal development.

By the end of this stage you will have:

- Explored the five levels of The Management Shift
- Looked at the essence of shifting
- Gained an understanding of what The Management Shift coaching sessions look like
- Examined the strategies needed to make the shift
- Developed self-awareness through completing your own TMS profile

Stage 3

Stage 3

The third stage gives access to insights and tools that coaches can use to support clients and guide them through the Big Shift process. It provides practical learning and coaching resources that could, when used, provide a life-changing experience and developmental evolution for the coaching clients, who will then positively impact people around them, their organisation and society at large.

By the end of this stage you will have:

- Have the working knowledge and skills associated with being The Management Shift Accredited Coach
- Repeat your individual TMS profile
- Be able to integrate The Management Shift model into your coaching practice
- Have completed accreditation and be licenced to use the Management Shifts' materials and assessments with your clients.

Programme Structure

This self-directed programme is expected to take 10 non-consecutive days to complete.

1. Complete Stages 1, 2 and 3 on the eLearning programme, including online assessments.
2. Conduct at least three coaching sessions (per client) with three clients.
3. Digitally record and transcribe at least two coaching sessions with two different clients and submit them using the eLearning platform.
4. Collect at least three completed feedback forms from three different coaching clients and submit via the eLearning system.
5. Write and submit a Reflective Assignment which demonstrates your understanding and application of learning from the programme.
6. On successful completion of the programme, you will receive a renewable licence as an The Management Shift Accredited Coach and be invited to join The Management Shift Community and continue with coaching sessions as part of licence renewal.

Professor Vlatka Hlupic

Learn from an exceptional thought leader



The Management Shift Accreditation Programme is created by Professor Vlatka Hlupic. She is one of the world's Most Influential HR Thinkers, an international award-winning thought leader, an activist for humanising management, and an author of ground-breaking books 'The Management Shift' and 'Humane Capital'. Driven by her passion and purpose to make this world a better place, she is creating a global impact with her work, helping thousands of leaders and organisations worldwide to shift to a higher level of performance and profit whilst creating more engaging, purposeful and happier work places that do well by doing good.

She is Honorary President with the AoEC, a Professor of Leadership and Organisational Transformation at Hult Ashridge Executive Education and Visiting Professor in the Department of Organisational Psychology at Birkbeck, University of London.

Vlatka is also the founder and Chief Executive Officer of The Management Shift Consulting Ltd and the Drucker Society London. She received a PhD in Information Systems at the London School of Economics, as well as a BSc (Hon) in Economics and an MSc in Information Systems from the University of Zagreb.

To apply for a place on the programme or to receive further information, please visit the **AoEC website** or **contact Sue Simmons** programme manager at sue.simmons@aoec.com or telephone **+44 (0) 20 7127 5125**

