

Coaching is a way of treating people, a way of thinking and a way of being, vital to support ever-changing business environments.

- Using emotional and social intelligence to support the development of adaptability, motivation and confidence in coachees
- Work with teams to increase collective awareness and increase accountability associated with making positive change.
- Use enhanced listening and questioning skills to increase coachee and self-awareness to enable them to evaluate their own and others' strengths and development areas to lead to positive change.

There has been a growing demand for the professionalisation of coaching to include one-to-one coaching, team coaching, leadership coaching and for coaching skills to be embedded within culture and governance infrastructures to support future ways of working.

The right coaching skills in a business will drive operational performance, effectiveness and create a culture of innovation, release potential, and equip the workforce to collaborate, transform and successfully effect change in a modern business environment.

With underpinning knowledge in the basics of schools of psychology and neuroscience, and approaches to neurolinguistic programming and cognitive behavioural coaching, this programme is designed to work in any organisation, in any sector and any size.



Apprenticeship Level 5

Duration 14 months + 3 months

Funding £5000

Suitable for

- ✓ Learning & development and HR professionals
- ✓ Aspirational or new business or performance coaches
- ✓ Team managers, leaders or mentors
- ✓ Change management champions and continuous improvement leaders

Delegates will leave this programme able to:

- Understand different learning and reflective practices and the theories of emotional and social intelligence
- Know the theory of organizational culture, values and leadership and the impact of businesses and individuals
- Use appropriate communication skills, listening skills and theories of relationship management in coaching
- Manage stakeholder relationships, setting goals within the context of coaching including senior relationships
- Use established tools and techniques beyond core communication skills to bring about insight and learning
- Deliver feedback in a style that is useful, non-judgmental and meaningful to coaching
- Recognise and use a range of coaching models and related psychological approaches
- Evaluate theories of return on investment and delivery of value
- Work with individuals and teams to set outcome-focused clear goals, validate achievability, prioritise actions plans and monitoring progress towards goals