

Coaching  
for our global  
future

# Professional Practitioner Diploma in Executive Coaching

Enhance your ability to cultivate a transformational coaching presence, build meaningful relationships, and uphold ethical standards in alignment with the dynamic social, cultural, and ecological landscapes of the 21st century.



In a rapidly evolving world, where boundaries between cultures and borders are increasingly blurred, the need for a new global coach training programme has never been more pressing. This virtual programme that has been designed to align with ICF PCC competencies, isn't just about expanding a coach's knowledge; it's about broadening their horizons. Through modular learning, mentor coaching, observation, and feedback, with our global faculty team of experienced coaches, it empowers coaches to transcend limitations, connect with diverse perspectives, and truly elevate their craft. To shape the coaches of tomorrow, we are excited to offer this innovative programme that breaks down borders, enriching the world one coach at a time.

**Sarah Carrington**  
AoEC, Head of Education

# Contents

Welcome	3
About the AoEC	4
Why train with the AoEC?	5
About the programme	7
Programme design overview	8
Modules	9
What makes this programme so special?	12
Faculty	13
Useful information	18
Ongoing training with the AoEC	19

## Welcome

### **Welcome to the Academy of Executive Coaching (AoEC), where we invite you to embark on a transformative journey into the world of coaching excellence.**

The Professional Practitioner Diploma in Executive Coaching is a collaborative programme and we are delighted to present our global faculty team, including representation from AoEC UK, AoEC East Africa, AoEC Estonia, AoEC Poland, AoEC Turkey and AoEC UAE. At the AoEC, we have been pioneering in the field of executive coaching since 1999 and setting the highest standards for professional development in this dynamic discipline.

The Professional Practitioner Diploma in Executive Coaching is the latest programme from the AoEC and a testament to our commitment to excellence. This programme has been meticulously designed to align with the rigorous standards set by the International Coaching Federation (ICF) at the Professional Certified Coach (PCC) level. We are thrilled to introduce you to a programme that significantly broadens your knowledge of coaching, delving deeper into its essence.

The programme builds on your foundational coach training via the Practitioner Diploma in Executive Coaching (or equivalent) and has been carefully curated to provide a curriculum that deepens your exploration of two fundamental questions – ‘Who am I?’ and ‘How do I coach?’. The Professional Practitioner Diploma in Executive Coaching delves into what it’s like to coach within relational, organisational and societal contexts. It compels you to develop your unique signature presence, coaching practice and professional ethics.

Our new Diploma has been developed to help you further your journey as a coach and support you in making an even more positive impact on individuals, organisations and society as a whole. We are passionate about all things coaching and are pleased that you have chosen to consider training with the AoEC. If, having read through this brochure, you would like to discuss your pathway further, please do not hesitate to get in touch.



## About the AoEC

**The AoEC exists to provide the highest quality accredited coach training to individuals and to facilitate culture change at all levels of an organisation, encompassing both small and large scale transformations.**

**We achieve this through a combination of coach training, coaching, and coaching-based leadership and management development in the UK and globally. AoEC boasts an international faculty and a pool of coaches trained to the highest global professional standards.**

**We believe that coaching unlocks the potential in individuals to be the best they can be and we are committed to helping you unleash your full potential. #unlockingpotential.**

# Why train with the AoEC?

We are honoured to be a triple-accredited global coach training provider that is a Certified B Corporation®.

The AoEC has built an enviable reputation for executive coach training, fostering a unique environment that empowers participants with the skills to challenge themselves and their clients.

Here is what sets us apart at the AoEC:

## Our approach



### Your success matters

Our primary focus is you. We're dedicated to coaching you to become the best coach you can be. Recognising that becoming a truly exceptional coach is a deeply personal journey, we are here to support you every step of the way.



### Experiential training: learning through experience

We share our profound understanding of the business world and human behaviour. Our training emphasises practical experience, allowing you to practice your coaching skills, experience being coached yourself, and observe others coaching in a safe and supportive learning environment.



### Business-centric focus

AoEC stands out for its distinct business focus. Participants on our programmes share this common dedication, fostering a sense of shared purpose within your group.



### Create your own coaching model

Our programmes cover various established coaching models, but we don't stop there. We work closely with you to identify, shape, and develop your own coaching model, style, and signature presence.



### Exceptional faculty

Our faculty comprises highly skilled and respected individuals with extensive experience and qualifications in executive coaching. Each member of our faculty is an accomplished executive coach in their own right.



### Unwavering commitment to professional standards

Our Professional Practitioner Diploma in Executive Coaching brings best practice from across the global coaching industry, and it is designed to align with the standards set by the International Coaching Federation (ICF) at the Professional Certified Coach (PCC) level. We are devoted to your coaching journey and committed to maintaining the highest standards of excellence in the field.

Over the last 24 years we have trained over

14,000

people from nearly 80 different countries

## Accreditation: your path to excellence

Upon successfully completing one of our Diploma programmes, you are well on your way to becoming an accredited coach yourself. You are able to choose the accrediting body that best aligns with your needs, and we are able to offer some support throughout this process. Additionally, upon completing one of our programmes, we are delighted to offer you our free accreditation for one year. We have every confidence in your potential as one of the best in the field, and we are committed to supporting your journey.

## Global reach: coach training worldwide

Our training programmes span the globe. Through AoEC Global Partners, we offer training in numerous locations, leveraging our extensive coaching network to deliver quality coach training worldwide.



## Sustained support: a lifelong commitment

Our focus on you doesn't end with the completion of your training. We recognise that staying competitive in the coaching industry requires ongoing growth. That is why we are dedicated to supporting your professional development by offering additional programmes to enhance your coaching expertise.

Furthermore, upon successfully completing the Professional Practitioner Diploma in Executive Coaching, you automatically qualify to join our esteemed alumni network. This exclusive privilege grants you access to a dedicated website area, brimming with valuable reports, articles, and resources. You will also receive invitations to exclusive alumni events, enjoy eligibility for discounts on related services, and gain access to special pricing for future AoEC programmes.

## Unique connections: where bonds are forged

Training with us extends beyond skill development. You will forge connections with like-minded individuals, cultivate valuable business contacts, and form lasting friendships. The beauty of this camaraderie is not of our making; it's a testament to the inspiring coaches who train with us. We take great pride in witnessing alumni reunions at events, where they greet each other as if they've been lifelong friends, a testament to the lasting impact of our coaching community.



# About the programme

## Find out information about the Professional Practitioner Diploma in Executive Coaching and its programme design.

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### Entry requirements

For 2024, entry to this programme is available exclusively to graduates of the AoEC Practitioner Diploma in Executive Coaching.

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### Programme aim

The Professional Practitioner Diploma in Executive Coaching deepens the exploration of, 'Who am I?', and 'How do I coach?', reflects on the role of the coach in a relational, organisational, and societal context, and challenges you to bring the whole field into your unique signature presence, coaching practice, and professional ethics.

The programme moves beyond coaching tools and techniques to develop your transformational coaching presence, relationships, and ethics in response to the social, cultural, and ecological realities of the 21st Century.

The programme builds on your foundational coach training by deepening the exploration of, 'Who am I?', and 'How do I coach?' through five key themes:

- coaching the client in context
- holding space
- coaching presence
- coaching the whole client
- being human

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### Learning outcomes

On completing this programme, you will be able to:

- explain how your coaching framework and model have evolved, and how this informs your signature presence, coaching practice, and professional ethics
- demonstrate evidence of a reflective practice appropriate to a professional coach practitioner
- show how you attend to the whole coaching client and the multiple systems in which you are both embedded
- demonstrate the capability and competency of a professional coach practitioner

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### Programme design

The Professional Practitioner Diploma in Executive Coaching is designed with flexibility in mind and provides six days of coaching education over six months. This takes the form of five days of workshops and group mentor coaching over a five-month period followed by a group assessment day in month six.

Your learning is supported by peer coaching practice, 1:1 mentor coaching and supervision tutorials, and pre-recorded webinars. It is supplemented by independent study and at least 10 hours of client practice.

The programme comprises:

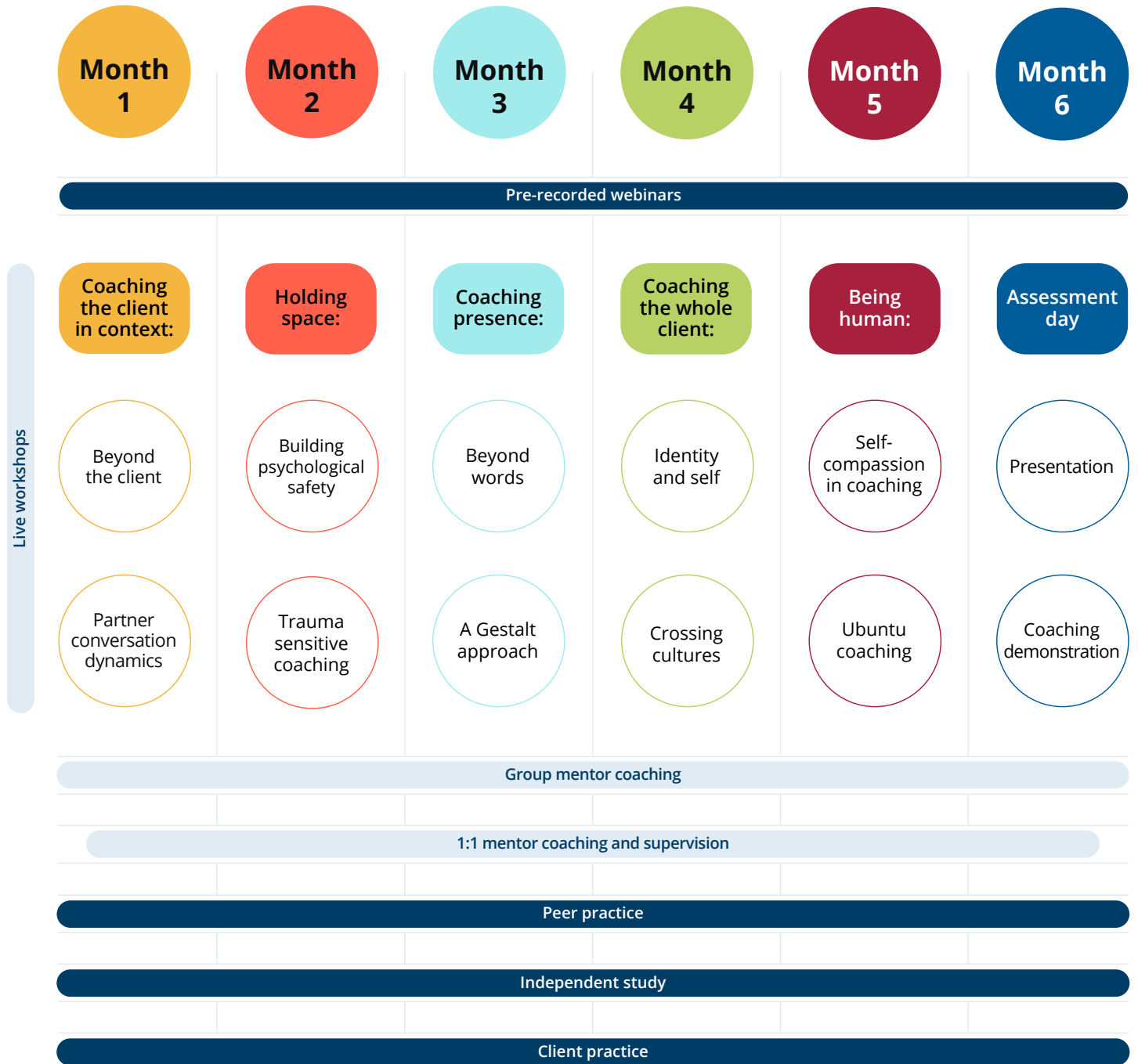
- 10 pre-recorded webinars
- 10 live workshops
- 5 group mentor coaching sessions
- 5 peer coaching practice sessions
- 3 1:1 mentor coaching and supervision tutorials
- 20 hours of independent study including completion of your personal learning journal
- 10 hours of client practice (minimum)

The assessment comprises:

- 1 reflective essay (3,000 words)
- 1 presentation of coaching model and ethics case study
- 1 coaching demonstration

To graduate from the Professional Practitioner Diploma in Executive Coaching programme, you are required to attend and complete all aspects of the programme and pass the three components of the assessment.

# Programme design overview





# Modules

## 1

### **Coaching the client in context: Beyond the client** (Day 1)

This module explores the shift from 'me to we'/'ego to eco' and considers the responsibilities of coach and client as global citizens. You will learn how to integrate a systemic approach into your coaching practice and how to attend to systemic complexity.

## 2

### **Coaching the client in context: Partner conversation dynamics** (Day 1)

This module considers the impact of partner dynamics on you, your capacity to coach, and on client outcomes. You will discover, design, and manage your signature partnering competencies.

## 3

### **Holding space: Building psychological safety** (Day 2)

This module creates awareness around what it means to feel unsafe, how to define psychological safety, and how to build a container for you and your client. You will acquire knowledge, awareness, and practical approaches to provide psychological safety in the coaching relationship.

## 4

### **Holding space: Trauma sensitive coaching** (Day 2)

This module equips coaches with a basic understanding of trauma-sensitive coaching, integrating knowledge of burnout and trauma's impact on the nervous system. You will learn grounding techniques and how to honour the wisdom of the psyche, guide clients with their core self, and maintain ethical practices.

# 5

## **Coaching presence: Beyond words**

(Day 3)

This module moves beyond words to introduce the role of somatics and the unspoken in bringing about transformational change. You will be introduced to the cognitive, somatic, and systemic minds, and learn practical tools and techniques to integrate somatic intelligence into your coaching.

# 6

## **Coaching presence: A Gestalt approach**

(Day 3)

This module addresses a Gestalt perspective on presence as coach in relation to your client and provides the Use of Self tools to create transformational change. You will learn how to bring the principles of Gestalt 'Resonance' into your coaching practice.

# 7

## **Coaching the whole client: Identity and self**

(Day 4)

This module surfaces different aspects of identity and investigates the role of identity and Self in the coaching relationship. You will learn about the different aspects of group social identity, how they shape both coach and client, and how you can work with the client as a whole.

# 8

## **Coaching the whole client: Crossing cultures**

(Day 4)

This module raises your self-awareness as a cross-cultural coach and considers the impact of culture on the coaching relationship. You will learn how to meet your client as a whole as they explore their ways of being in the world.

# 9

## **Being human: Self-compassion in coaching** (Day 5)

This module considers the three components of self-compassion and asks how you can model and generate self-compassion as a coach. You will learn about the myths and realities of self-compassion, and the role of self-compassion in the coaching relationship.

# 10

## **Being human: Ubuntu coaching** (Day 5)

This module explores the Ubuntu approach to coaching and enriches your ways of working within systems, cultures, and communities. You will explore what it means to be humane and how this shows up in your coaching practice.

# 11

## **Assessment and evaluation** (Day 6)

The Professional Practitioner Diploma in Executive Coaching is experiential in nature and supports you to learn through the experience of coaching. The programme incorporates cycles of experience, reflection on the experience, conceptualisation of the experience, and active experimentation, as well as ongoing evaluation and feedback in a supportive environment.

The programme also includes an element of formal assessment focusing on reflective practice and your competency as a coach to ensure that you meet both the AoEC programme outcomes and the standards set by the ICF for a Professional Certified Coach.

Assessment includes the submission of a reflective essay prior to the assessment day, as well as a presentation of your coaching model and ethics case study, and a coaching demonstration, on the assessment day itself.

# What makes this programme so special?



## Become a Professional Coach Practitioner

Taking you above and beyond your initial coach training, this programme is designed to develop the competencies of an International Coaching Federation (ICF) Professional Certified Coach (PCC).



## Experiential

Our emphasis is on experiential learning, ensuring you enhance your real-world coaching practice.



## Our global faculty

You will join our global programme faculty over five days of interactive workshops to explore these themes through plenaries, small group work, and coaching demonstrations. All facilitation is undertaken by programme faculty who hold the ICF PCC or MCC credential.



## Blended learning

Our programme offers a blend of learning styles, allowing you to absorb theory and practice techniques through various avenues, reinforcing your learning.



## Mentor coaching

Benefit from one-to-one and group mentor coaching to support the development of your coaching competencies. All mentor coaching is provided by programme faculty who hold the ICF PCC or MCC credential.



## Business focused

We equip you to work as a coach within the unique context of organisations, integrating the essential considerations for a successful coaching practice.



## Feedback and observation

Continuous feedback from AoEC faculty based on observation of your coaching practice.



## Delivered in modules

This new Diploma (which builds on your initial coach training), is spread over a six month period and delivered in easily digestible modules allowing ample time for practice and learning.



## Flexibility and virtual learning

Designed with flexibility in mind, our programme offers six days of coaching education delivered virtually. This format includes five days of workshops and group and individual mentor coaching over a five-month period, followed by a group assessment day in the sixth month.



## Culturally diverse

As a virtual programme, participants from around the world come together, providing a rich tapestry of perspectives and deepening your peer learning experience.



## Hands-on experience

Throughout this programme, you can apply your coaching skills using the tools, techniques, models, and theories you are learning with your practice clients. Practical application is the most effective way to learn and grow as a coach.



## AoEC alumni

Upon successful completion, you will join the esteemed AoEC alumni network, gaining invaluable support from fellow qualified coaches and exclusive access to discounts and benefits.

# Faculty



## Dumi Magadlela, ICF PCC

Guest Faculty, AoEC East Africa

Dumi Magadlela is an accredited international executive coach, team coach, coach trainer, leadership development facilitator, organisational 'people whisperer', and African skills development practitioner. Dumi co-founded the Ubuntu Coaching Foundation (UCF) at The Coaching Centre (TCC) in South Africa where he has been part of Senior Faculty for over twelve years. He currently serves as a Trustee on the Board of the International Coaching Federation Foundation (ICF-F). Dumi is part of an international faculty at the WBECS' Global Team Coaching Institute (GTCl). He is accredited by the European Mentoring and Coaching Council (EMCC) as a Senior Practitioner in Team Coaching.



## Gamze Bayraktaroğlu, EMCC EIA Master Practitioner

Faculty and Head of AoEC Turkey

Gamze is an experienced leadership trainer of 24 years, an internationally accredited EIA Master Coach and has been coaching executives and teams for 15 years. Gamze is also an ESIA accredited coach/mentor supervisor, an EMCC coach assessor and co-author of a book called - Managers as Coaches. She has deep experience in facilitating leadership, teambuilding, coaching and mentoring skills training.



## George Warren, ICF PCC

Faculty, AoEC UK

George is an ICF accredited executive coach, facilitator and consultant. After nine years in senior management positions in the travel industry, he studied and practiced coaching, enjoying the challenge of introducing a coaching culture and style to businesses. It was while attending the Practitioner Diploma programme that he realised coaching was 'in his bones' and set up his own practice after graduating.



## Joan van den Brink, ICF PCC

Faculty, AoEC UK

Joan has specialised in leadership and talent since 2001 and been an executive coach for over 15 years. Her expertise lies in working with teams and individuals in creating bespoke solutions to specific people needs that range from enhancing team effectiveness through building more trust and intimacy to creating and implementing people capability frameworks to develop desired skills in organisational transformations.





## John Gray, ICF PCC

Faculty, AoEC UK

John offers organisational consultancy and facilitation, non-managerial supervision, and coaching. He has developed a number of professional development programmes and initiatives, including supervision skills, effective conflict skills, team building, reflective practice, managing change, and globally responsible leadership skills and practice. His coaching practice is with leaders and leadership teams, in a wide range of local, national and international organisations.



## John Leary-Joyce, ICF PCC

Founder and interim CEO, AoEC UK

John is a highly principled leader, drawing on and applying his experience as a Gestalt psychotherapist, executive and team coach, trainer and supervisor. In 2010 he founded with Peter Hawkins the Systemic Team Coaching programmes. He has an MA in Executive Coaching, is a supervisor and author of Fertile Void, Gestalt Coaching at Work and Systemic Team Coaching.



## Katrin Oblikas-Peretti, ICF PCC

Faculty, AoEC Estonia

With over 15 years of leadership experience in multicultural teams, Katrin delivers the best results through coaching leaders and teams, mentoring coaches, and as a coach trainer. She has specific expertise in leading cultural transformational projects and developing coaching leadership conference programmes. Katrin was ICF Estonia Chapter president from 2020-2023.



## Leila Rezaiguia, ICF PCC

Faculty and Head of AoEC UAE

Leila is a multi-lingual executive, systemic team coach and ICF mentor coach with over 23 years, in public and private sectors, working with leading organisations and individuals to enhance productivity, maximise performance, and accelerate growth across five continents. She is renowned for her high energy, enthusiasm, passion, fun-loving nature, and her love for building connections, empowering and working with people from diverse cultures.





## Madeleine Dunford, ICF ACC (PCC pending)

Faculty and Head of AoEC East Africa

Madeleine is the founding managing director of Career Connections and comes from a background of assessing, developing and advising the largest companies in East and Central Africa. With her qualifications from the AoEC and ICF accreditation, she has over ten years' experience as an executive coach. Madeleine is an action oriented, solutions focused coach who believes deeply in the resourcefulness of her clients.



## Natalia Zalesinska, ICF PCC

Faculty and Head of AoEC Poland

Natalia is the founder of Metta Coaching and has master's degrees in occupational psychology and human resources management, is an NLP Master Practitioner, Integrative and Generative Coach, and holds the Advanced Diploma in Executive Coaching from the AoEC. She has coached both corporate leaders and entrepreneurs, with a particular interest in those driven to inspire and make positive impact.



## Shruti Sonthalia, ICF MCC

Faculty, AoEC UK

Shruti is renowned in the International Coaching Federation for her exceptional talent in guiding executives/senior leaders towards peak performance. Shruti has provided dynamic executive coaching to C-Suite and senior leaders across a diverse range of industries. Her educational background includes a sociology degree and economics diploma from the London School of Economics and Political Science.



## Zeynep Yetkin, ICF PCC

Faculty, AoEC Turkey

Zeynep is a credentialed coach with more than 1,300 hours of executive coaching practice. After graduating from Co Active Coaching Institute in 2013 she completed ORSC (Organisational Relationship and Systems Coaching) to lead team development. Zeynep has a Bachelor's Degree in Business Administration from Istanbul University and graduated from Yeditepe University MBA programme in 2002 with honours.





# Useful information

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## Overview

The Professional Practitioner Diploma in Executive Coaching builds on your foundational coach training via the AoEC Practitioner Diploma in Executive Coaching (or equivalent).

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## Where and when

This programme is offered in English and is delivered virtually. For those located in one of our AoEC Global Partner territories, you can apply through your local provider.

For assistance in locating your nearest AoEC office, please visit our website at [www.aoec.com/global](http://www.aoec.com/global).

For the most up-to-date information regarding when the programme is running, please refer to our website.

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## Price information

For the most up-to-date information regarding programme pricing, please refer to our website.

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## AoEC alumni association

Once you graduate with the Professional Practitioner Diploma in Executive Coaching, we want to celebrate your success and recognise that you still need support. You will become a part of the free AoEC alumni network where we are continually working on ways to help support you.

## Accreditation

The Professional Practitioner Diploma in Executive Coaching has been designed to meet the requirements of ICF Level 2 when combined with the Practitioner Diploma in Executive Coaching, or with another ICF ACSTH or Level 1 programme. It has been created to provide you with the education hours, mentor coaching hours, and performance evaluation required for the ICF Professional Certified Coach (PCC) credential.

Our new programme will be submitted for ICF accreditation following completion of the pilot in spring 2024. Subject to ICF approval you will graduate from a Level 2 programme, but this cannot be guaranteed.

This programme provides 73 hours of Continuing Professional Development, including 10 hours of mentor coaching, from the AoEC. These hours can be used towards your accreditation with a professional coaching body of your choice, including an ICF credential via the portfolio route, or for renewal of a current coach accreditation.

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## Continuous professional development (CPD)

Should you wish to enhance your expertise in a specific area, you may consider the programme modules as stand-alone options. Each module can be applied for individually, offering you valuable CPD hours that can contribute towards your accreditation or re-accreditation with your chosen accrediting body.

# Ongoing training with the AoEC

Growing with the different levels of training as you become more experienced as an AoEC coach.



## For coaches

- Systemic Team Coaching® Diploma
- Team Coaching Fundamentals - organisations only
- Systemic Team Coaching® Certificate
- Advanced Practitioner Diploma in Executive Coaching
- Professional Practitioner Diploma in Executive Coaching
- Coaching in the Climate Crisis: A Certificate in Climate Coaching
- Specialist short courses for coaches



## Become a qualified coach

- Practitioner Diploma in Executive Coaching



## New to coaching

- Free introductory events
- Coaching Skills Certificate
- Introduction to Coaching Skills with Gamified Simulation Training - organisations only

**For further information please contact:**

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The Academy of Executive Coaching (AoEC) is a global provider of coach training and coaching-based development, services and solutions to organisations and individuals.



[www.aoec.com](http://www.aoec.com)