

Certificate in Executive Coaching

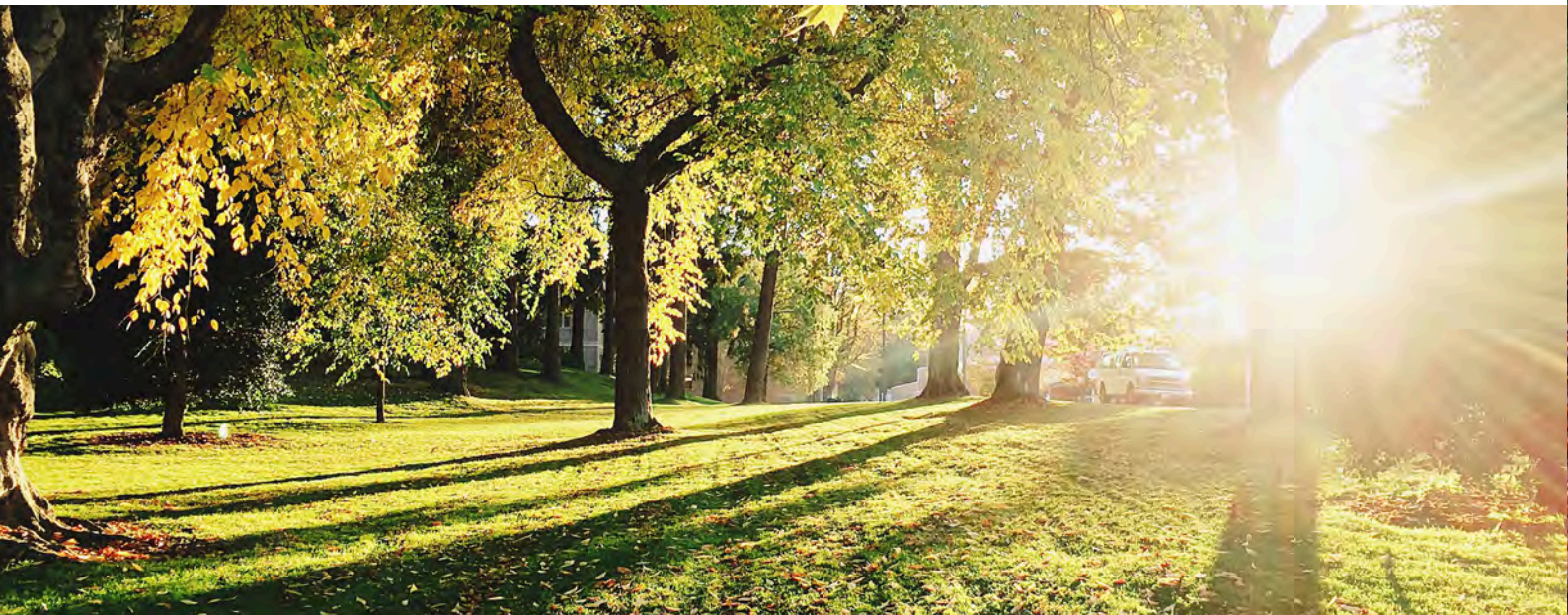
May - Oct 2024

A Coaching Accreditation Programme for Experienced Managers and Leaders.

The aim of the programme is for you to develop the knowledge, skills and confidence to coach effectively in any context.

On completion, you will be recognised for your professional coaching skills through formal accreditation, awarded by EMCC Global in partnership with Tom Battye Coaching Ltd.

This programme enables participants to replace old habits with a new approach, putting coaching skills first – adopting a coaching mindset and a coaching style of leadership.





Who should Attend this Programme?

1. Do you have a minimum of five years' professional experience as a line manager?
2. Is part of your role to support and develop others, and to build a talent pipeline?
3. Would you like to build stronger relationships with your immediate colleagues?
4. Would you like to improve your listening skills?
5. Are you motivated to extend your leadership competencies?
6. Would like to formalise your skills and gain professional accreditation?

**If you answer yes,
then this programme is for you.**

What you can Expect

- Individual feedback and support throughout the journey in relation to your coaching skills.
- Enhance your coaching skills through practice both inside and outside the learning sessions
- Develop advanced listening and questioning skills
- Experience the value and application of contracting in coaching relationships
- Use frameworks to structure coaching conversations to ensure positive outcomes
- Explore psychological theory to support a coaching mindset
- Discuss how to make the most of supervision, CPD and reflective practice

What are the Outcomes?

By the end of this course you will be able to:

- Ask **powerful questions** that move a conversation to a **deeper level**
- Demonstrate **advanced listening skills**
- Support others to **clarify, align** and **articulate** their **personal and professional goals**
- Develop an **authentic coaching style**, immediately applicable to your context
- Use a **strengths-based approach** for developmental conversation
- Coach as part of your **situational leadership repertoire**

“If you're thinking about becoming a coach, don't hesitate to sign up for this course. Tom is excellent, he has put together a very thorough, relevant and interesting programme of learning and I felt like I was in the hands of an expert. I didn't think I'd enjoy doing this nearly as much as I did! Thank you Tom!”

— Deb, Career Coach

6 Month Structure

You will attend an initial briefing session in April/May. The launch takes place on 16 May, and is followed by 10 x 2.5-hour live, online, interactive and experiential learning modules. These span 23 May – 31 Oct, the programme concludes with a final conversation with course faculty in November.



Initial Brief

1:1 conversation with course faculty to understand your learning objectives



Modules

Launch + 10 x 2.5-hour live, interactive and experiential learning modules, delivered via Zoom



Coaching Practice

Intensive coaching practice as part of the homework portfolio (including 1 x recording)



Homework Assignments

Reading, pre-work, reflective journals, online quizzes and personal statement



Professional Dialogue

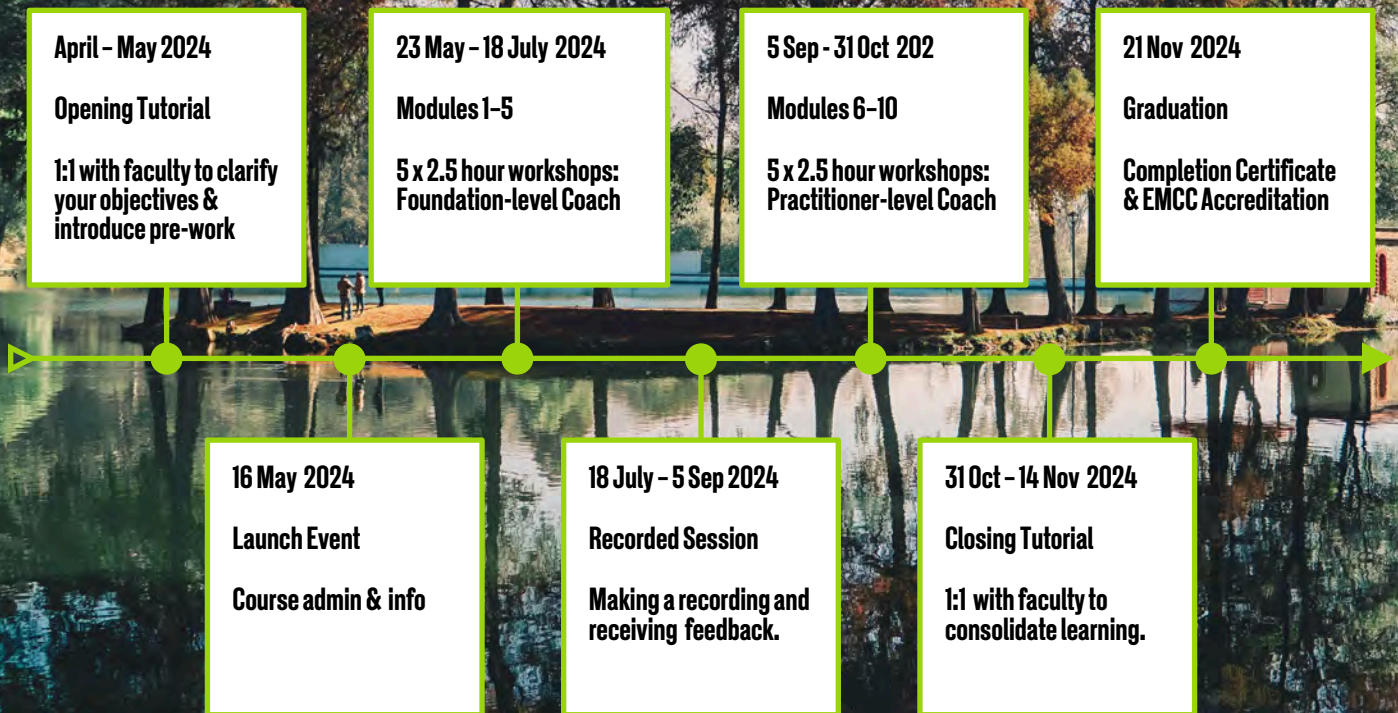
Final conversation with course faculty to discuss overall learning outcomes

A 10-Module Programme

10 x 2¹/₂ hour live, interactive and experiential learning modules, delivered via Zoom.

- 1** **May 23. Introduction to Coaching**
The key outcome is to ensure a common understanding of what is meant by coaching, and how it differs from mentoring or other kinds of intervention.
- 2** **June 6. Asking Powerful Questions**
We look at the skills associated with asking the best questions. This also involves gaining a deeper understanding of the principles of coaching.
- 3** **June 20. Coaching Models**
Every good coach develops a unique style. We start by introducing some of the most effective coaching models and support you to develop your own.
- 4** **July 4. Advanced Listening Skills**
Listening skills lie at the very heart of high-quality coaching. We introduce you to techniques for listening at a deep level
- 5** **July 18. Coaching in the Moment**
Coaching can be situational. Module Five helps you coach during everyday situations. Identifying and taking advantage of 'coachable moments'.
- 6** **Sept 5. Positive Psychology**
Focusing on strengths, accessing intrinsic motivation, building strategies of hope, cultivating positive emotions and other important coaching methodologies.
- 7** **Sept 19. Use of the 'Self as Instrument'**
The coaching relationship involves both support and challenge. We introduce a relational approach to using confrontative interventions.
- 8** **Oct 3. Contracting and Goal-Setting**
We introduce a range of goal-setting models and explore the value of contracting at the start of the relationship, as well as managing endings.
- 9** **Oct 17. Interpersonal Dynamics**
We introduce the principles of Transactional Analysis for coaches, sharing a 'theory of relating' that will empower your practice.
- 10** **Oct 31. Practicing Professionally**
Finally, we consider how best to maintain a professional practice. We cover CPD, supervision, reflective practice, ethics, record keeping and more.

Key Milestones



Module Timings

All modules will take place between
09.30-12.00 UK-time

The minimum study time for this program is 75 hours, including taught modules.

Previous graduates recommend setting aside three hours per week in addition to the ten modules. This covers practice, reading, pre-work, journaling, community discussion and online quizzes.

“This programme was fantastic in building my knowledge, experience and confidence in coaching. It felt extremely accessible and engaging. I loved the mix of theory and practical exercises.

“The connections we made as a group really added to the experience. Tom is extremely professional and the whole programme is very well organised. It really exceeded my expectations!

— Rosie, Lieutenant Colonel

Meet your Facilitator

Tom Battye

Master Practitioner, accredited supervisor and team coach, and recent winner of the EMCC Global Supervision Awards for contribution to the profession.



About Tom

Tom is a thoughtful and incisive executive coach with over two decades' experience in the field of leadership development. Since 2005, Tom has trained hundreds of internal coaches in public and private sector organisations. Recent clients include the NHS, the BBC, various government departments including the Home Office, FCDO, MOD, HMRC, a range of business schools including Chicago Booth, Oxford Said, Bayes and London Business Schools and many private sector organisations.

This programme has been assessed by the coaching body, EMCC Global, and has been given the EQA award, enabling graduates to gain accreditation with EMCC on completion.

“I have attended several coaching courses and this one sits up there with the best of them. With a comfortable mix of theory and practical application, Tom delivered the course with professionalism and to the highest level.

— John, Project Manager

For more information please contact support@governmentcampus.co.uk

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