

Practitioner Diploma in Executive Coaching

Accredited by:
ICF ACSTH, EMCC Practitioner level, AC Recognised Course



Are you an experienced manager, trainer or consultant who wants to add Executive Coaching to your skill set?

As an experienced professional who draws out the ability of others, you may have learned that you have an aptitude for coaching and would like to develop those skills further. Perhaps you want to complement your HR or OD function by extending your coaching skills. Or, you may be a life coach who wants to learn more about how to coach executives.

If any of these statements is true, then the Practitioner Diploma is for you!

The Executive Coaching Journey

Held over a series of 3 two-day modules plus an assessment Day and supported by an e-learning programme, 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 a strong professional client relationship based upon 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 organizational context.
- Manage effective closure to exceed client, coach and sponsor expectations.

1. Beginnings: Engaging the Client

- Develop a clearer understanding of contracting with client, coach and sponsor.
- Study key coaching frameworks and models to clarify goals and objectives.
- Enhance your listening and questioning skills in practice sessions with direct feedback.
- Start to develop your own personal, unique coaching framework.
- Clarify your understanding of ethical guidelines and professional standards.
- Establish peer coaching relationships to promote coaching practice.

2. Middles: Deepening the Understanding

- Learn how to utilise consulting skills in a coaching context.
- Utilise systems thinking as a means to understand the client's world.
- Assess your client's developmental and emotional needs.
- Clarify the boundaries of your personal coaching practice.
- Explore the nature of personal and professional change.
- Experience supervised coaching practice.
- Be alert to both explicit and tacit information and its impact on coaching outcomes.
- Perform mid-term reviews with client and sponsor.
- Employ solutions-focussed coaching tools to achieve.
- Client outcomes.

Booking Procedure

Please fill in an application form on-line at:

www.aoecscotland.com

Practitioner Programme 2018

Module 1: 26 – 27 Feb 2019

Module 2: 2 – 3 Apr 2019

Module 3: 30 Apr – 1 May 2019

Assessment Day:
4 OR 5 Jun 2019

Timings

09.30 am – 5.00 pm each day

Refreshments and a buffet lunch will be provided each day

Fees

Course fees are £4,995 + vat

Location

Apex Grassmarket Hotel
31-35 Grassmarket,
Edinburgh
EH1 2HS

To talk through the details of our programmes and how we can help you, please contact:
Sue Burston, Tel: +44 (0)1959 569 516 email: sue.burston@aoec.com

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3. Ending: Successful Review and Closure

- Understand how your own experience of organisations influences your approach
- Discuss and practice coaching on a variety of frequent business issues such as:
 - Alignment of goals between individuals, teams and organisations.
 - Career transition.
 - Overcoming poor or ineffective relationships with colleagues.
 - Effective action planning.
- Provide organizational feedback in a way that respects the confidentiality of the client.
- Manage the 'psychology of endings' providing healthy closure for client, coach and sponsor.

Achieving your Coaching Qualification

The Practitioner Diploma Programme is an AC recognised course and is accredited by:

- European Mentoring and Coaching Council
- ICF – provides 60 accredited coach training hours (ACSTH)

The learning process includes:

1. Completion of the three modules + assessment in sequence on a single programme.
2. Two individual coaching tutorials over the course to embed your personal learning.
3. Participation in 6 group discussions (3 tutor lead) by webinar after each of the 3 modules to deepen your understanding.
4. Completion of the online programme to support and develop your learning further.
5. To have a minimum of 2 practice clients for the duration of the programme.
6. Successful participation in and completion of the work for the assessment day.

The Assessment Day

(Assessment, Closure and Ongoing Development):

1. Presentation of your unique and developing Coaching Framework and Model.
2. Reflective essay on your personal learning journey.
3. Live demonstration of your coaching.
4. Recommendation for ongoing study.

We offer a limited number of discounted places on the Advanced Practitioner Diploma programme to our Practitioner Graduates, subject to the application criteria being met. This takes the form of a thorough coaching competency assessment leading to a robust learning plan.

Entry Requirements

Substantial people development, experience in management, training, counselling or consulting.

Coach Tutors

(please see website faculty and bios)

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