



A challenging programme that will take you from experienced to exceptional

Advanced Practitioner Diploma in Executive Coaching

Your route to the elite level of coaching





The positives were the culture of support created by the cohort, the challenge from the faculty for us to improve as coaches and the opportunity to learn more about myself. The challenge for me was balancing a busy role and family life with the elements of the qualification that supported accreditation like reading and assignment writing. Achieving a 'Merit' was something that I remain proud of to this day.

I am a more rounded person, I have more confidence and I am a better leader. My main strengths on personality profiles are around my self-awareness and environmental radar, and it was my time on the programme alongside some stellar participants that really honed these elements.

This in turn has helped me to spot my own gaps and heightened awareness of how I may come across to others.

Tom Shaw
Experian, UK

 **Visit our website and read about Tom's journey**
www.aoc.com/knowledge-bank/helped-to-develop-my-personal-brand/

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Welcome

As we enter an era of rolling crises where business is reckoning with huge issues like fast-paced, complex change, climate change, gender bias and racial inequalities, CEOs need the services of an executive coach now, more than ever.

Nine out of 10 companies plan to increase their investment in coaching over the next year¹

The demand for coaching is high. But, with the global executive coaching certification market projected to be worth US\$27billion by the end 2032², it is imperative that coaches have the professional credentials to be able to support and challenge CEOs to be their very best.

Since its inception, the Academy of Executive Coaching (AoEC) has been committed to maintaining the highest professional standards, becoming one of a few European coach training companies to be accredited by the three top professional bodies, the International Coaching Federation (ICF), European Mentoring and Coaching Council (EMCC) and the Association for Coaching (AC). We can therefore offer you professional credentials that are recognised internationally.

The aim of the Advanced Practitioner Diploma is to give you the theory, tools, information, support and learning materials to help you build and develop your skills as a coach with a business focus.

The key components are:

- business and leadership perspective of executive coaching
- psychological theories and practice within coaching
- coaching skills practice with rigorous feedback
- systems perspective through community group work
- learning journal
- faculty and peer evaluation of your coaching practice
- 10 hours of mentor coaching
- final assessment of your unique coaching model



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 coaching-based leadership and management development in the UK and globally. AoEC has international faculty and a pool of coaches trained to the highest global professional standards along with an expert consultancy team.

We believe that coaching unlocks potential in people to be the best they can be and we want to help you to be the best that you can be #unlockingpotential.

Who is this for?

This programme is aimed at experienced coaches who will be working with senior clients. The programme for the AoEC Advanced Practitioner Diploma parallels the journey of the coaching client.

If the purpose of coaching is to enable the executive to understand and enhance their own contribution to delivering business results, then the journey of the advanced coach is a parallel one.

It relies upon the coach and the executive coachee engaging in a meaningful conversation.



I enjoyed the open style of the programme and that it wasn't too prescriptive about technique and approach whilst enabling me to identify and minimise some of the bad habits I had developed over the years before the programme.

I learned that the coach's preferred methodology is a less important element of a successful outcome than building a strong relationship between the coach and the client. I enjoyed dipping into different approaches but appreciated that the core of the programme was clear contracting, empathetic enquiry and being led by the coaching client.

I learned that I had to step away from 'giving advice' – my corporate experience was helpful in understanding the client's context but could be dangerous when it led me to think I knew how to 'solve' the client's problems. The programme helped me to recognise how to differentiate coaching from mentoring.

John Lockett
UK

Visit our website and read about John's journey
www.aoec.com/knowledge-bank/growing-as-a-coach-is-a-life-long-development-process/

The coachee brings:

- a sense of purpose for what must be achieved
- a sense of process for achievement
- a sense of self and contribution

The coach brings:

- a sense of self for awareness and experience
- a process for exploration and planning
- a sense of purpose that adds value to the delivery of results

Map your journey:

You will be helped to map your journey to developing excellence as an advanced coach. Those journeys are likely to start from different places. Advanced coaches will come from backgrounds in coaching, counselling/therapy, consulting, management or leadership. You will be able to operate across a range of areas, although you may specialise in one.

Entry process:

This programme takes you up to and beyond ICF Professional Certified Coach (PCC) standards. To ensure that the Advanced Practitioner Diploma programme is right for you, there is a very thought provoking entry process. This uses four questionnaires with a follow-up individual tutorial that will enable you to identify your strengths, development areas and then to create a personal learning plan for the programme.

What makes this programme so special?



Double accredited

The AoEC is accredited by the International Coaching Federation (ICF) and the Advanced Practitioner Diploma is an approved Level 2 programme. Graduates of this programme have completed the education hours, mentor coaching, and performance evaluation requirements for ICF Professional Certified Coach (PCC).

Additionally, the AoEC is accredited by the European Mentoring and Coaching Council (EMCC) and holds the Global Quality Award (Senior Practitioner level) conferred for the Advanced Practitioner Diploma. Graduates of this programme have completed the training requirements for EMCC Global Individual Accreditation at Senior Practitioner level.



Experiential

An experiential programme giving you the essential practice that you need to be a coach.



Our faculty

Faculty and assessors are all very experienced, highly qualified practicing ICF PCC accredited coaches. You will be learning with the best!



Blended learning

Giving you opportunity to learn theory and practice techniques in lots of different ways, embedding your learning.



Mentor coaching

One-to-one and group mentor coaching to support the development of your coaching competencies.



Developing your own unique model and signature presence

We will work with you to identify, mould and develop your own model, your own style, your own signature presence. We don't tell you one way of coaching, through self reflection you find your own magic!



High faculty ratios

Small groups with high faculty ratios – each module will be led by a minimum of two core faculty members. Assistant faculty members will also be on hand to share their wisdom and feedback. The programme's director of training will join three modules for a supervision session.



Practice clients

Throughout this programme you will be practicing your coaching using the tools, techniques, models and theories you will be learning – the best way to learn!



Feedback and observation

Continuous feedback from AoEC faculty based on observation of your coaching practice.



Business focused

So you train to work as a coach with the extra considerations of working with organisations.



Delivered in modules

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



Form strong bonds

Your learning peers become so much more – you form strong bonds very quickly with like-minded people.



Culturally diverse

People on the Advanced Practitioner Diploma travel across the globe to attend this programme and every year is different – deepened learning with peer learning!



Residential

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



Grow your confidence

In a really safe environment you will be challenged and stretched and learn to truly trust yourself as a coaching professional.



AoEC alumni

Become part of the AoEC alumni network to gain support from other qualified coaches and access exclusive discounts and benefits.

→ **Don't just take our word for it, read our graduate experiences on our KnowledgeBank**

https://www.aoec.com/knowledge-bank/?search=advanced&resource_type=interview



There were many positives and one that stands out still is the incredible learning environment our AoEC facilitators created at the three-day offsites. Several people on my cohort, myself included, found the course to be a transformative experience and for me that wouldn't have occurred had I not made myself vulnerable during all the coaching and supervision sessions. This experience taught me the necessity of psychological safety when coaching people.

Caroline Beeston

C J Beeston Consulting Ltd, UK

→ **Visit our website and read about Caroline's journey**

www.aoec.com/knowledge-bank/a-transformative-experience/

Why train with the AoEC?

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 of:

Our approach



You are our primary focus

We believe in coaching you to be the best coach you can be. Learning to be a truly great coach is a profound and personal journey and we are here to support you.



Our training is experiential

We bring you our deep understanding of the business world and how people function, grow and change. You will practise your coaching skills, experience being coached and benefit from observing others coach, in a safe learning environment.



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.



Create your own coaching model

Our programmes cover various existing coaching models. We also work with you to identify, mould and develop your model, style and signature presence.

Our talented people

We are proud of the quality and experience of our faculty. Highly skilled and respected, our faculty combine master's-level psychological experience with extensive business leadership and coaching expertise.

Our commitment to maintaining the highest professional standards

This programme has been accredited by two of the main internationally recognised coaching bodies - the International Coaching Federation (ICF) and the European Mentoring and Coaching Council (EMCC). We can therefore offer you professional credentials that will be recognised internationally.

Over the last 20 years we have trained over

14,000

people from nearly 80 different countries

Your accreditation

We offer you a route to accreditation. After completing and passing 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 you, having just passed one of our own programmes, accreditation with us for one year. We know that you will be the best of the best having completed a programme with us and we will have the confidence in you to succeed. We want to support you with your next steps and offer this choice to you.

Global

We run training all over the world! AoEC Global Partners offer training in many locations and with our large coaching network we have a capacity to provide coach training throughout the world.



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 your professional development and offer additional programmes for coaches to broaden or deepen your expertise.

Also, once you have passed your programme with us you will automatically qualify to join our alumni Network. Here you will have 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, be notified of special prices available on AoEC programmes 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 every coach who 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 for you



Increase self-awareness

Including emotional and transpersonal awareness, cognitive knowledge and behavioural skills all of which are key for personal and professional development.



Working knowledge and understanding

Gain a good working knowledge of psychological theory and practices, which can shed light on our motivation and self-limiting patterns of behaviour.



Support leaders more effectively

Develop a greater understanding and knowledge of leadership models and theory which is a basic requirement for coaching leaders.



Results orientated style

Focus coaching practice in a results-orientated style which parallels the work of leaders and executives who are expected to produce results within defined parameters.



Deepen coaching competencies

Deepen core coaching competencies to coach leaders and senior executives including creating the right foundations to facilitating personal transformation.



Develop coaching framework

Develop a unique coaching framework that draws on all your learning (both theory and practice).

Benefits for your organisation



Better skills, knowledge and understanding

Ensure the individuals you develop as coaches are properly equipped with the skills, knowledge and ethical understanding they need to coach at a deeper level.



Improve performance

Increase the ability to use the inherent wisdom of your people to find solutions and work more effectively on a day-to-day basis.



Increase support

Develop a coaching culture in your organisation ensuring that you have experienced coaches to support your people.



Return on investment and expectations

Demonstrate improvements as a result of the coaching intervention.



By far the best learning experience in my life. Empowering, stimulating, transformative. I feel this programme has changed my life and my clients can tell the difference.

Cecile Guinnebault
France



**Visit our website
and read about
Cecile's journey**

[www.aoec.com/knowledge-bank/
more-impactful-than-all-the-
learning-experiences-id-done/](http://www.aoec.com/knowledge-bank/more-impactful-than-all-the-learning-experiences-id-done/)



I found the programme to be a powerful learning experience that has totally changed the way that I coach. It has been an amazing journey over 18 months in which I have learnt a lot about myself as a person as well as a coach and have grown enormously. The focus on experiential learning enabled me to process new theories and try them out for size to see which ones fitted. Being a member of a learning community that comprised participants and faculty/assistant faculty provided a richness and diversity of perspectives, styles and experience that I greatly benefited from.

This programme is not for the faint of heart since it sets very high expectations and is demanding. However, it is also very rewarding. What I particularly liked is that the faculty were not trying to force fit us into one particular style of coaching and worked with us to find our own unique style and signature coaching presence. I would highly recommend this to anyone who wants to develop their coaching practice.

Joan van den Brink
The Netherlands

Accreditation

What does the Advanced Practitioner Diploma give you?

The Level 2 route to ICF PCC level accreditation

The Advanced Practitioner Diploma is an ICF Level 2 programme and accredited with the ICF for 131 hours total.

The Diploma includes the following contact time:

- orientation day
- 4 x 3-day residential events
- assessment day (including a performance evaluation at ICF PCC level)
- intake tutorial and four further tutorials
- 10 hours of mentor coaching including 3 x one-to-one mentor coaching sessions

Participants are expected to engage in self-directed learning activities outside the contact hours of the programme. They do not need the presence of a faculty member. This includes: reading, writing, research, coaching practice, meetings with your practicum group, preparation for assessment, and ongoing work on the learning journal. This additional work needs to be documented and commented upon in your learning essay.

The EQA route to EMCC Senior Practitioner level accreditation

The Advanced Practitioner Diploma programme holds the EMCC European Quality Award (Senior Practitioner level) which provides graduates with the evidence of competence that they need to apply for the EMCC Global Individual Accreditation at Senior Practitioner level.

In the course of the programme participants should expect to commit over 500 hours of learning time, including contact time on the programme and the self-directed learning outlined above.

Please note that for individual coach accreditation, both the ICF and EMCC require evidence of coaching hours in addition to the training hours provided by this programme. For full details please refer to their websites.



Very friendly, straightforward, open and trustworthy space for becoming an executive coach. It differs from other trainings by the high level of demandingness for the skills you need to develop during these months and the essay you should write. You really need to work to get the diploma.

Kristiina Tukk
Estonia



I found that the environment was exceptional. I appreciated the skilful guidance by tutors and fellow peers in the form of group facilitation, coaching triads and quads, supervision and personal tutorials which all provided space for reflection and the benefits of feedback.

Penina Wieder

Weave Coaching and Consulting Ltd, UK



Visit our website and read about Penina's journey

www.aeec.com/knowledge-bank/this-is-the-start-of-the-most-amazing-journey/



It's a brilliant programme, taught at a really high level alongside excellent practitioners in different fields. If you are looking for a course that uses your experience but stretches you beyond that, this could be a great opportunity for you to grow. I really enjoyed being part of a learning community; I am still in contact with many of my peers from the course, and we continue to encourage and support one another in our professional development.

Iona Ledwidge, MCC
Resurgo Trust, UK

Visit our website and read about Iona's journey

www.aeec.com/knowledge-bank/interview-with-a-master-certified-coach/

About the programme

Find out information about the Advanced Practitioner Diploma in Executive Coaching programme and its key stages.

The programme is designed to build on your substantial knowledge and experience of working extensively in the people development field.

Entry requirements

The procedure for joining the programme involves a development process that will enable you to:

- benchmark your skills against best practice
- benefit from professional, objective feedback
- gain fresh insights and enhance your professional knowledge
- take valuable steps in your personal learning journey

The two stage entry process is:

Stage 1

Initial application, completion of competency self assessment questionnaires which provide a starting point for ongoing discussion and analysis, and will be used:

- to provide a basis for your learning plan
- at your first personal review

Stage 2

In-depth personal review with a faculty member. During this meeting faculty will make a recommendation as to whether you should proceed onto the programme.

Structure

Orientation day - virtual: 7 February 2024

Module 1: 19 - 21 March 2024

Module 2: 11 - 13 June 2024

Module 3: 17 - 19 September 2024

Module 4: 12 - 14 November 2024

Assessment day: 5 March 2025

The whole programme takes up to 13 months to complete.



The teaching was excellent, but the most beneficial learning came from the relationships created amongst the students. We got to know each other at a deep level in a very short period which allowed us to practice in a completely safe space and share our collective experience generously. It was a privilege to watch other coaches at work and observe their styles, it gave me so many new ideas to practice. Indeed, practicing is a large part of the course and the learning comes from every aspect of that, be it as a coach, coachee or observer. Many coaching topics are issues I face myself, so I learnt from the insights created and my own internal insights on the topics.

Jenny Challenger

eg+ worldwide, UK

→ **Visit our website and read about Jenny's journey**

www.aoec.com/knowledge-bank/becoming-a-coach-has-fundamentally-changed-the-way-i-manage/

Modules

Orientation

(1 day)

Once you have been accepted onto the programme, the first event is the orientation day.

The purpose of the day is literally to 'orient' you to the programme, which includes:

- meeting the other participants who will be joining you on your learning journey
- meeting the core members of faculty
- obtaining more information about the structure and content of the programme which includes a 'question and answers' session

Finally, you will have the opportunity to:

- participate in a coaching session and receive feedback on your coaching
- receive feedback from your new colleagues on the impact you made during the day

1

Planning our work together

(3 days)

The first module is about contracting, learning outcomes and co-creation of the learning curriculum within the context of the learning community. In this process there is specific focus on building a learning community, establishing a working alliance and arriving at a joint understanding of the definitions and boundaries of advanced executive coaching. The outcomes from these group discussions are then integrated with the core curriculum elements, into a framework for the whole programme.

By the end of this module, you will have:

- a co-created curriculum, representing the learning requirements/aspirations of the whole group in addition to the core curriculum
- formed the basis for the programme's learning community, both formally and informally, and how you will work together during the programme
- looked at the group's learning and group dynamics as a mirror, to better understand systemic issues in your clients' organisations
- been allocated your first coaching practice group (you will be coach, client and observer) to help you develop and experiment with your coaching
- participated in group discussions about the definitions, overlaps and differences between coaching, mentoring, counselling, training, managing etc.
- worked with your triad members on refining and consolidating your learning plan and your personal learning objectives
- practiced coaching, observing, giving feedback and being coached in your practice group
- started the process of thinking about your coaching framework, having seen a demonstration of one example of this given by a past participant

You will also have:

- an understanding of co-managed, reflective learning
- an understanding of what a coaching framework and model might look like
- an understanding of the process of generating your own coaching framework and model
- an understanding of the assessment and evaluation methodology for the AoEC

2

Core coaching (3 days)

Module two addresses the 'Core Coaching Practice' circle in the AoEC's three-circle model, the various concepts, practices, tools and techniques. It will parallel clients' experiences in that coaching has to have outcomes, results or goals. You will have developed your own performance goals through your learning plan, against which you will be expected to deliver.

By the end of this module, you will have:

- explored how you think adults learn and how coaching supports this process
- explored the core coaching skills through work in your practice groups
- discussed a live coaching situation in your supervision group
- reviewed progress towards overall course objectives

You will also:

- be able to access a range of tools transferable to your own work with your clients
- have an understanding of how you will construct your coaching model (the step by step process of coaching)

3

Psychological models (3 days)

This module addresses the 'Therapeutic and Psychological' circle of the AoEC's model. It concentrates on psychotherapeutic concepts and models underpinning practice. You will be introduced to a range of theories which will be drawn from: Gestalt theory, Transactional Analysis, Cognitive Behavioural Theory, and other psychotherapeutic methods. This will give you essential underpinning knowledge that will inform your coaching framework and practice. You will then be able to review your own emerging frameworks based on expanded awareness of other models and theories and ways of doing things.

By the end of this module, you will:

- be able to demonstrate an application of at least one psychotherapeutic model and how this applies to coaching in general
- be able to demonstrate an understanding of two other models and how you can draw on them when forming your own coaching frameworks
- be able to demonstrate how your own coaching framework compares with other psychotherapeutic models
- have reviewed progress towards overall course objectives

4

Business and leadership (3 days)

During this module, you will be introduced to the organisational environment, the executives' world and how they will work within it. You will also explore a range of leadership concepts and styles, organisational structure and strategy and their application to the work of an executive coach through an organisational case study. The group will also explore a systems approach to organisational thinking: the coach's impact on the system and the system's impact on the coach. Faculty members will explain and clarify the AoEC assessment process and criteria, and set up assessment groups for the final event.

By the end of this module, you will have:

- a working knowledge of a range of leadership theories and how the concepts may be used as tools in your coaching work
- an understanding of organisational issues relating to the executive's world
- an understanding of a systems approach to organisational issues; its impact on the client and the coach, and the coach's impact on the system

5

Assessment and evaluation (1 day)

The assessment day is made up of:

1. a presentation of your unique coaching framework and model of practice to assessors and colleagues
2. a coaching demonstration with your 'client' – your 'client' will be a peer from the group

By the end of the day, you will have:

- integrated all programme components and understood how they relate to your individual coaching frameworks
- developed/refined and included your ethics components into your personal coaching models
- tested out your learning outcomes against your stated goals
- demonstrated a detailed understanding of the assessment criteria in your practice

Faculty



Sarah Carrington

Sarah is a successful Professional Credentialed coach (ICF), facilitator, coach supervisor and mentor coach. She is head of education at the AoEC, as well as faculty for the Practitioner and Advanced Practitioner programmes, where she personally has supported the growth and development of more than 1,500 coaches since 2009.

She has a wealth of commercial experience, having worked for nearly 20 years in leadership roles working for one of the top 10 FTSE global organisations before studying to become a coach. For the past 15 years as a coach, she has worked with managers and leaders from different countries and from sectors such as health, insurance, logistics, property services, professional services and media and communications. She also works closely with experienced coaches to unlock how they can be at their best when working with the people they are coaching.



Nick Kitchen

Previously new business director of international advertising agency TBWA, Nick is an experienced senior Professional Credentialed executive coach (ICF) and team coach, trainer, facilitator, coach supervisor and engaging event speaker, with more than 25 years' experience in supporting the development and success of organisations and leaders throughout many parts of the world.

His clients have ranged from SME entrepreneurial organisations to large multinationals across many sectors including automotive, financial services and banking, IT, media and creative, pharmaceutical, industrial, oil exploration, public sector and charities. He has been developing coaches for over twenty years, drawing particularly on his development of Somatic Cognitive coaching and facilitation which enables coaches and leaders to engage with their deeper embodied experience and thereby impact more effectively that of their groups and wider systems.

He has been a member of faculty with the AoEC since 2009, principally on the Advanced Diploma in Executive Coaching and the Systemic Team Coaching Diploma. Nick's professional qualifications include: Developer of Somatic Cognitive Coaching and facilitation, Developer of IIMAC® sales process, AoEC Diploma in Advanced Executive Coaching (Distinction), ICF Professional Certified Coach and Accredited NLP Trainer.

Assessors and evaluators

The programme is supported by the expertise of the following evaluators and assessors:



Anne Archer

The blend of academic rigour and practical application is important to Anne. She studied at master's level; coaching (AoEC), change and the psychology of wellbeing. She trains and assesses coaches and mentors and is a supervisor to a number of inspiring, talented coaches.



Ali English

Ali is an ICF PCC-accredited executive coach who works with individuals and teams. Having spent 25 years in a FTSE 100 pharmaceutical company, her breadth of senior business expertise covered significant line and matrix roles. Drawing on this corporate leadership experience, Ali uses her curiosity, creativity, humour and non-judgemental style to ask powerful questions that challenge and support those she works with. She supports leaders and teams to explore their assumption sets, maps of reality and unconscious biases to create new insight, awareness and enable lasting change.



Kate Freedman

Kate is independent capability consultant, accredited executive leadership and team coach and experienced facilitator, who has helped hundreds of managers and leaders improve their coaching and leadership capabilities. Kate has 20+ years' commercial experience in fast moving consumer goods, retailing and manufacturing roles. Prior to setting up her own business, Kate led Unilever UK's commercial capability programme and was an internal executive and career coach. She is also an experienced and accomplished skills trainer and delivered the in-house coaching skills programme at Unilever.



Karen Gervais

Karen is a sought-after ICF-accredited coach, coach supervisor and change agent, having worked globally at senior and C-suite levels with clients across Europe, Asia and America for over 20 years. With a powerful blend of psychology and business experience, she focuses on transformational executive development, and on co-creating accelerated solutions to boardroom challenges. Her passion and approach centre on harnessing, unblocking and optimising the energy in a human system to bring about profound and sustainable change.



Lizzie Holden

Lizzie has over 4,500 hours of coaching experience from working with middle management to board level in over twenty countries. She is a qualified coach supervisor. Her coaching practice is primarily in financial services, universities, technology and the NHS. Her leadership work is entirely focused on coaching, her other work is as a shamanic healer and a poet.



Lizzie Pawsey

Lizzie is an ICF accredited coach (PCC level) coach, facilitator, coach supervisor and consultant. She thrives on creating a space where leaders can create personal insights that transform their lives and work. She brings 20 years' work experience in several global organisations where she worked in a number of senior marketing and HR leadership roles. Lizzie has over 1,700 hours of coaching experience and works with board, executive and senior management levels both one-to-one and in groups.



Kate Sirrell

Kate is an experienced executive coach, team coach, facilitator, coach supervisor and mentor, with global experience gained over the last 25 years. She is a Master Certified Coach (MCC) with the International Coaching Federation and frequently supports other coaches to have extraordinary impact and partners with them on their credentialing process. Kate has worked with CEOs, leaders and senior managers within organisations ranging from entrepreneurial SME organisations to large multinationals. She has worked with teams at all stages, helping them to develop psychological safety and trust, foster healthy collaborative dialogue and strengthen commitment and accountability across the organisation.



Sabine Stanley

Sabine has an exceptional track record of working with leaders in complex organisations, creating momentum for organisational development and change. As a coach and consultant, she specialises in executive coaching, bespoke leadership development and team effectiveness. Drawing on many years of senior-level experience in a FTSE100 global organisation, Sabine combines organisational insight with interpersonal sensitivity and a cross-cultural/ global perspective to help her clients develop themselves and their business. Focused on outcomes, she brings a practical emphasis to all she does and is an ICF accredited coach (PCC level).



Paul Van Geyt

Paul is director of training for the Advanced Diploma and is an accredited Master Certified Coach and trained ICF assessor. For the past 15 years, Paul has been coaching clients across all levels of seniority in a variety of industries, including professional services, FMCG, banking, energy distribution, real estate and industrial production. Paul can operate comfortably in the heart of a group and is adept at building teams, integrating groups and creating consistency and alignment.



Kay Young

Kay has a deep interest in Awareness IQ and how awareness supports a more relational, embodied, creative way of learning, living, and leading. Her practice is gestalt orientated. Kay has extensive senior management experience including working at NHS Board Director level. She has been professionally coaching since 2003 and is an ICF Evaluator and Assessor.



Case study



It literally changed my life

Coming from a background in management consultancy, Trassa Meegan provided coaching and coach training in-house with Boston Consulting Group (BCG) before founding her own practice Space2Lead. She completed the Advanced Practitioner Diploma in Executive Coaching in 2019.

You have a really diverse and interesting background of working in management consultancy, research, and the performing arts. What or who introduced you to coaching and led you to sign up for the AoEC's Advanced Practitioner Diploma course?

I've always loved learning and trying new things. Many colourful years in academia as a researcher in Theoretical Physics, while also performing as a professional singer and actress in my native Dublin, gave me a combined love of creativity, intellectual rigour and building close working relationships. Which drew me to management consulting, and over a decade with Boston Consulting Group (BCG).

There I had the privilege of working with world-class coaches. I was always slightly mesmerised by what they could do. So, I jumped when I was offered the opportunity to coach internally, and then to manage BCG's in-house coaching programme. The more I coached, the more I wanted to learn. When two extraordinary coaching mentors, glowed about their experience with AoEC and Advanced Diploma in Executive Coaching, I applied. Little did I know that it was the beginning of a journey that would lead to me now running my own business.

What did you find were the most beneficial learning experiences on the diploma?

When I began the programme, I had no idea of the intensity that lay ahead. I remember the faculty posing a question to the group on our first day:

What would it take to make this a transformational experience?" I remember thinking "I don't need it to be transformational to still be worthwhile – just some solid theory and practical tools will be great.

Was I in for a surprise. My Advanced diploma experience was of two parallel, but interconnected journeys. The first journey was where I was indeed exposed to lots

of mind-expanding theory and techniques. But the second journey was with my wonderful triads of peers, coaching and being coached, working on my own topics session after session, and re-absorbing all of that directly back into my own coaching. I became a better coach. But only via the uncharted path of working on myself and my own baggage on the way. It literally changed my life.

What would be your top piece of advice for anyone thinking about doing professional coach training?

Bring your whole self to it, warts and all. Take risks, don't spectate. A well-structured programme will teach you skills to bring outward to your clients. But if you also embrace the invitation to look inward and work on yourself through a deeply experiential programme like the Advanced diploma, then the return for your coaching is exponential.

What does your personal coaching model entail and how has this evolved since completing the diploma?

Years ago, I completed a PhD in Theoretical Physics, looking at the fractal nature of electrodeposits. A fractal is a structure where each part, large or small, has the same characteristics as the shape as a whole. The further I went in the Advanced programme, the more I started to see my model as 'fractal coaching'.

My client and I begin at the macro level of their topic. As we work together, we use various tools to zoom in and out of the overall picture, observing different angles and levels of detail, noticing patterns and themes, exploring the interplay between figure and ground, but never losing sight of the whole – like a fractal.

The main difference in my coaching since completing the diploma is in my level of comfort with 'not knowing' – trusting that I can draw on a range of techniques without knowing where they will take us but believing that the journey will reveal something of value.

Useful information

Where and when

The Advanced Practitioner Diploma in Executive Coaching programme runs at Salomons Estate, a stunning Victorian mansion situated just two miles outside the spa town of Royal Tunbridge Wells, and designed by the acclaimed architect Decimus Burton. Set in 36 acres of rolling gardens, parkland and woods, it enjoys an enviable location in the heart of England's garden, yet within an hour's travel of central London.



Price information

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 and external course assessment/supervision and this has remained the same for several years.

The course fees are £9,300 + VAT plus, there are residential costs of £1,600 + VAT.

The programme Fees (course fee + residential costs) must be paid before the start of the programme, self-funders have the option of spreading payment across 12 months for no extra charge.

AoEC alumni association

Once you graduate with the Advanced Practitioner Diploma, 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.

Benefits include:

- graduation ceremony
- regular exclusive events
- AoEC Alumni LinkedIn community
- discounted insurance offer and other discounts
- exclusive Alumni website area
- special offers on selected training programmes



The immersive nature of the programme, the AoEC team creates with us a space which is uniquely “safe”, challenging and joyous in equal measure and one which we, as participants

I think eagerly returned to as the modules progressed! The rules of engagement, if you like, were as nowhere else in life and I'd encourage anyone to participate fully and feel the immense value that comes from learning with others. The relationships which form are truly magical, I remember coming away from the programme and thinking – wow, how amazing it is to have a group of people to whom you can turn for the rest of your days!

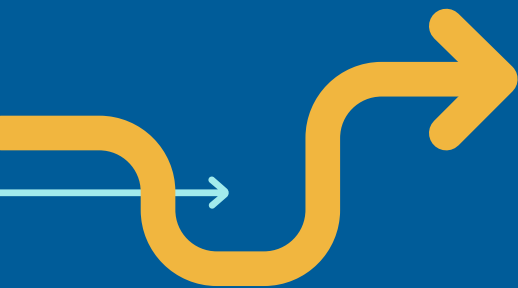
Sian Ferguson
SHL Group, UK

Visit our website and read about Sian's journey

www.aoec.com/knowledge-bank/coaching-becomes-both-applied-skill-and-simply-who-you-are/

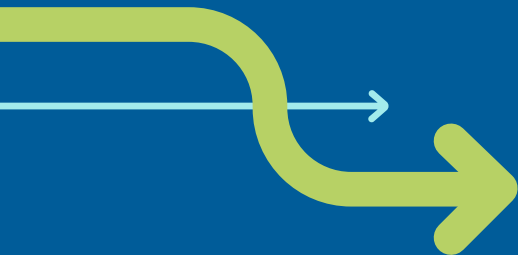
Ongoing training with the AoEC

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



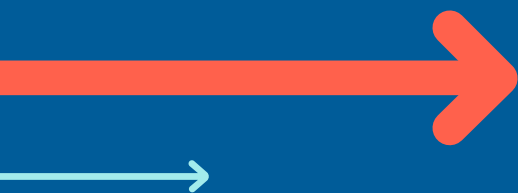
For coaches

- Systemic Team Coaching® Diploma
- Team Coaching Fundamentals - organisations only
- Systemic Team Coaching® Certificate
- Advanced Practitioner Diploma in Executive Coaching
- Resilience Accreditation Programme
- Coaching in the Climate Crisis: A Certificate in Climate Coaching
- Specialist short courses for coaches



Become a qualified coach

- Practitioner Diploma in Executive Coaching



New to coaching

- Introduction to Coaching Skills with Gamified Simulation Training - organisations only
- Free introductory events
- Coaching Skills Certificate

References

1. CoachHub Global Survey: Business Trends in Coaching 2023.
2. Future Market Insights.

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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