

MAXIMUM COACHING'S CERTIFIED COACH TRAINING PROGRAMME

LONDON | **SPRING 2018 & AUTUMN 2018-19**

DO YOU WANT TO TAKE YOUR COACHING TO THE NEXT LEVEL?

Train with an outstanding coach, build your professional coaching career, and work towards coaching accreditation with the internationally recognised International Coach Federation (ICF) and have the option of picking up the ILM Level 7 qualification along the way.

After successfully completing Maximum Coaching's Certified Coach Training Programme, and completing the necessary post-training coaching hours, you will be able to apply for and achieve the ICF Associate Certified Coach (ACC) qualification.

This programme is approved by the ICF for 60 hours of coach specific training.

OVERVIEW

Our comprehensive programme gives you the knowledge, skills and experience to enable you to build the type of coaching relationships that deliver real value to your clients. At the end of your training you will discover 'who you are as a coach' and have the confidence to develop your practice in a way that aligns with your style, skills and experience.

Our expert coaching programme gives you:

- 60 hours of coach-specific training:
 - 56 hours direct interaction with the trainer
 - a minimum of 4 hours of self-directed study
 - 10 hours of coach mentoring (7 hours on a group basis, 3 hours one-to-one)

During the eight days of face-to-face training, you will:

- Learn the distinction between coaching and other interventions
- Appreciate the importance of robust contacting and the impact of the ICF code of ethics on your coaching

- Be introduced to a range of coaching models, skills and techniques encompassing the eleven ICF core coaching competencies
- Discover how to apply professional coaching skills to develop your own coaching style

FORMAT

Each module contains a minimum of two coaching skills practise sessions where you will take the role of coach, client and observer. You'll have ample opportunity to observe coaching in action, practise and get feedback on your use of these skills. These sessions are observed by accredited coaches and this feedback enables you to benchmark your progress in demonstrating the required level of competence at ACC level.

The focus is on active learning, involving group discussion, skills practise and practical exercises, and is split over:

- 4 separate modules
- 2 group coach mentoring sessions
- 3 one-to-one coach mentoring sessions and
- a minimum of one half-day of self-directed learning

Self-directed study takes place with fellow participants, and you are advised to keep a learning journal. These activities provide the chance for additional coaching skills practice, reflection and peer feedback.

You will be required to complete 12 hours coaching with a minimum of 2 clients over the duration of the programme. These may be your own clients or individuals from our partner organisations who are looking for a coach.

ACHIEVING YOUR ICF ACC QUALIFICATION

You can be assured that we will work with you to get you in the best possible position to achieve your accreditation. And our coaches will be on hand to offer advice and guidance throughout your training.

Our programme is designed to meet your needs if you are committed to developing as a coach and would like the option of being accredited by the International Coaching Federation (ICF) at ACC standard. It is written and designed by professionally trained and ICF accredited coaches to align with the ICF's core competencies, standards and ethics.

Your progress will be regularly reviewed throughout the programme to facilitate your learning, and support your development and credentialing path in line with ICF requirements.

On completion, a final assessment of your coaching skills will be made against the ICF core competencies to determine if you are demonstrating the required level of coaching competency to be successful at the ACC credentialing level. Successful demonstration of competency on completion of the programme, summary key reflections from your learning journal and presentation of your coaching framework will enable you to apply for your ACC accreditation once you have completed the 100 client coaching hours.

THE EXPERT TRAINER

Elizabeth Crosse MCC is our Coaching Practice Director, and delivers professional coaching, internal coach training, mentoring and supervision programmes.

She is an experienced professional coach (one of only a handful of Master Certified Coaches in the UK) and a qualified coach supervisor with over 25 years of expertise in learning, facilitating and training in the UK and abroad. She has delivered more than 10,000 hours of one-to-one and team coaching and more than 2,500 hours of coach training and supervision.

A pioneer in introducing internal coaching and the ICF to the public sector, over the last 10 years she has shared her experience with a number of public sector departments including NHS, Coty and Nestlé. She is also now working with with the private and voluntary sectors.

PROGRAMME OUTLINE

MODULE 1: INTRODUCTION TO COACHING

Establishing the coaching relationship and introducing a range of coaching models, skills and techniques that encompass the 11 ICF core competencies:

- Develop a clearer understanding of what coaching is and what it is not
- Explore the ICF's ethical guidelines and professional standards for coaching
- Identify the key elements of contracting
- Apply a coaching framework and the key coaching competencies to a coaching conversation
- Benchmark yourself against the ICF's ACC coaching standards and identified personal coaching development objectives
- Deliver constructive feedback that allows peers to build on their strengths and recognise areas for development
- Have the confidence and foundation skills to start a coaching relationship

SELF-DIRECTED LEARNING (*WEBINAR / TELEPHONE*)

(Minimum 1/2 day per person; to be arranged between the groups).

GROUP COACH MENTORING (*WEBINAR*)

MODULE 2: BUILDING COACHING SKILLS

Building coaching competence, challenging with integrity and using your intuition. Looking in more detail at ethics, standards and boundaries and their impact on the coach, client and coaching relationship:

- Develop your ability to challenge with integrity
- Explore potential 'ethical dilemmas' and develop strategies to deal with them
- Improve your ability to be fully present and choose the most effective intervention in the moment
- Recognise the importance of strong personal standards and boundaries
- Develop your repertoire of coaching interventions
- Develop your own coaching framework

MODULE 3: ADVANCED COACHING SKILLS

The 'inner world'; dealing with client's emotions, how we support the client's changes in beliefs and behaviours and defining 'who we are as a coach. Building on your 'coaching tool kit' by exploring creative coaching techniques:

- Develop confidence in working with strong emotions without becoming enmeshed
- Improve your ability to challenge the client's unhelpful assumptions and perspectives
- Identify coaching interventions that encourage clients to take responsibility and be accountable for achieving agreed courses of action
- Increase your range of coaching interventions; creative techniques and use of metaphor
- Draft your 'coaching profile' relationship.

GROUP COACH MENTORING (WEBINAR)

MODULE 4: COACHING REVIEW AND CONSOLIDATION

The first day of this module will be an opportunity to think about the impact of your values and needs on how you coach. We will also review and consolidate your learning in preparation for the validation. The second day will be an opportunity to:

- Present your coaching profile
- Demonstrate the 11 core competencies in a live coaching session

ONE-TO-ONE COACH MENTORING (TELEPHONE / SKYPE)

(Three one-hour sessions per person; to be arranged individually).

ILM OR ICF?

Why compromise? Do both!

Our programme, delivered by Elizabeth Crosse, prepares you for the ICF Associate Certified Coach (ACC) qualification. But we also offer ILM coaching qualifications, delivered by Charlie Warshawski, and the ILM accepts a number of assessment methods.

This means that we're now able to offer participants in our ICF programme the opportunity to have a separate assessment for the ILM Level 7 Certificate in Executive Coaching and Mentoring.

This is an optional extra. No additional classroom time is required: there are three written assignments to complete based on your coaching knowledge and practice, as well as a log of your coaching hours. Charlie provides the support and the structures to make this task manageable.

The ICF qualification is, of course, the 'gold standard' within the coaching community. In the UK corporate world, however, the ILM qualifications have more brand recognition. This is an ideal opportunity to get both.

And the cost of the ILM Level 7 option when done in this way? An additional £495 plus the ILM candidate fee of £172 (which we administer on your behalf). Plus VAT. You can sign up for the ILM Level 7 option at any stage – either when you book onto Maximum Coaching's Certified Coach Training Programme or any time before the completion of module 3.

DATES

Spring 2018	Module / session	Autumn 2018-19
13-14 March 2018	Module 1	2-3 Oct 2018
March – July 2018	Self-directed learning (webinar / telephone)	Oct 2018 – Feb 2019
18 Apr 2018	Group coach mentoring (webinar)	31 Oct 2018
1-2 May 2018	Module 2	13-14 Nov 2018
5-6 June 2018	Module 3	9-10 Jan 2019
26 June 2018	Group coach mentoring (webinar)	30 Jan 2019
3-4 July 2018	Module 4	5-6 Feb 2019
March – July 2018	One-to-one coach mentoring (telephone)	Oct 2018 – Feb 2019

FEES

- 'Early bird' = £2,995 + VAT (for bookings received by 26 January 2018 for the Spring programme and 31 July 2018 for the Autumn programme)
- Full rate = £3,995 + VAT
- Plus (optional) £495 + the ILM candidate fee of £172 + VAT for the ILM Level 7 qualification (We also offer flexible payment plans for self-funded candidates. Please call for further details).

If you would like to book a complimentary one-to-one consultation with Elizabeth Crosse to discuss whether a coaching qualification would be a good fit for you, please call **Helen Nuttall** on **01582 714 280**.

(We also offer flexible payment plans for self-funded candidates. Please call for further details).

HOW TO BOOK

To book, please complete the form on our website (www.tinyurl.com/MCCCTP) and email it to helen.nuttall@maximumperformance.co.uk

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VENUE

British Dental Association, 64 Wimpole Street, London, W1G 8YS

The closest tube stations to the BDA are either Regent's Park, Oxford Circus, Baker Street or Bond Street. It's approximately a 2 minute walk from Marylebone High Street, and about a 10 minute walk from either Bond Street station or Oxford Circus.

THE IN-HOUSE OPTION

Of course, the programme is also available on an in-house basis. If you are interested in this option, please give **Helen Nuttall** a call on **01582 714 280**.

TESTIMONIALS

'I have recently been awarded the Associate Certified Coaching accreditation by the ICF and have been reflecting on my own development and how it has been supported throughout this journey.'

'I was fortunate to be on a coaching course with Maximum Coaching that covered a broad and challenging curriculum aligned with the ICF coaching competencies. Alongside I worked to gain my own coaching experience with a variety of clients. A programme of group and 1-2-1 coach mentoring wove these two learning threads together in a manner that made them greater than the sum of their parts. The discussion in these sessions encouraged a deeper consideration of my coaching practice by viewing it from the diverse perspectives of my group and our coach mentor.'

'As a consequence, my preparation, delivery, and review of coaching has become more sophisticated and coach mentoring definitely helped in my preparation for ICF accreditation.'

'An excellent and extremely well delivered

programme that enabled me to quickly develop my understanding and delivery of value adding coaching practices. I found the blend of classroom based, content rich, presentations and practical skills practice was an effective way to learn and an approach that allowed me to develop an effective coaching style in a timely and cost effective manner. **Highly recommended.'**

*'The module was well structured providing sufficient challenge each day to enable me to grow in understanding and confidence. **I came away 'buzzing'** and am really looking forward to the next module.'*

'Loved the drawing exercise in the afternoon – completely surprised me as I am not creative and don't draw naturally but it was a really powerful exercise to use both as a coach and coachee.'

*'I came to the programme with some understanding of my limitations / challenges as a coach. Elizabeth helped me work on these, **stretching me out of my comfort zone so that I am more self-aware and have greater confidence.'***



Maximum Coaching

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