



Unlocking Potential

IRELAND AND  
NORTHERN IRELAND

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# Practitioner Diploma in Executive Coaching



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

“

This programme exceeded my expectations at all levels. With rich content and engaging knowledgeable facilitators the programme challenged and inspired me to explore my role as a coach. The exercises and coaching role plays anchored the learning and built a strong dynamic within the group. Great learning that went way beyond the coaching role. ”

**Grainne McCurry** *Head of Leadership & Enterprise Solutions, Invest Northern Ireland*

“

A highly experiential and challenging programme enhancing your coaching skills, philosophy and attributes. The programme blends theory with practice and affords you opportunities to avail of superb feedback enabling you to grow your coaching approach. ”

**Nichola Lynagh** *Education Authority*



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# Welcome

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Coaching is a skill used to help people to answer their own challenges and reach their goals including: manage change, increase efficiency, motivate people and improve results.

Whether you are looking to coach within an organisation or whether you will be working with external clients, the common denominator is that coaching is a skill that will bring about positive change for individuals and organisations.

The 2016 ICF Global Coaching Study reports that "1 in 2 coach practitioners think coaching is able to influence social change". At the AoEC, we believe that coaching really can change the world.

We work with you to discover your own signature presence and through our unique experiential style, train you to become a qualified executive coach.

This brochure is designed to provide you with a clear understanding of the Practitioner Diploma in Executive Coaching and whether it is the right programme for you. Since its inception, the Academy of Executive Coaching (AoEC) has been committed to maintaining the highest professional standards. We can offer you professional and academic credentials that are recognised internationally. The aim of the Practitioner Diploma is to give you the theory, tools, practice, information, support and learning materials to help you build and develop your skills as a coach with a business focus.

If you feel that this programme is not quite right for you we offer a range of programmes from the core certificate level right through to an advanced level for already practicing and experienced coaches. Team coach training programmes, bespoke packages for organisations and executive coaching are all additionally available.

We feel passionate about coaching and are pleased that you have chosen to look at 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

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The AoEC exists to both provide the highest quality accredited coach training to individuals and to manage culture change at all levels of an organisation with both small and large scale developments. We do this through a combination of expert consultancy, coaching, training

of internal coaches and leadership and management development in the UK and Globally. AoEC have an international faculty and the largest pool of coaches trained to the highest global professional standards along with an expert consultancy team.



# Why join the Practitioner Diploma in Executive Coaching programme?

**The Practitioner Diploma in Executive Coaching challenges you to reach new and potentially unknown depths.**

You will explore existing coaching models and discover your own unique style that works for you to become an accredited executive coach. The programme helps you to develop the skills that you need to become a successful coach and it gives you the confidence you need to stand out from the crowd.

## **This programme will enable you to:**

- draw on what aligns with you and how you coach
- hone your coaching skills with rigorous feedback
- create your own signature presence
- become a confident and well qualified coach

## **This programme is:**

- an experiential, fast paced, well-structured and proven coaching programme
- completed in four months, which ensures it is accessible to busy people
- expertly balanced around industry leading knowledge, supervised practice during modules, personal reflection and experience between modules
- delivered in a safe and supportive environment ensuring that you are comfortable
- supported by a wealth of online resources which can be accessed during the programme
- made up of seven days of practical, experiential coach training including an assessment day
- accredited by the leading professional bodies
- delivered by experienced and well qualified faculty who are practicing executive coaches
- widely cited as a fantastic experience by those attending!

## **This programme has:**

- real-time discussion groups and tutorials to give personalised support to participants
- a rigorous assessment process which ensures high quality professional standard coaches

## **This programme can:**

- lead to accreditation with the three top professional bodies – the International Coaching Federation (ICF), the European Mentoring and Coaching Council (EMCC) and the Association for Coaching (AC)
- be delivered worldwide
- be delivered to individuals or within organisations
- give you access to the ongoing support and development of the AoEC Alumni Association.

The AoEC Practitioner Diploma in Executive Coaching offers an effective and enjoyable way to develop and grow as an individual, while at the same time, you learn and practice professional coaching skills which can be used to help others to develop and grow.

## **If you would like to become an accredited coach**

Graduating from this programme will provide you with:

### **ICF (International Coaching Federation)**

Represents 60 Accredited Coach Specific Training Hours (ACSTH). The ICF requires 60 Coach Specific Training Hours when applying through the ACSTH path for individual coach accreditation for ACC (Associate Certified Coach). For more detailed information see the ICF website.

### **EMCC (European Mentoring and Coaching Council)**

Practitioner level.

Equivalent to Undergraduate Degree / NVQ5

For more detailed information see the EMCC website.

### **Association for Coaching**

AC Accredited Award in Coach Training.

For more detailed information see the Association for Coaching website.

# Why train with the AoEC?

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**The AoEC has built an enviable reputation for executive coach training which equips participants with the skills to challenge themselves and their clients. At the AoEC, we are particularly proud of:**

## **Our Approach**

- First and foremost, you are our primary focus. We believe in coaching you to be a coach, to be the best you can be. We believe that learning to be a truly great coach is a profound and personal journey where we offer support all the way.
- Our training is experiential. By definition this means “involving or based on experience and observation”. Within a safe learning environment, participants practice their coaching skills, experience being coached themselves and benefit from observing others coach and being coached.
- We are business focused - AoEC is uniquely business focused and the participants on the programmes all share this common focus helping to bring your group together.
- We help you to create your very own coaching model. Our programmes do cover various existing coaching models but we don't just teach coaching methodologies, we work with you to identify, mould and develop your own model, your own style, your own signature presence.
- We deliver an experience by bringing together our understanding of the business world and a deep understanding of how people function, grow and change.

## **Our Commitment to Maintaining the Highest Professional Standards**

This programme has been accredited by the main internationally recognised coaching bodies - more than any other UK provider in our sphere - the International Coaching Federation (ICF), European Mentoring and Coaching Council (EMCC) and the Association of Coaching (AC). We can therefore offer you professional and academic credentials that will be recognised internationally.

## **Our Talented People**

Highly skilled and respected, our faculty are experienced and well qualified and, in their own right, executive coaches.



OVER THE LAST 20 YEARS WE HAVE TRAINED OVER

13,000

PEOPLE FROM NEARLY 80 DIFFERENT COUNTRIES

### Your Accreditation

We offer you a route to accreditation. After completing and graduating from one of our accredited programmes, you are on your way to becoming an accredited coach yourself. You can choose which accrediting body best suits you and your needs and we can help you with this. We are also able to offer successful graduates accreditation with us for one year. We know that you will be the best of the best having completed one of our comprehensive programmes we will have the confidence in you to succeed. We want to support you with your next steps and offer this choice to you.

### Support

We have mentioned that our focus is on you throughout our programmes, but this also continues after your training. We understand that you cannot stand still to remain competitive in the coaching industry and you may choose to specialise in a particular area. We aim to support people's continuous professional development and offer a range of workshops and masterclasses. Also, once you have passed your programme with us, you will automatically qualify to join our Alumni Association.

Here you will have members access to our dedicated website area with useful reports, articles and resources. You will be invited to exclusive Alumni events, be eligible for discounts for related subscriptions and be part of the Alumni LinkedIn community.

### Unique

You will find that by training with us, you will bond with other like-minded people, discover useful business contacts and create friendships that you will treasure. We hold our hands up – this is not down to us! We are inspired by each and everyone that trains with us and we are always thrilled when we see Alumni meeting up at events and greeting each other as if they have been friends for their whole lives.

### Global

In addition to Ireland and Northern Ireland, we run training all over the world! Programmes are run through our Partners, which are delivered in: Asia Pacific, Brazil, Croatia, East Africa, Estonia, Germany, Poland, Serbia, Switzerland, Turkey, the UAE and the UK.



# Benefits of Training and Return on Investment



"Take the best that exists and make it better\*"

- Sir Henry Royce, Founder of Rolls-Royce  
\*Quote taken from 6th Ridler Report

The greatest testament to our success is the way in which our graduates succeed in building their own coaching practice either internally within organisations or independently in their own coaching practice.

In this section we tried to look at benefits for individuals and organisations independently but in fact, they go hand in hand. A better equipped, qualified and confident individual, adds substantial value to an organisation.

## Benefits for the individual

### Opening doors

Once you train and become an accredited coach you gain skills to add to your generic toolkit. Our training provides you with the ability to work as a coach in your own right or to add this as part of a portfolio career.



It's opened so many doors. There are expected benefits, then there's the unexpected benefits"

- Paul Williamson, Practitioner Diploma in Executive Coaching Graduate

### Personal Development

The deep self-reflection within the training can in turn support the development of your own long-term goals. You will identify your own strengths and overcome self-limiting beliefs. Skills developed will enhance not just business relationships but also personal. According to Forbes.com, the Institute of Coaching cites that over 70% of individuals who receive coaching benefited from improved work performance, relationships and more effective communication skills.



I use things that I learnt on the course everyday"

- Helen Jones, Practitioner Diploma in Executive Coaching Graduate

### Unique

The output of this particular programme is the development of your own individual model for coaching, where you are most skilful, having drawn upon existing theories and models that resonate with you and had the opportunity to self-reflect on what drives you.

### Qualified - Standing out in the marketplace

The 2016 ICF Global Coaching Study reports that "a large majority of coach practitioners and managers/leaders using coaching skills agreed that individuals or organisations using coaching expect their coaches to be certified or credentialed."

"When asked to identify the biggest obstacle for coaching over the next 12 months, the main concern expressed by coach practitioners was untrained individuals who call themselves coaches. The concerns expressed by coach practitioners echo the responses published in the 2012 study. The responses of managers/leaders using coaching skills aligned closely with those of coach practitioners, suggesting a common shared understanding of the obstacles facing coaching in the next 12 months."

As an individual coach looking for clients it is increasingly important to be qualified and accredited to make you stand out from the crowd.





It was important to me to do a programme that was ICF accredited "

- Jane Kirton, Advanced Practitioner Diploma in Executive Coaching Graduate

### Income

It is also reported in the 2016 ICF Global Coaching Study that "credentialed coaches command higher fees and report more clients and greater annual revenue from coaching than their peers without a credential." If you are trained, experienced and can offer good credentials from a reputable organisation, you are more likely to attract clients and be able to confidently prescribe your fee structure.

### Benefits for an organisation



A growing number of organisations recognise the value in building a coaching culture that offers employees at all levels the opportunity to grow their skills, enhance their value and reach their professional goals. "

- ICF - Building a Coaching Culture (2014)

### Increased Productivity

The 2016 ICF Global Coaching Study, conducted by PricewaterhouseCoopers, found respondents said after coaching 70% experienced improved work performance, 61% experienced improved business management, 57% experienced improved time management and 51% experienced improved team effectiveness. "Professional coaching maximises potential and, therefore, unlocks latent sources of productivity."

### Credentialing

Organisations using coach practitioners expect their coaches to be credentialed to ensure the true objectives are being met and that the quality and the ethics of the coaching experience for their employees is genuine and of the calibre expected.

### Return on Investment (ROI) and Return on Expectations (ROE)

Financially based ROI is often an important factor for many commissioning organisations but there is often a lack of availability of reliable data to use in an ROI calculation. The 2016 ICF Global Coaching Study noted that 86% of companies reported they at least made their money back on the coaching commitment. The 6th Ridler Report shows that "subjective evaluation against individual coaching assignment objectives is the most commonly used measure to evaluate coaching with 74% of survey respondents saying they "often" or "always" use it. This known as "Return on Expectations (or "ROE"). The issue here is ensuring sufficient dialogue has taken place with the appropriate stakeholders to ensure everyone is clear on the expectations at the outset. Other ways of measuring the value or ROE is through 360 degree rating within organisations, individual testimonials, organisational insights emerging from the coaching, coachee's satisfaction scores and line management satisfaction scores" - source: 6th Ridler Report.

### Other benefits

### Making a Difference

When asked the question, "why do you want to become a coach?", many people answer that they want to make a difference. All coaching is about bringing positive change and the impact that coaching can have on an individual goes a long way to making it worthwhile.

### Social Change

"1 in 2 coach practitioners think that coaching is able to influence social change" - The 2016 ICF Global Coaching Study. We want to help people be a part of this and believe in doing so the right way, ethically and skillfully.



# About the programme

## Entry Requirements

This course is appropriate for people who have an understanding of coaching.

Participants typically include experienced managers, trainers, consultants and people already in a coaching role and wanting to develop their skills or to become qualified. It is also suitable for senior executives investing in their retirement portfolio.

## Structure

A seven day (3 x 2-day modules plus an Assessment Day) challenging programme equips you with all of the tools you need to become an executive coach.

The whole programme is spread over a four month period.

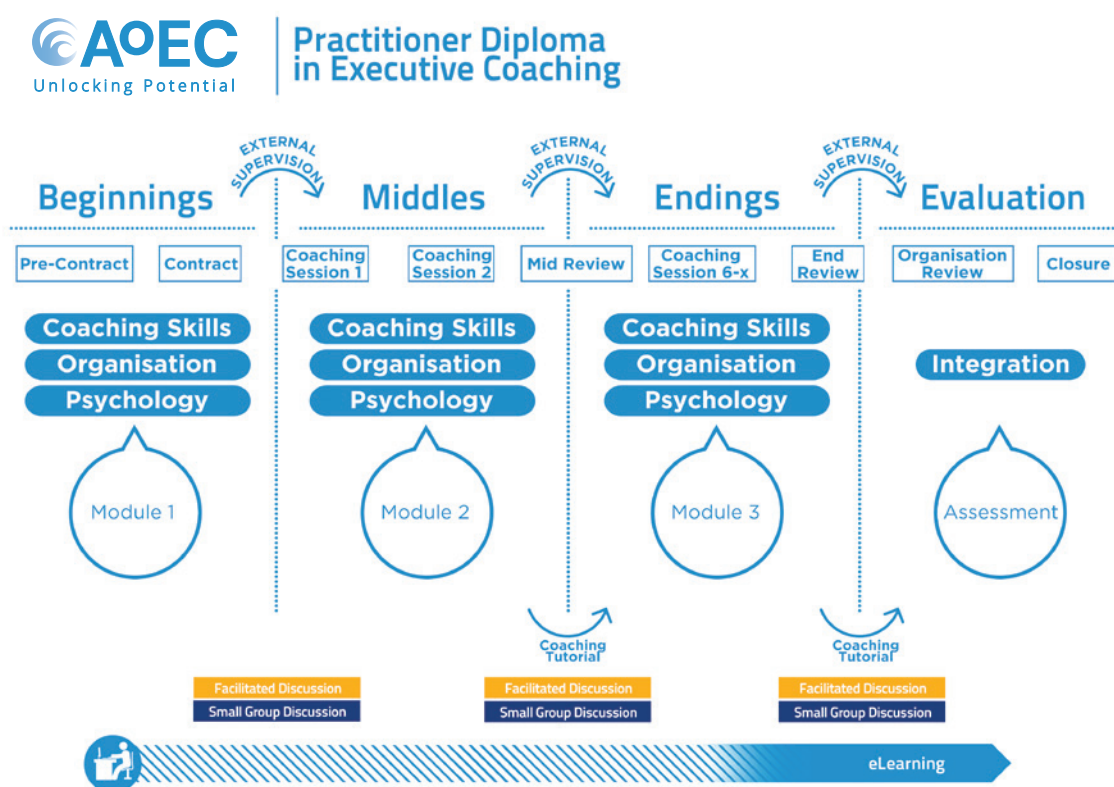
## Course Outline

The design of each module and the style of facilitation emulate the coaching process and relationship. We focus on how to establish the relationship, how to facilitate deeper understanding and awareness of the person being coached and how to close coaching relationships and contracts.

In addition to the modules the programme includes:

- two individual tutorials to embed personal learning
- participation in six group discussions (3 tutor lead) by webinar - two after each of the three modules in order to deepen understanding
- completion of an online programme to provide further development and support
- having a minimum of two practice clients over the duration of the programme and log of at least 6 hours of coaching practice by the end of the programme
- successful participation in and completion of the work for the Assessment Day

The schematic below covers the programme more succinctly.



# Modules

## Module 1 Beginning: Engaging the Client

### You will:

- develop a clearer understanding of clarifying purpose and contracting between the person being coached, the coach and the stakeholder(s)
- practice with key coaching frameworks and models to work towards goals and objectives
- enhance listening and questioning skills in practice sessions with direct feedback
- start to develop a personal, unique coaching framework
- establish peer coaching relationships to promote coaching practice

## Module 2 Middle: Deepening the Understanding

### You will:

- consider emotions in coaching
- clarify the boundaries of coaching and other management activities
- introduce creativity into coaching practice
- experience supervised coaching practice
- get a clear understanding of the importance of ethical guidelines and professional standards
- be alert to both explicit and tacit information and its impact on coaching outcomes

## Module 3 Ending: Successful Review and Closure

### You will:

- employ solutions-focused coaching tools to achieve beneficial outcomes for coachees
- understand coaching in a leadership or organisation context
- explore the role of challenge in coaching
- manage the “psychology of endings” providing healthy closure for the colleague being coached, the coach and the stakeholder(s)

## Assessment Day (Assessment, Closure and Ongoing Development)

### This day consists of:

- a presentation of each participant's unique and developing Coaching Framework and Model (their “signature presence”)
- submission of a reflective essay on your personal learning journey
- a live demonstration of your coaching which is evaluated against ICF and EMCC based criteria

### Faculty

Our faculty are drawn from backgrounds in corporate life. They are highly experienced, well qualified professionals who practice as executive coaches in their own right.

On each programme there are at least two faculty delivering each module.

Faculty bios are available on our website.

### Where and When

The programme runs two or three times a year. Please see [www.aoec.com/ireland-northernireland](http://www.aoec.com/ireland-northernireland) or email [Louise.Nicholson@aoec.com](mailto:Louise.Nicholson@aoec.com) for details on N. Ireland/Ireland courses.

### Fees

For N. Ireland/Ireland programmes the price is £3,950.00 + VAT (20%).



# Useful information

## Accreditation

Once you graduate from this programme, there is the option for you as a qualified coach to gain personal accreditation from a professional body/ies.

The Practitioner programme itself is accredited with the three main coaching bodies:

### International Coaching Federation (ICF)

– Global coverage

### European Mentoring and Coaching Council (EMCC)

– European coverage

### Association for Coaching (AC)

– UK based

At the AoEC, we recognise that everyone that completes the Practitioner programme is of high calibre and we believe in your ability as a coach. We therefore offer our graduates AoEC accreditation for 12 months to validate your training and experience until you can get your coaching hours together to apply for accreditation with one of the coaching bodies of your choice.

## Marketplace

A question often asked is about the marketplace and whether it is saturated with coaches. Many people who train as a coach add this to their career portfolios rather than use it as a full-time career - but not everyone! Some are internal coaches and those that are self-employed may additionally be consultants or other profession. Coaches are in demand in all industries and coaching is becoming well known, more understood, more recognised and more valued. As time goes by the demand for coaching should only increase. In the words of Eric Schmidt (former Google CEO) "everyone needs a Coach".

"Across the range of business/practice indicators, coach practitioners are looking forward to the next 12 months with confidence. Three out of four coach practitioners with active clients (75%) said they expect their number of coaching clients to increase over the next 12 months. A similar proportion (75%) said they anticipate an increase in annual revenue from coaching. More than six in 10 (63%) said they expect their number of coaching sessions to increase."

### - The 2016 ICF Global Coaching Study

## AoEC Alumni Association

Once you graduate from the 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 AoEC Alumni Association where we are continuing working on ways to help support you.

Benefits include:

- Graduation ceremony
- 12 month AoEC individual Accreditation
- AoEC Ireland/N.Ireland Alumni LinkedIn Group
- Workshops and Masterclasses
- AoEC Global Alumni LinkedIn Community
- Free 12 month membership with Enterprise Nation
- Discounted insurance offer and other discounts to specific services
- The first to know about important and relevant research and reports in the coaching industry
- Exclusive Alumni website area

# What People Say

// This exceeded my expectations in every way, from the facilitation from Wendy and Trudy to the connection within my peer group, the content we covered and the support that I got from the very beginning to the end. Everything was flawless – one of the best programmes I have ever attended. Both Trudy and Wendy are incredibly gifted coaches and inspiring people. I really enjoyed every interaction I had with both of them whether it was during the face to face workshops, tutorials of the 1:1 private calls. They made me feel comfortable from the first day to be myself and really added to the wonderful energy that we had as a peer group. Thank you both so much for everything. //

**Regional Head of People Development,**  
EMEA, Global Insurance Company, Ireland

// The AoEC diploma has exceeded my expectations. My understanding of what coaching is all about has really deepened and it has equipped me with a whole new set of coaching tools. The tutors were superb; approachable, knowledgeable, supportive, constructive and honest in their feedback. They made the whole diploma extremely enjoyable. Would highly recommend this course. //

**Jane Askin, Learning & Development**  
Manager Kainos Software Ltd, Belfast

// This programme is an excellent investment to enhance your coaching skills, whether you are a new coach or an experienced executive coach. I highly recommend it. //

**Anne Phillipson**  
Programme Director YSC Ltd William J  
Clinton Leadership Institute

// A quality programme full of rich, challenging content that stretched and developed my thinking and practice. //

**Grainne McCurry, Head of Leadership &**  
Enterprise Solutions, Invest NI

// This was an extremely, enlightening, challenging and rewarding course. The facilitators really know their stuff; they are very professional and have a lot of patience – which helps. There were a high number of 'value-adding' moments and I find that I am much better equipped and feel re-invigorated as a coach. I would definitely recommend it. //

**Colin Pearson, Regional Sales Capability**  
Manager, Bank of Ireland

// I can highly recommend this course to anyone who is committed to becoming an Executive Coach. The standard is high and you will be stretched appropriately to make rapid progress towards achieving your accreditation. Come open-minded and prepared to learn and you will thoroughly enjoy this experience and it will unlock so many new opportunities for your career. //

**Jonathan Bloomfield Ph.D ,**  
Performance Coach  
Support2Perform, N. Ireland

// I felt really privileged to be involved in this programme. The caliber of the facilitators and the other people on the course meant that every hour I was learning. I can't believe my personal development in such a short space of time, and how enjoyable and stimulating I found the whole experience. Thank you Wendy, Trudie and gang for starting me on my road of coaching! //

**Julie Dowsett – Programme Manager**  
University College Dublin

## References

- The 2016 ICF Global Coaching Study commissioned in 2015 by the International Coaching Federation (ICF) and undertaken by PricewaterhouseCoopers. <http://coachfederation.org/2016study>
- International Coach Federation (ICF) - Building a Coaching Culture (2014)
- 6th Ridler Report (full report available from Ridler & Co at [www.ridlerandco.com](http://www.ridlerandco.com))
- Benefits of Coaching, ICF 2009, Institute of Coaching <https://instituteofcoaching.org/coaching-overview/coaching-benefits>

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