



Coaching for Leadership Diploma

PRACTICAL COACH TRAINING FOR THE DIGITAL AGE

*Accredited by both the European Mentoring and
Coaching Council (EMCC) and the International Coach Federation (ICF)*

Q5 95



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Earn as you learn

Participants on this programme tend to be busy people with **full-on working lives** – directors, managers, L&D/HR professionals, consultants, executive coaches...

Our programme uses **emerging learning technologies** in a format that allows you to **adjust the pace** of your involvement to fit in with **work pressures**.

You learn in **bite-sized chunks**, which all the research shows is the most effective approach for sustained skills development.

This frees you to focus on both your work and your **learning in a flexible way**.

3

Workplace focus

Our team has **wide experience** of the challenges facing those with leadership roles in large global corporates, and agile medium sized businesses.

We were determined, therefore, that we designed a programme that from the outset was **workplace-focused**.

Also, whereas many coaching programmes are based on one particular coaching methodology or philosophy we were keen to combine significant **experiential skills development** with the opportunity to explore a wide range of **different coaching theories and concepts**.

We have guest presenters at various points in the programme who add to the richness of the learning experience with their practical experience and knowledge.

“Our facilitators were great teachers with humour and a vast knowledge of their profession.”

“Attending the Coaching for Leadership Diploma Programme was not only a great experience and a pleasure, but I also now feel well prepared and confident to start working as a coach with my first clients.”

“The course is simple, to the point and provides exactly the background of neuroscience, psychology, etc. required to possess a sound, scientific foundation. For me personally this was certainly among the very best courses I ever participated in.”

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Comprehensive resources

We make full use of today’s learning technologies:

- Membership of a dedicated **social learning community** in partnership with **Fuse** where you can interact and download carefully selected resources.
- 90-minute live **video conference workshops** recorded for review at your convenience.
- Opportunities for **practical application** between workshops.
- **Live coaching circles** where there are sufficient participants within travelling distance.

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Accreditation options

Our programme is accredited with both the **International Coach Federation (ICF)** and the **European Mentoring and Coaching Council (EMCC)**.

Completion of the full 60 workshop hours and an average of 2.25 hours of assignment for each 90-minute workshop delivers completion of an **EMCC European Quality Award programme at Practitioner Level**.

Completion of Module 1 and 7 hours of assignments delivers completion of an **EMCC European Quality Award Programme at Foundation Level**.

Completion of Modules 1, 2 and 3 of the programme delivers you the training hours required for **ICF’s Associate Certified Coach credential**.

The Coaching for Leadership Diploma programme consists of four Modules, the content of which is detailed below. The first two Modules focus on the use of Q5 95's Keep Right coaching methodology, which draws from cognitive and behavioural science. Modules 3 and 4 broaden the perspective to encompass a wide range of coaching methodologies and tools of value to those helping leaders to be at their best. The assignment hours required depends on which accreditation route you have chosen – International Coach Federation or European Mentoring and Coaching Council.

1 – KEEP RIGHT CONVERSATIONS

Keep Right Conversations, introduces a brain-friendly way to have coaching-style conversations. The Module introduces the brain science behind the approach and develops the listening and speaking skills to have those conversations. In addition, you are introduced to PACE, which describes the elements that help to transform an everyday conversation into a breakthrough conversation. And, lastly, we give a flavour, with the Q-Factors, of the types of factors that could be undermining the effectiveness of a leader to be at their best.

2 – THE BREAKTHROUGH CYCLE

The Breakthrough Cycle describes the journey through which a coaching series tends to go, **aligning** around the purpose of the coaching (including a checklist for your first orientation conversation), identifying what **breakthroughs** are being sought, **consolidating** existing strengths, identifying areas to **develop**, and ensuring high level **engagement** throughout the coaching relationship so that the **focus** of the coaching is achieved. The Five Steps to Breakthrough is a framework for enabling coachees to understand and explore the drivers behind their intentions.

3 – LEADERSHIP COACHING

In **Module 3 – Leadership Coaching** - we broaden the perspective by introducing you to a range of different coaching theories and methodologies so that you can begin to develop your own 'voice' as a leadership coach. This will include contributions from a guest speaker, and allows you to explore and use different leadership coaching tools. The module focuses on Leading Self, Leading Others, and Leading Organisations.

4 – ORGANISATIONAL/COACHING ETHICS

Finally, in **Module 4**, we explore an area not covered by many coaching programmes – *Organisational and Coaching Ethics*. For this, we will want you to bring some ethical challenges you have either faced or worry about, so we can bring the discussion to life. You will also, in this final Module, have an opportunity to receive feedback on your coaching from an assessor.

ASSIGNMENTS

Completion of the Programme for **International Coach Federation accreditation** involves approximately 20 hours of assignments (skills practice, reflection, reading) over the whole programme. (NOTE: Our ICF accreditation covers Modules 1, 2 and 3 and is designed to provide you with the 60 hours required for ICF Associate Certified Coach accreditation).

Completion of the Programme for **European Mentoring and Coaching Council European Quality Award at Practitioner Level** involves approximately 2.25 hours of assignments (skills practice, reflection, reading) for every 1.5 hour workshop across the whole Programme.

Completion of Module 1 with 7 hours of assignments delivers **EMCC accreditation at Foundation Level**.



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Keep Right Conversations

- Unit 1 – What do you want from this programme?
- Unit 2 – What are we trying to achieve in Keep Right Conversations?
- Unit 3 – Developing Keep Right skills – mindset, listening and speaking
- Unit 4 – PACE – a framework for Keep Right Conversations
- Unit 5 – Q-Factors for Success
- Unit 6 – Conversation scenarios – developing others and developing clients/customers

Duration: Nine 90-minute workshops over 10 weeks.

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Leadership Coaching

- Unit 1 – The Practice of Leadership Coaching
- Unit 2 – Assignment review
- Unit 3 – Who are you as coach?
- Unit 4 – Coaching theory & practice: Leading Self (Values, Strengths, Purpose)
- Unit 5 – Immunity To Change: theory and practice
- Unit 6 – Coaching theory & practice: Leading Others (Motivating, Teamwork, Change)
- Unit 7 – Coaching spotlight: Observed coaching exercise
- Unit 8 – Handling emotions in coaching
- Unit 9 – Visiting coach presentation
- Unit 10 – Coaching theory & practice: Leading Organisations

Duration: Thirteen 90-minute workshops over 16 weeks.

2019 FEES (NOTE: As at 26/11/2018 Subject to review in event of severe currency fluctuations, but guaranteed against change at time of enrolment.)

Modules 1/2 /4 - £495/€550/\$630 excl. VAT for each Module

Module 3 - £745/€825/\$950 excl. VAT for this Module

Modules 1/2 together - £940/€1,045/\$1,195 excl. VAT (5% discount)

Modules 1/2/3 together - £1,605/€1,778/\$2,040 excl. VAT (7.5% discount)

Modules 1/2/3/4 together - £2,007/€2,225/\$2,550 excl. VAT (10% discount)

Optional coaching evaluation during Module 4 - £125/€138/\$160 excl. VAT per individual

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Breakthrough Cycle

- Unit 1 – Introducing the Breakthrough Cycle
- Unit 2 – Align: creating the coaching relationship
- Unit 3 – Breakthrough: the 5-Steps to Breakthrough goal setting process
- Unit 4 – Consolidate: identifying and leveraging current strengths
- Unit 5 – Develop, Engage, and Focus: sustaining progress and accountability

Duration: Nine 90-minute workshops over 10 weeks.

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Coaching Ethics

- Unit 1 – Professional and organisational ethics
- Unit 2 – Ethical case studies
- Unit 3 – Contracting with multiple stakeholders
- Unit 4 – Beyond cognitive coaching (mindfulness and intuition)
- Unit 5 – Coaching non-verbal signals
- Unit 6 – Visiting coach presentation
- Unit 7 – Coaching practice assessments
- Unit 8 – Programme completion

Duration: Nine 90-minute workshops over 10 weeks.

NOTE: In-company presentations of this programme can consist of both live workshops and virtual sessions if desired.