

Diploma In Coaching For High Performance & Business Improvement

A professional coaching qualification for
Leaders, Managers and HR professionals



CHT CONSULTING
AT THE HEART OF YOUR BUSINESS

Coaching for High Performance and Business Improvement

Why Coaching?

A new poll of HR professionals suggests that **a significant number of employees within their sectors are concerned that their managers lack essential leadership skills** and could benefit from further training.

Recent research by the Institute of Leadership and Management (ILM) found that 94% of those questioned felt that their bosses need additional development, with the ability to motivate, with emotional awareness considered most important. ILM CEO, Penny de Valk says that “This leadership skills gap is holding UK businesses back. We need to get better at developing these essential people leadership capabilities”.


Leadership behaviour more than anything, sets the tone for the organisation. A leader’s greatest gift is the ability to deliberately model trust, confidence, compassion and integrity. Leaders are judged on how well they communicate, influence others, develop strategy, make difficult decisions and inspire others. How do you help your leaders deal with the many challenges they face at a time of lower morale, slashed budgets, and reduced headcount?

How do they create a climate of high morale and motivation in which they too can give of their best? How do they learn to win the hearts and minds of their staff, get buy in to organisational change, develop creative solutions, encouraging people to take personal responsibility? How do they learn to behave in a way that demonstrates courage, honesty and integrity?

How do you help them to **be** the change they want to see in the business?

The further up the ladder a leader moves, the less likely they are to benefit from constructive feedback. Giving constructive feedback to anyone is difficult for most people. Coaching helps to fill this gap. When done well, coaching accelerates the development of managers and leaders. It also changes the organisation.

Coaching is not just a process: it is a way of leading the organisation. When done frequently and well it contributes to the development of leadership skills. Turning your leaders into effective coaches will create a powerfully motivating business climate based on honesty and trust.



Leadership behaviour contributes up to 60% of “what it feels like to work here”.

What do participants learn?

The Diploma Programme:

- Develops and trains motivated and talented employees to become coaches.
- Provides participants with a formal qualification: a Diploma in Coaching (Level 4) accredited by the National Council for Further Education (NCFE).
- Raises the bar for internal coaches/managers by providing them the opportunity to develop mastery in coaching skills to a professional standard (International Coaching Federation standards).
- Focus is on changing behaviour within the organisation, not just working at a task or problem solving level.
- on changing behaviour within the organisation, not just working at a task or problem solving level.
- Explicitly connects coaching with leadership styles and behavioural change within the organisation.
- Empowers coaches by providing them with the tools and practices that will provide personal insights into their own behaviour and how this new knowledge can be applied in all aspects of communication within the organisation.
- Provides a cost effective way of expanding the organisation's capacity at a time when funding is tight and the need for effective coaching is increasing.

What can you expect to be different?

It is increasingly recognised that Individuals and groups perform better with coaching and this performance translates into business results. Some of the specific ways in which coaching is beneficial include the following:

- Increased productivity, improved communication, increased staff commitment and loyalty and decreased levels of stress and tension.
- Developing loyal and commitment to the company in the face of demanding organisational change, particularly in a time of economic downturn.
- Prevent executive derailment, which, as some studies suggest, can be as high as thirty-three per cent for senior executives.
- Develop a deeper insight into own behaviour and the development of improved interpersonal skills. The Diploma programme helps participants to explore their leadership style and the impact it has on the climate for their direct reports/peers, issues around trust and integrity and how they handle conflict. The programme also includes recognising and regulating self-defeating beliefs, assumptions and actions.
- Helps leaders to provide clarity and understanding of the vision and mission of the organisation and to get buy in and commitment to the achievement of personal and organisational goals.
- Developing a culture of trust, commitment and personal responsibility both internally and with the external world of clients and customers.
- Enables the executive or manager to leverage his or her personal power more effectively.

Who is coaching for high performance and business improvement for?

The Diploma in Coaching for High Performance and Business Improvement will have particular relevance for leaders of all levels to achieve high levels of Leadership capability or for anyone wanting to achieve results through supporting the development of others. The course incorporates proven coaching methods with current leading edge thinking in leadership and management practice, providing a challenging journey for learners. It is designed to benefit both the learner and their organisation offering a real return in investment. There are no specific recommended prior learning requirements for this qualification but it may be helpful if you hold or have held a managerial position or are an HR professional. Entry is at the discretion of the accredited centre delivering the course.

About CHT Consulting

Catherine Thomson founded CHT Consulting in 1996. Her work as an executive coach has evolved over many years as both a manager and leader in organisations and through her own journey of personal development. This led to her desire to continue working with people in a coaching capacity. She believes that leadership behaviour in organisations is pivotal in creating the environment in which people are motivated to be the best they can be, more than other influences such as structure and processes. She has created her own methods and style of high level coaching skills, assimilated from a variety of disciplines and from her many years of leading, coaching and training.

Catherine has led leadership and coaching workshops across all sectors in the UK and abroad. Her company is an approved centre with the Northern Council for Further Education which allows her to work with client organisations to create a customised award for training.



Feedback from participants who have completed this programme

- A significant improvement in their coaching skills which has had a positive spin off in their role as line managers, trainers and facilitators.
- Greatly increased self awareness and commitment to ongoing self development.
- Increased ability to create the healthy tension that leads to change.
- Confidence in providing 360 degree feedback as part of their organisation's behavioural change programme
- An increased ability to influence.
- Improved relationships at work and at home.

and, for the client

Increased credibility in coaching as a mechanism for behavioural change:

- The development of a pool of accredited coaches with a common language and common tools able to influence the culture and behaviour of leaders within the organisation.
- Reciprocal coaching agreements between participants for ongoing learning and development

and finally, the NCFE external verifier

"A major strength of the course was the level and quality of feedback given to the candidates. This was particularly evident in the feedback given to candidates on their coaching sessions which was extremely detailed and included a clear developmental plan to enable them to improve their ability to coach."

“

The witness statements produced by the Tutor were an example of excellent practice as they clearly identified what the candidate did to meet the requirements of the learning outcomes. ”

"The feedback candidates receive throughout the portfolios is detailed and identifies both the strengths of the candidate work and areas that need to be addressed to enable the candidate to meet the learning outcomes.

"This is an outstanding customised award that fully meets the needs of the client group. Feedback and the variety of assessment methods used ensure that the candidates produce evidence of the highest possible quality and improve their ability to coach."

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Programme Outline

Induction

- A three hour Induction will provide Learners with:
- A personal welcome and introduction from the course tutor and course sponsor (if appropriate)
- An opportunity to familiarise themselves with
- The Learners Charter
- Support for Learning Policy
- Internal Assessment and Appeals Policy and Procedure
- Complaints Procedure
- Course Programme and timetable
- Issue of Course Materials
- Information on NCFE
- Internal and external moderation procedure

Unit One

Coaching for High Performance and Business Improvement

This unit will enable learners to set up an effective coaching environment within their organisations. They will cover the role of the coach, how to develop a high motivational, high performance climate through the appropriate use of a range of leadership styles. Learners will also explore the qualities and attributes of an outstanding coach and to self assess against those qualities, attributes and competencies. Learners will be introduced the Coaching Model, “Coaching for High Performance”, against which they will practice their coaching skills. A learning agenda will be created based on assessed skills and areas for development

Unit Two

Developing and Enhancing Coaching Capacity

This unit will enable learners to set up an effective coaching environment within their organisations. They will cover the role of the coach, how to develop a high motivational, high performance climate through the appropriate use of a range of leadership styles. Learners will also explore the qualities and attributes of an outstanding coach and to self assess against those qualities, attributes and competencies. Learners will be introduced the Coaching Model, “Coaching for High Performance”, against which they will practice their coaching skills. A learning agenda will be created based on assessed skills and areas for development.

Unit Three

Building & Developing Deeper Personal Awareness

This unit helps to increase self awareness and deeper recognition of learners own personality, strengths and weaknesses. Areas that are explored in depth include self image; attitude and beliefs, responses to stress and conflict; managing self as a prerequisite for effective communication and interpersonal relations; developing empathy for others.

Unit Four

Developing Coaching Mastery

This unit allows participants to work reciprocally in putting into practise the skills of coaching. This unit is highly interactive and practically based with participants delivering a minimum of two videoed coaching sessions, with self and tutor assessments followed by 1x1 feedback and learning plan.

Format of Coaching Programme

- 3 days of classroom learning (combination of theory and practice).
- Practical work between classroom learning.
- Learning journals and record of coaching application in the workplace.
- Response to set questions validating theoretical models and concepts.
- Minimum of two “on the job” coaching sessions which are videoed and self assessed against the coaching mastery criteria.
- Two 1x1 coaching supervision sessions per person. (2 hours per person) following unit 4.
- Telephone coaching support if required.
- Internal moderation process.
- External verification process.
- If it is an in house programme an elapsed period of 9-12 months is recommended, although timescales can be negotiated to suit organisational constraints and urgencies.
- Open programmes will take 9 months.
- A minimum of 61 hours of learning is required within the programme timescales.

Assessment

Our assessment follows a rigorous process which includes written work, self assessment, peer and tutor testimony and observed coaching capability against coaching mastery skills and behaviours, concluding with internal and external moderation.

Accreditation and Professional Associations

- CHT Consulting is an approved Centre with the Northern Council for Further Education
- All tutors and internal moderators are approved by the Northern Council for Further Education
- CHT Consulting is a member of the International Coach Federation
- CHT Consulting adhere to the professional and ethical framework of the International Coach Federation
- All tutors engage in regular coaching supervision, as well as Continuing Professional Development.
- CHT Consulting is a member of the Association of Psychological Type

If you are interested in discussing the Diploma in Coaching for High Performance and Business Improvement Programme further, please email us at:

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