TOM BATTYE
COACHING

EMCC GLOBAL · FOUNDATION
AC RECOGNISED LEADER AS COACH

PROGRAMME BROCHURE / INTERNAL COACHING

Internal Coach Development *Programme*

Building confident, capable coaches from the inside out.

SIX SESSIONS · FOUNDATION TO PROFESSIONAL PRACTICE

tombattye.co.uk · tom@tombattye.com

WHAT THE PROGRAMME IS

A grounding in the craft of coaching.

The Internal Coach Development Programme is a three-month coach education programme of approximately **60 qualification hours**. Grounded in person-centred and nondirective principles, it draws on the work of Carl Rogers, John Whitmore, and Nancy Kline, alongside systems thinking and reflective practice.

These traditions share a common conviction: that people are resourceful, that lasting change comes from within, and that the coach's role is to create the conditions for thinking rather than to supply answers.

The programme develops participants as practising workplace coaches through six progressive sessions, blending self-paced online learning with live virtual masterclasses and observed coaching practice. Each session builds on the last, moving from foundational understanding through core skills to professional practice.

It serves two pathways: participants developing as internal coaches available to colleagues across the organisation, and those integrating coaching into everyday leadership practice. The ICDP also forms **Part 1 of the Certificate in Executive Coaching**, with direct progression into Part 2 for those continuing to Practitioner level.

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Two pathways

Internal coaches, and leaders embedding coaching into everyday practice.

60

Hours

Total qualification hours across three months of progressive learning.

EIA

EMCC Foundation

Accreditation on completion, with a direct pathway to Practitioner.

IS THIS YOU?

For people ready to take coaching seriously.

The programme is designed for experienced professionals developing their coaching capability, as dedicated internal coaches or as leaders embedding coaching into everyday practice. It is a good fit if you recognise yourself in most of the following.

- → You have a minimum of five years' experience as a line manager or coach.
- → You've been coaching informally for years, but you want the rigour and accreditation to back it up.
- → Your default leadership style is to provide solutions rather than elicit them from others, and you want to shift that balance.
- → You've completed a short coaching course or introduction and you're ready for something more substantial.
- → You're building an internal coaching function and need a credible qualification to underpin it.
- → You sense that your conversations could go deeper, but you're not sure what's missing.

WHAT PARTICIPANTS SAY

> *"This course has been very inspiring, and I would recommend it not only to those who are looking to become professional coaches, but also to individuals who want to embed coaching into their day-to-day professional and personal life."*

SUSANNA HOFFMAN · CERTIFICATE IN EXECUTIVE COACHING

OVER THREE MONTHS

Everything you need to build capability, not just knowledge.

The programme is comprehensive and practice-led. Over three months you receive live teaching, structured practice with real clients, individual tutorials, and feedback, all supported by the Promote learning platform.

Six live taught sessions

Delivered via Microsoft Teams, spanning six progressive modules.

Self-paced online pre-work

Video content covering theory, models, and practical application, hosted on the Promote learning platform.

Two individual tutorials

With course faculty: an opening tutorial at the start and a closing tutorial at the end.

15 hours of coaching practice

With your own practice clients, building confidence and capability through real-world application.

Expert written feedback

On one recorded coaching session at the end, with the option of AI-powered analysis through CoachInsights.

Reflective learning journal

Interaction with course faculty via reflective journal entries throughout.

Homework & assignments

Including reading, writing, and online knowledge-check quizzes.

Group coaching supervision

Access to open group coaching supervision throughout the programme.

Progression pathway

Direct entry to CEC Part 2 (Sessions 7 to 12) for those continuing to EMCC Practitioner accreditation.

Time commitment

Roughly half a day per week. Live weeks need concentrated focus; in-between weeks are for practice, pre-work, and reflection.

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WHAT YOU'LL BE ABLE TO DO

BY THE END

Ready to coach with confidence and depth.

- **Coach confidently and flexibly** across diverse clients, goals, and contexts.
- **Use a range of models, questions, and structures** to guide coaching sessions.
- **Contract, build trust, and close coaching relationships** with professionalism.
- **Listen at depth** using multiple levels of listening, reflective technique, and the creative use of silence.
- **Work ethically and reflectively,** informed by theory, systems thinking, and supervision.
- **Read and work with organisational systems,** adapting coaching stance to context.
- **Use coaching skills** as part of a situational leadership repertoire.
- **Practise professionally,** understanding supervision, CPD, ethical boundaries, and legal requirements.

WHAT PARTICIPANTS SAY

> *"This was exactly the course I was hoping for: a real balance between theory and practice, with quality, individualised support from Tom where needed."*
>
> ANTHONY BARRETT · CERTIFICATE IN EXECUTIVE COACHING

SESSIONS ONE TO THREE

Foundations: what coaching is, and how it works.

Six fortnightly sessions across three months. Each is preceded by self-paced pre-work, so live time is spent on discussion, practice, and peer learning.

01

SESSION 1

What Is Coaching?

Defining coaching and distinguishing it from mentoring, consulting, and therapy. The nondirective stance and its roots in person-centred practice. Recognising when coaching is and is not the right approach, including practical decision frameworks.

Includes individual opening tutorial with course faculty.

02

SESSION 2

Core Coaching Skills

Asking powerful questions: open versus closed, leading questions, and the paper aeroplane metaphor. Operating from the client's frames of reference. Logical Levels. The balloon of control and coaching the person, not the problem. Contracting across three dimensions: practical, professional, and psychological.

03

SESSION 3

Structure and Goals

Structuring sessions using a range of models: T-GROW, OSCAR, CLEAR, the High Performance Coaching Model, The Caplor House, and FUEL. Faculty demonstration of a live coaching conversation. Holding structure lightly while following the client's energy. Goal-setting across outcome, performance, and process goals, and connecting with deeper drivers.

SESSIONS FOUR TO SIX

Depth: listening, systems, and professional practice.

04

SESSION 4

Listening Skills

Three levels of listening (CTI / Co-Active model). Rogers' core conditions: congruence, unconditional positive regard, and empathy. Reflective technique: parrot phrasing and paraphrasing. The use of silence. Nancy Kline on creating a thinking environment.

05

SESSION 5

Coaching in Organisational Systems

Systems thinking: feedback loops, emergent dynamics, and unintended consequences. Reading and working with the wider system in which the client operates. Adapting coaching stance to context: knowing when to coach, when to direct, and how to move between modes.

06

SESSION 6

Practising Professionally

Ethics, ethical dilemmas, and ethical maturity. Coaching supervision: purpose, structure, and use. CPD across five domains and log-keeping. Insurance, data protection, and compliance. Distinct pathways for internal coaches and leader-coaches.

Includes individual closing tutorial with course faculty.

At the end of the programme, participants submit one recorded coaching session for expert written feedback. CoachInsights analysis is available where all parties have given consent.

DELIVERY, ASSESSMENT & SUPERVISION

Learning that builds week by week, with support throughout.

The programme is designed so that each element reinforces the others: taught input, live practice, written feedback, and reflective supervision working together across the three months.

DELIVERY

The six sessions are delivered live via Microsoft Teams across approximately three months, with supporting materials on the Promote platform. Pre-work video segments are released ahead of each taught session, so live time can be devoted to discussion, practice, and peer learning. Sessions include peer observation, group discussion, and tutor feedback with real-time developmental commentary. Two individual tutorials with faculty are scheduled at the start and end.

ASSESSMENT

Formative assessment is integrated throughout. Participants complete knowledge-check quizzes after each session, maintain a reflective learning journal with faculty interaction, and collect 15 hours of coaching experience with practice clients. One recorded coaching session is submitted at the end for expert written feedback, with optional CoachInsights analysis. Learning outcomes are assessed at three levels, minimum, target, and higher, against criteria aligned to AC and EMCC frameworks.

SUPERVISION

Open group coaching supervision runs throughout the programme, a reflective space to discuss developing practice, explore challenges, and receive guidance from an experienced coaching supervisor. It supports participants in building the habits of reflective practice that sustain coaching well beyond the programme.

OPTIONAL AI-SUPPORTED FEEDBACK

Detailed, evidence-based feedback on your final recording.

CoachInsights is a proprietary tool developed by Tom Battye Coaching. It analyses a recorded session against an eight-competency framework, generating timestamped developmental feedback anchored to specific moments rather than general impressions. At the end of the programme, participants submit one recorded coaching session, which CoachInsights assesses against the framework. The detailed feedback is then reviewed by a human assessor before it is shared.

The eight competencies

01 Contracting

02 Bringing Structure to the Session

03 Adopting a Nondirective Approach

04 Listening at a Deep Level

05 Holding Insight and Emotional Shift

06 Asking Open Questions

07 Balancing Support and Challenge

08 Relational Presence

What makes it distinctive

Consistency. Every participant's session is assessed through the same framework, making feedback comparable across the cohort.

Objectivity. Assessment provides a baseline free from assessor fatigue or subjectivity.

Specificity. Feedback is timestamped and anchored to specific moments in the conversation, not general impressions.

Participants also have independent access to CoachInsights throughout the programme to review their own practice recordings. Access is included in the programme fee.

Responsible use. The use of CoachInsights is entirely voluntary and is not a condition of completing the programme or receiving accreditation. Participants who prefer not to use it receive faculty feedback through an alternative assessment process.

Before any session is recorded or submitted, participants obtain informed consent from their coachee and, where relevant, the sponsoring organisation. It provides developmental feedback, not clinical assessment, and does not replace supervision or professional judgement. Session data is processed securely and is not used to train any external AI models.

PROGRAMME AT A GLANCE

Everything in one place.

Duration	Approximately three months
Total hours	Approximately 60 qualification hours
Format	Live virtual delivery via Microsoft Teams, with self-paced online pre-work on Promote
Sessions	6 live sessions delivered fortnightly
Coaching practice	15 hours with practice clients
Tutorials	Two individual 1:1 tutorials with course faculty (opening and closing)
Recorded sessions	One submitted at the end for expert written feedback, with optional CoachInsights analysis
Online platform	Promote: materials, pre-work videos, assignments, reflective journal, progress tracking
Supervision	Group supervision on your practice, available to all participants subject to availability
Accreditation	EMCC Foundation (EIA) on completion. EMCC membership required (approx. £100/yr, not included)
Quality award	EMCC Global EQA
AC recognition	AC Recognised Leader as Coach Course (RLAC)
Progression	Direct entry to CEC Part 2 (Sessions 7 to 12) for EMCC Practitioner accreditation
Fee	**£2,450 + VAT per participant**

Two or more participants from the same organisation: £2,195 + VAT each. EMCC membership, required to hold the EIA credential, is approximately £100 per year and is not included.

ACCREDITATION & PROGRESSION

A recognised qualification, and a route to Practitioner.

The programme carries two professional accreditations and connects directly to Practitioner-level training, so participants finish with a recognised credential and a clear next step.

EMCC Foundation

Graduates are eligible for EMCC Foundation accreditation (EIA). The programme holds the EMCC Global EQA. EMCC membership is required to hold the credential (approx. £100/yr).

AC recognition

The programme holds the AC Recognised Leader as Coach Course (RLAC) award, connecting graduates to a global professional community.

Progression to Practitioner

The ICDP forms Part 1 of the Certificate in Executive Coaching. Graduates progress directly into CEC Part 2 (Sessions 7 to 12), leading to full EMCC Practitioner accreditation.

ABOUT TOM BATTYE

Twenty-five years developing coaches.



Tom is a focused and incisive executive coach with twenty-five years' experience in leadership development. He has been training coaches since 2005, and in that time has trained hundreds of internal coaches in public and private sector organisations including the NHS, the BBC, various UK government departments, and business schools including Chicago Booth and London Business School.

Tom holds **EMCC Master Practitioner accreditation (EIA)** and is an EMCC-accredited coaching supervisor. He is a recent winner of the EMCC Global Supervision Award for contribution to the profession. He developed CoachInsights, the AI-powered coaching assessment tool available as part of the programme's assessment process.

> *"The structure, content and delivery of the programme was exceptional. The blended format allowed learning to build progressively, which I found far more effective than an intensive block."*
>
> NICK ROWE · HEAD OF SECTOR, NORTHSTANDARD

Next steps

The autumn cohort runs from September to December 2026, with all six sessions on Microsoft Teams. Places are limited to 20 participants.

01	Tue 29 September	09.30 to 12.30
02	Wed 14 October	13.00 to 16.00
03	Wed 28 October	13.00 to 16.00
04	Wed 11 November	09.30 to 12.30
05	Wed 2 December	09.30 to 12.30
06	Tue 15 December	14.00 to 17.00

Book a call

A 30-minute conversation about fit and timing.

Email

tom@tombattye.com

Website

tombattye.co.uk