



# the school of coaching

Coaching Programme Schedule 2010/ 2011  
Middle East

Excellence in coaching in service of business results.

America | United Kingdom | Middle East | South Africa | Singapore | Australia

We are making a significant level of investment in the Middle East. The region is the key.

**Myles Downey**



When we were unable to generate the breakthrough in our coaching impact for our clients that we desired we turned to Myles and The School of Coaching. Through a system wide development effort we generated the breakthrough in the impact of our coaching. We have standardized on his coaching methodology and now develop all of our consultants and many of our managers in coaching for results.

**Stephen Portner,**  
CEO JMJ Associates

# The School of Coaching

The School of Coaching is a unique learning organisation.

We are set apart by the quality of our programmes. As Europe's oldest organisation dedicated to the development of executive coaching skills, we have taken over four hundred individuals through our open programmes over the past decade.

This has allowed us to develop an unrivalled depth of specialist knowledge, together with the tools and models to teach it. We have also built up a Faculty of practicing executive coaches who are amongst the most experienced in Europe, and who lead all of our programmes.

But coming on one of The School of Coaching's programmes means more than just a stamp of quality. We are passionate about supporting you to reach your full potential, whether as a coach or a leader. To this end, we design all our courses to be as inspiring, individualised and challenging as possible.

When you come on one of our programmes, we know you will be going on a journey as much as you will be learning a skill.

This brochure will tell you about the programme we run for individuals. If you would like to discuss any aspect of these programmes, then please email us on [info@theschoolofcoaching.me](mailto:info@theschoolofcoaching.me)

We look forward to hearing from you.



- The Premier School of Coaching globally providing our clients with excellence in coaching in service of business results
- The School of Coaching trains world class coaches from coaching organizations
- First organization in Europe to teach coach training
- 20 years experience founded by Myles Downey, author of the seminal book in coaching "Effective Coaching"





## The Coach's Programme

### Program Cost: **£10,200**

(all inclusive covering mentoring support, workshops and accreditation, please see Coach's Programme Terms and Agreement Annex A for further information)

The Coach's Programme teaches a deep level of executive coaching Downey, founder skill. It is designed for those who wish to become independent executive coaches or for those who would like to use coaching as a major part of their job role.

Participants on the programme are supported through a 9 month process. For the first seven months, they are taught models and concepts of coaching within a series of workshops. Between workshops, they apply these models to coaching with a wide range of practice clients and are asked to share and examine their experiences with a close-knit group of fellow participants. After the workshops end they

continue with their practice coaching, eventually creating an extensive portfolio of learning.

Each participant is given a high level of individual support. Participants are assigned a programme leader, who will be a practicing and experienced executive coach from the School's Faculty. Their programme leader will help set goals for the programme, observe coaching practice, give tailored feedback, and ensure participants leave with the ability to coach safely at an executive level.

The Coach's Programme has been awarded Senior Practitioners Level by the EMCC. This is a high level of attainment; only ten other courses have ever gained practitioner status. Upon submission of a portfolio, participants can also gain a certificate of Professional Development in Executive Coaching, which is awarded jointly by The School of Coaching and the University of Strathclyde.



## An Overview of The Coach's Programme

### Individual Coaching Sessions

Participants are given three individual coaching sessions during the course of the programme. During these 1:1 sessions, participants reflect on their current coaching capability and explore their short and long term learning objectives and how these might improve their future performance.

### Workshops

There are eleven on-site learning days on the programme, which are complimented by extensive home practice and support. These are spaced at intervals of roughly four weeks, allowing participants to practice coaching between each workshop date.

### Phase One: Developing Competency

The first phase of the programme begins with a residential three-day workshop, introducing participants to the fundamental elements of coaching. These include the GROW model, Non-Directive Coaching, Tim Gallwey's Inner Game theory, and the School of Coaching's i:iC coaching model.

This is followed by two workshops. In the first workshop, amongst other things, participants learn about critical boundaries, in particular

those between coaching and counselling, personal and organisational, coach responsibility and coachee responsibility. In the second workshop, participants are assessed on their fundamental coaching skills and given guidance to develop specific areas which may be lacking.

### Mid-Term Review and Coaching Study Day

The mid-term review gives the opportunity for participants to reflect on their learning over the first phase of the programme. Each participant has a 1:1 coaching session and undertakes learning and study in small self-regulated groups.

### Phase Two: Building Fluency

During the second phase of the programme participants learn what is required in order for transformational coaching to take place. On the first of four workshops, they learn how a coach can communicate their own knowledge, experience and insight within the coaching relationship. For the second workshop, they define how to coach within the organisational context and what external factors allow optimal performance to take place.

The fifth workshop is the second assessment day of the programme, and participants are again observed and given feedback on their practical coaching ability. The final workshop allows participants to synthesise their knowledge, in particular learning about the coaching market and their different options for continued learning and professional development.

### Coaching Practice

At the heart of The Coach's Programme is the belief that coaching is a skill which can only be learned through practice. Participants are expected to work with a minimum of four practice coachees during the programme, undertaking a minimum of six sessions with each. Sessions on 'real' issues give participants an opportunity to understand coaching within a safe environment.

### Assessment

To successfully complete the programme, participants must demonstrate both their practical ability in core coaching competencies and their capacity to reflect upon and understand their coaching experience. Their ability to practice core coaching competencies is assessed through observation on two assessment days. Their ability to reflect upon and understand their experience is assessed through a substantial written portfolio which includes a short essay, book reviews, and a statement of their continuing professional development intent.

### Selection and enrolment

Enrollment in The Coach's Programme is limited to a maximum of twelve participants who learn together as a group. All applicants who wish to attend the programme are requested to submit an application form. Applicants will then be invited to an interview with members of our Faculty and Management Team. Successful applicants will be accepted onto the programme.

### Attendance

So as not to disrupt the learning group we require participants to attend all of the learning dates in full.

### Location

To be confirmed

## The Coach's Programme Commencing November 2010

First Middle East Coach's Programme	April - November
Pre-programme 1:1	20 & 21 April
Workshop 1 Fundamentals	16, 17 & 18 May
Workshop 2, 3 & 4	22, 23 & 24 June
Workshop 5, 6 & 7	14, 15 & 16 September
Workshop 8 & 9	19 & 20 October
Post Programme 1:1	9 & 10 November

### Second Middle East Coach's Programme

To be confirmed

Profile of participants are from all levels of an organization: Board of Directors, Chief Executive Officers, Managing Directors, Senior Managers and young talent, as well as independent consultants.



## Learning with The School of Coaching

At the heart of The School of Coach's learning philosophy is the belief that coaching is a skill which can only be learned through extensive practice. This takes time, support and individual attention.

Participants on all our programmes are assigned a programme leader to support them throughout the course.

Programme leaders are members of The School of Coaching's Faculty, who are among the most knowledgeable and experienced executive coaches in the country. They are able to offer a unique level of wisdom and practical support to participants.

The School of Coaching achieves an unparalleled level of individual attention by teaching all our programmes on a ratio of six participants to each programme leader. We never accept more than twelve participants on any programme. This allows each participant to gain an exceptional level of direct observation and tailored feedback.

Our programmes give participants the time to develop their skills to a high level by spacing workshops at intervals of roughly three weeks. This allows participants the time to assimilate their learning through considerable practice, both at home and on workshop days.

Finally, we know that the best learning comes with enjoyment. We strive to ensure that our programmes provide both.





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