



You will be a Board Director, Director Designate or Portfolio Director who is seeking to enhance your contribution in managing, supporting and working with others by adding coaching expertise to the toolkit of education, skills and experience which you bring to your role. You may work with major quoted or unquoted international or national companies, mid-cap companies or SMEs, equally you may be a Board member of a public sector or not-for-profit organisation.

You will have recognised that bringing the best out of others and helping them to perform to their optimum is an absolutely key way to improve the performance and results of organisations you are involved with. This recognition will have led you to commit to further enhance your support for others that you work with through developing your personal coaching expertise.

Who is it for?

- Directors who want to become a qualified coach
- Directors who wish to incorporate coaching into their portfolio
- You may be
 - - Portfolio Directors or Chairmen
 - - Non-executive and Executive Directors
 - - Consultants who are former directors

What is it about?

- Provide a solid grounding in the principles and practice of coaching with a focus on Board level coaching
- Enhancing your understanding of coaching and a wide range of coaching models
- Develop your appreciation of self as a coach
- Learning how to transition into becoming a coach
- Discover how to bring coaching to help others

What will it do?

- Understanding how you, as an individual, coach
- Enable you to develop your personal coaching model
- Build a plan for ongoing development as a Board level coach

Programme content

Module 1 - The Start: Engaging the Client (2 days)

- Who are you as a director and leader?
- How can coaching help you as a Director?
- Develop an understanding of the importance, and the practice, of contracting with 'client', coach and sponsor
- Study key coaching frameworks and models to clarify goals and objectives for coaching
- Enhance your listening and questioning skills in practice sessions with direct feedback
- Start to develop your own personal, unique, coaching framework
- Clarify your understanding of ethical guidelines and professional standards
- Establish coaching relationships with fellow director participants to promote coaching practice
- Understand how you are going to bring what you are learning on the programme to practical use in your work whether as executive director, non-executive director or coach
- Learn from a leader in the field of executive coaching theory and practice. John Leary-Joyce, the founder and CEO of AoEC, will speak on, and demonstrate, the power of advanced coaching techniques in Board level situations

Module 2 - Deepening the Understanding (2 days)

- Learn how to utilise consulting skills in a coaching context at Board and senior management level
- Utilise systems thinking to understand coaching in the organisational context
- Assess your 'clients' developmental and emotional needs
- Clarify the ethical and professional boundaries of your personal coaching practice
- Explore the nature of personal and professional change
- Understand that in a business environment coaching will not always be the appropriate approach
- Learn from the CEO of a major commercial company who is also a trained Executive Coach. Clayton Witter, the CEO of BEKO UK will discuss the relevance, utility and practical application of coaching for those operating Board level.

Module 3 - Review and Closure (2 days)

- Understand how your own experience of organisations influences your approach
- Discuss and practice coaching on a variety of frequent business issues such as:
 - alignment of goals between individuals, teams and organisation
 - career transition
 - overcoming poor or ineffective relationships with colleagues
 - effective action planning
- Recognise that coaching in a business environment is a 'way of life' and that coaching will not always happen in structured coaching sessions
- Practice coaching in unconventional situations



- Provide organisational feedback in a way that respects the confidentiality of the client
- Manage the 'psychology of endings', providing healthy closure for the client, coach and sponsor
- Plan how to take your coaching learning back into your board level work and to further develop your coaching capability
- Learn from a leader in the field of executive coaching theory and practice or an established Board Level coach (all 3 modules will include an invited guest speaker on the first evening).

Assessment

Assessment is via a combination of continuous assessment throughout the programme coupled with a formal Assessment Day following completion of the third module. Successful completion of the Assessment Day leads to comprehensive accreditation with the leading coaching accreditation bodies.

Accreditation

Successful completion of the Assessment Day will lead to award of the AoEC Diploma in Intermediate Executive Coaching:



EMCC Qualification *Intermediate - Level 5*



ICF Qualification.

*ACSTH (Accredited Coach Specific Training Hours).
Represents 43 Coach Specific Training Hours (CSTH)*



Association for Coaching *AC Recognised course*

Fees

Programme Fees £3995 plus VAT
Residential costs not included.

Venue

TBC

Dates 2011

Mod 1 24 & 25 Feb

Mod 2 14 & 15 April

Mod 3 12 & 13 May Assessment 23 & 24 June

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