



# THE SCIENCE AND ART OF ORGANISATIONAL COACHING

## EQUIPPING YOU FOR THE FUTURE

**Coaching is one of the fastest growing professions and is enabling positive change in people's communication skills, performance, confidence and many other aspects of their behaviour and mindset.**

In an environment that is increasingly complex and constantly changing, coaching is a powerful tool to help people navigate situations, tasks, challenges, goals and aspirations for greater success, fulfilment and wellbeing.

Organisations too, more than ever before, need the skills and principles of coaching in order to develop a culture that is inclusive, accountable, innovative and agile. Organisations with these qualities are better able to handle the complexity and speed of change of today's business environment. Research clearly indicates that organisations with coaching capability and culture are more likely to be high performing, more equipped to handle change and experience better financial performance and growth than other organisations within their industry sector.

"A fantastic and comprehensive introduction to coaching that really empowers professionals or those looking to pursue coaching as a core component of their work."

*Science & Art Participant*

## RECOMMENDED FOR:

### **Leaders, Managers and Individuals**

Leaders, managers and individual contributors from all business functions will benefit greatly from this programme. Good coaching skills enable anyone who needs to develop, influence and communicate effectively with others, whether inside or outside of the organisation to achieve greater success.

### **External and Internal Coaches**

This programme is also ideal for those who wish to become external or internal coaches offering their services to and within organisations and individuals.

### **Trained coaches wishing to progress from ACC to PCC ICF Credential**

This programme offers great development for coaches currently holding an ACC credential who want to complete further coach-specific training hours towards their PCC Credential application.



# PROGRAMME DETAILS

## MODULE 1

### Foundational Skills

- What is the philosophy and definition of coaching and how it differs from other professional ways of working with people?
- An initial framework for a structured coaching conversation.
- Introducing essential coaching skills for leaders, managers and internal/external coaches:
  - Listening skills.
  - Thought provoking and forward moving questioning skills.
  - Effective goal setting and visioning leading to clear and committed forward action with accountability.
- Module includes demonstrations of coaching plus plenty of practice opportunities with feedback.

## MODULE 2

### Going Deeper

- Developing rapport and building the coach-client relationship.
- Transactional and transformational coaching.
- Deeper questioning skills to expand and explore thinking, perspectives and possibilities.
- Advanced listening skills using all of the senses.
- Identifying and exploring limiting and empowering beliefs.
- Professional and ethical practices including organisational contracting.
- Module includes demonstrations of coaching plus plenty of practice opportunities with feedback.

## MODULE 3

### From Science to Art

- Neuroscience and coaching.
- Psychological models to enhance understanding of how human behaviour impacts performance.
- Using intuition as an effective coaching tool.
- The place of feedback in coaching.
- Accessing and leveraging client's learning.
- The coach-client partnership.
- Structuring and developing your coaching practice.
- Developing the coach as well as the client.
- Practical ways to use coaching skills in the organisation.
- Module includes demonstrations of coaching plus plenty of practice opportunities with feedback.

## OPTIONS & PRICING

*Our flexible approach offers four programmes in one, depending upon the wants and needs of the individual.*

### Option 1: Full Programme (all 3 Modules)

This is a complete programme aimed at coaches who wish to develop great coaching skills for use with individuals in or outside of an organisation. This complete package also offers sufficient coach-specific training hours to apply for an ICF ACC Credential and provides **76.25 ICF Accredited Coach-Specific Training Hours (ACSTH)**.

**£3,500 (+ VAT if applicable)**

### Option 2: Module 1

Module 1 provides a strong foundational grounding in coaching skills and is ideal for managers and leaders to develop their coaching style as part of their leadership skill set. This programme provides **26.75 hours of ICF Accredited Coach-Specific Training (ICF Core Competency CCEs)**.

**£1,200 (+ VAT if applicable)**

### Option 3: Modules 1 & 2

This package is ideal for those whose focus is the development of others or who want to further enhance their own coaching capability. This programme provides **53 ICF Accredited Coach-Specific Training Hours (ACSTH)**.

**£2,400 (+ VAT if applicable)**

### Option 4: Modules 2 & 3

This package is ideal for coaches who already hold an ICF ACC Credential and are working towards their PCC Credential application or use this programme towards their credential renewal as part of their ongoing professional development. This programme provides **49.50 ICF Accredited Coach-Specific Training Hours (ACSTH)**.

**£2,400 (+ VAT if applicable)**



## PROGRAMME DATES

Visit [tracysinclair.com/accredited-coach-training](https://tracysinclair.com/accredited-coach-training) for upcoming programme dates and registration information.

# FROM ASPIRATION TO *Reality*

## YOUR COACHES



*Tracy Sinclair*

Tracy Sinclair is a Master Certified Coach (MCC) with the International Coaching Federation (ICF). She is also a trained Coaching Supervisor, Mentor

Coach and ICF Assessor. Tracy trains coaches and works with managers and leaders to develop their coaching capability. She works as an international Corporate Executive and Board Level Coach, a leadership development designer and facilitator working with a wide range of organisations.

Tracy also specialises in working with organisations to support them develop coaching culture. Tracy has co-authored a book: *Becoming a Coach: The Essential ICF Guide* published in 2020 which provides a comprehensive guide to coaching for coaches at all levels of skill and experience, the psychology that underpins coaching and the updated ICF Core Competency Model. In this same year she founded *Coaching with Conscience* which exists to have a positive impact on society and our environment through coaching.

Tracy was named as one of the Leading Global Coach winners of the Thinkers50 Marshall Goldsmith Awards of 2019. Tracy was the President of the UK ICF Chapter from 2013-2014 and has been an ICF Global Board Director since 2016, serving as Treasurer in 2017, Global Chair in 2018 and Immediate Past Global Chair in 2019. She currently serves as a Director at Large on the International Coaching Federation Global Enterprise Board.

### Education and Qualifications:

- ICF Master Certified Coach (MCC)
- Certified Coach Supervisor
- Master NLP Practitioner
- Diploma in Counseling
- Hogan Certified



*Hilary Oliver*

Hilary works as an executive and leadership coach, and as a facilitator, trainer, coach mentor and coach supervisor.

She is a Master Certified Coach (MCC) with the ICF and has been coaching professionally for over 15 years in the UK, Europe and world-wide and works with executives of small- and medium-sized businesses as well as large multinational organisations.

She has been a coach supervisor since 2009 when she trained under Trudi Newton and Hilary Cochran with Coaching Development. She also has been providing mentor coaching for ICF credentials since 2008. She believes very strongly that Coaches be professional in their work and that working on their development and obtaining their credential (qualification) is important for coaches and buyers alike. She is a former board-level director with more than 30 years of experience in a wide range of business sectors and executive positions.

She was the President of the UK ICF Chapter in 2012 and is a Past Chair of the ICF Global Board.

### Education and Qualifications:

- ICF Master Certified Coach (MCC)
- Certified Coach Supervisor
- Post Graduate Diploma in Strategic Training and Development
- Certified in Assessment tools including DISC, SDI®, PCI Verax, BARON-EQI, Criterion Management assessment tool