

# The Professional Coach Programme

## Developing Internal Coaching Capability

The Professional Coach Programme (PCP) is designed for organisations wishing to develop their internal coaching capability to professional standards. While Coachmatch are committed to providing the very best executive coaches in the external marketplace, we are also committed to helping our clients develop internal coaching capability to support their leadership, talent and organisational development strategies. Participants tend to come from HR, Talent or Learning & Development roles but not exclusively. The programme is suitable for any experienced professional who has an aptitude for coaching and drawing out the ability of others and who would like to undertake internal coaching assignments outside of their day to day line management.

## Programme Summary

The programme consists of 3 two day modules delivered face to face. They are designed with the internal professional coach in mind, taking participants through the 'Beginning', 'Middle' and 'Ending' of a professional coaching assignment. The modules equip participants with core coaching skills, introduce a range of psychological frameworks, and raise awareness of the organisational/systemic context to coaching. The programme is highly experiential with 70% practice and 30% theoretical input. Each module enables participants to work through the Kolb experiential cycle - learning new abstract frameworks, practicing and receiving feedback from peers and experienced coach/facilitators and then reflecting on their experiences. Between modules participants deepen their learning through peer and client coaching practice, learning journals and further reading. Group supervision is provided mid programme face to face or via video conferencing dependant on client locations. The programme concludes with a coaching demonstration and presentation day where participants are benchmarked against professional coach standards. The programme is run by experienced practitioners for practitioners in order to equip them to fulfil outstanding coaching assignments in support of their business strategy.

## Programme Aims

- To develop participants' knowledge, skills and confidence to operate as effective internal coaches
  - Developing skills in coaching and managing the coaching process
  - Understanding specific issues and boundaries when coaching internally
  - Feedback and self-reflection to recognise strengths and focus on development areas
  - A rigorous process that enables benchmarking against a recognised industry standard
- In order to support
  - The talent and engagement agenda for key internal populations
  - Business strategy and commercial success

## Success Measures

- Participants feel confident and capable to coach key internal populations
- Positive feedback from coachees and other key stakeholders on completion of initial assignments
- Enhanced performance, retention and progression of coachees



### Module one Beginnings and Core Skills

By the end of this two day workshop participants will:

- Be clear about the flow of the programme and the coaching triads they will work in
- Be clear about their current level of coaching skill and what they want to develop further
- Have explored how to establish the coaching relationship and set an assignment up for success
- Have developed their ability to listen at a deeper level
- Have enhanced their ability to ask clear, focused questions
- Have grown their confidence and capability in structuring an effective coaching conversation



### Module Two Middles and Powerful Approaches to Deepen Client Insight

By the end of this two day workshop participants will:

- Have raised their awareness and experience of different psychological approaches to coaching
- Have enhanced their understanding of, and skills in raising client awareness and insight
- Have developed their skills and confidence in maintaining momentum, managing and reviewing progress through the coaching process
- Strengthened their ability to support coachees in crafting clear strategies to meet their outcomes
- Have explored ethical practice, boundaries and dilemmas in coaching and raised their awareness of choice points



### Module Three Systemic Leadership

By the end of this two day workshop participants will:

- Have clarified the implications of being an internal coach in an organisational system and what this means for coaching effectively within a business
- Have explored some of the unconscious biases and assumptions about the organisation, the culture and their role as a coach in this system
- Have clarity about how to effectively evaluate a coaching programme with their coachee and key stakeholders
- Understand how to close a coaching relationship effectively, holding relational and confidentiality boundaries

## Fees

Programme fees are £48,000 for a group of 12 participants excluding VAT, venue costs and any travel and accommodation.

## Return on Investment and Tailoring Your Programme

During the programme participants are required to develop their coaching practice through coaching a minimum of 2 people so there is an immediate opportunity for return on investment. With 12 participants this immediately provides the opportunity for 24 individuals from your organisation to benefit from a 6 month coaching assignment. Also, because our primary aim is to help our clients equip their internal coaches in support of their business strategy, we are interested to understand more about your unique business drivers so we can ensure that the programme design and success measures reflect this. To find out more about the PCP and how we can partner with you to develop your internal coaching capability please contact Coachmatch on **020 3817 7625** or [coachmatch@coachmatch.co.uk](mailto:coachmatch@coachmatch.co.uk)

# Professional Coach Programme

## Module 1 Beginning



## Module 2 Middle



## Module 3 Ending



## Coaching Demonstration & Presentation

### Core Skills

- Listening & attention
- Powerful questions
- Structuring a purposeful coaching conversation
- Chemistry sessions
- Three way contracting
- Coaching objectives and plan
- Observed coaching practice

### Learning and Practice

- Triad Practice
- Client sessions
- Reading and exploration
- Learning journal

### Psychological Approaches

- Deepening client insight
- Deepening coaching skills
- Ethical practice, boundaries & dilemmas
- Introduction to supervision
- Managing momentum and progress
- Crafting strategies to meet client outcomes
- Mid review
- Observed coaching practice

### Learning and Practice

- Triad Practice
- Client sessions
- Reading and exploration
- Learning journal
- Supervision

### Organisation Context

- Coaching in an organisational system
- Managing your role as an internal coach
- Ending a session
- Closing an assignment
- Managing feedback and evaluation
- Observed coaching practice

### Learning and Practice

- Triad Practice
- Client sessions
- Reading and exploration
- Learning journal

### Integration

- Describing your coaching approach
- Demonstrating your coaching approach
- Benchmark against industry standard

\*58 participant contact hours, 14 hours independent study

Contracting

Session 1

Session 2-5

Mid Review

Session 6

End Review

Coaching Assignment

## Participant Testimonials

The most powerful learning intervention I've experienced in my career

We now have a cohort of people with the skills to impact on the development of a broad group of leaders across the business. A properly qualified panel of coaches who are available to help our key leadership talent develop their full potential. I've no doubt this will lead to improved retention and faster progression of our talented colleagues

I feel a marked difference in both confidence and credibility in terms of my coaching skillset and feel more able to take this into my work with clients but also into more informal interactions with the teams I work with on a day to day basis. The skillset is more transferable than I had originally thought

One of the best examples of investment in our colleagues the organisation has made. The programme is well structured and the input by Coachmatch brilliant

I think the programme can be a huge benefit to our ongoing cultural journey as a Group and in helping to develop and support our senior leaders of the future. The ripple effect will go well beyond these individuals and across the teams they lead and work with. The potential to model more self-aware leadership is a fabulous benefit to the organisation and as a proposition I think the investment will be paid back many times over in engagement, retention and performance excellence.

Compared to the Post Grad Certificate in Exec Coaching at Strathclyde University, this programme provided a significantly more engaging and powerful learning experience

I consider this a critical programme to the achievement of a number of our strategic initiatives in supporting and improving the capability of our managers and leaders across the business. The programme is both comprehensive and expertly run and has huge potential for both the individuals who take part and for those they go on to coach

The programme is a wonderful example of a win-win programme with participants growing hugely and the business directly benefitting from forward thinking and strategy supporting solutions. I would heartily recommend the programme to anyone who wants to make a real, direct and tangible difference to their organisation

Attend this inspirational programme to become an Executive Coach and you will be given the potential to change lives, including your own