



In-depth Coach Training  
Programmes 2010/11

indepth  
training

# About Us

In 2002 Philip Brew and Colin Brett created Coaching Development to provide coach training of the highest professional standard. They bring together deep understanding and experience of coaching, and highly developed training and facilitation skills.



## Philip Brew

BSc, MP(NLP), Dip Couns., MCC.  
Philip is an experienced professional coach holding the Master Certified Coach credential of the International Coach Federation. With a background in NLP and personal development training, he also holds a Diploma in Person-Centred Counselling and Psychotherapy. Since 1997 Philip has worked intensively in the corporate sector as an independent executive coach. His clients include chief executives and senior management teams in the UK, Europe, Asia and North America. He also has a private coaching practice and is a qualified Coach Supervisor and a mentor for professional coaches. He currently serves as a Director on the Global Board of the ICF.



## Colin Brett

BA (Hons), MA, MSc, PCC.  
Colin is a British Association for Counselling Accredited Counsellor, a Training and Supervising Transactional Analyst (in Organisations), and a qualified NLP Trainer. Colin has been coaching individuals and groups in organisations for several years, and holds a number of qualifications in the fields of psychotherapy and training. He has achieved the Professional Certified Coach credential of the International Coach Federation and is also trained as an NLP coach. Colin is equally at home in creating a coaching culture within the corporate world as he is developing coaching in communities. His area of particular interest lies in how people can stop stopping themselves and make the most of their lives.

### Further Information

For further details about any of our programmes or to download an application form, please visit our website:  
[www.coachingdevelopment.com](http://www.coachingdevelopment.com)

For specific enquiries, please call **0845 122 7200** or email [mail@coachingdevelopment.com](mailto:mail@coachingdevelopment.com).

# In-depth Coach Training Programmes

At its heart, coaching is a process of deceptive simplicity and power. Coaching is future-oriented and focuses on individual growth and development. It is a series of purposeful conversations which enables an individual to move towards his or her goals, and it typically involves some form of personal change. Its purpose is to enable clients to clarify what they want, unstuck themselves when they feel stuck, and find the resources to meet the challenges along their chosen path.

Coaching is not advising, telling or influencing; and, though it can be therapeutic in its effect, it is not therapy or counselling. The coach is a facilitative partner to the client on their journey of personal learning and development. The client decides on the agenda, and the coach is responsible for keeping the process productively on track. To this end the coach skilfully listens, questions, reflects, encourages, challenges and supports.

Coaching is a strongly emerging profession, whose value is now clearly recognised by individuals and organisations throughout the world.

Coaching Development offers programmes for individuals wishing to make coaching an authentic part of who they are and for coaches wishing to deepen their learning and earn a recognised and highly-regarded credential.

We are also committed to developing a body of well-trained, informed coach supervisors, and we offer thorough experiential training for those wishing to take on this critical emerging role.

## The Coaching Development Training Courses

Programme	Focus	Entry Requirements
<b>Certificate in Coaching Skills</b> (Diploma Programme Part I)	Developing the individual as a coach	Open Entry
<b>Diploma in Coaching</b> (Diploma Programme Part II)	Supporting professional development and accreditation	Certificate in Coaching Skills
<b>Extended Skills Workshops</b>		Open Entry
<b>Certificate in Coach Supervision</b>	Developing the coaching profession	Trained, experienced, practising coaches
<b>Introduction to Coaching</b>	Developing coaching skills	Open Entry
<b>Coaching Essentials</b>		Open Entry*
<b>Coach Practitioner</b>		Prior basic training and/or experience*

*\*(Bespoke for organisations, or as an open programme upon request)*

# Developing the Individual as a Coach

## Certificate in Coaching Skills

The Certificate in Coaching Skills is Part I of Coaching Development's Diploma Programme, which has been awarded Accredited Coach Training Programme (ACTP) status by the International Coach Federation (ICF). The ICF is the world's foremost independent professional coaching body. Part II is the post-Certificate Diploma in Coaching.

In our certificate programme you will develop the attitudes and learn the skills of an effective professional coach. Through continuing practice, observation and feedback, you will have the opportunity to become highly proficient. Our purpose is not simply to provide you with a toolkit of powerful techniques and processes. Techniques have their place and can be useful in moving clients forward, but essentially, as a coach, you yourself become your principal tool.

We will question, encourage, challenge and support you in your learning. In other words you will be coached throughout the course. As you develop your self-awareness you will become able to listen and question more deeply and accurately, be more aware of your perceptions, insights and intuitions, and become more skilled in communicating simply, honestly and effectively. You will become more able to be truly present with, and for, your clients. The quality of your attention and engagement will become a catalyst which accelerates your clients' progress; they will feel affirmed, extended, liberated, energized.

### Course Content

The programme's primary focus is to develop and refine our inherent interpersonal skills, such as perceptive, empathic listening and questioning, and our ability to engage with others so as to create real connection, clarity, choice and forward action.

We build on this foundation with a thorough training in the co-active coaching model, together with selected processes from Neuro-Linguistic Programming. We think it is valuable to have a psychological model to aid our thinking and have chosen Transactional Analysis, widely used in business and personal development. Throughout the programme the International Coach Federation (ICF) Core Competencies provide the criteria and framework for evaluating participants' growing coaching skills.

### Training Methods

Our teaching style reflects a person-centred approach to adult learning. Our principal method is experiential learning: learning by doing, coupled with personal reflection and exploration. We

include mini-lectures, course notes, discussion groups, experiential work in twos and threes, video input and tape recording.

Learning is facilitated by two trainers, presenting independently and in partnership, and supported by a select group of mentors. Places on our training programmes are limited to ensure that each student is regularly observed and receives detailed feedback from the trainers as well as the mentors.

During the training programme, you should allow about five hours per week for reading, peer coaching practice and written work.

### Entry Requirements

There are no formal course prerequisites; our certificate programme is open to everyone. During the application process we will, however, take the time to discuss your expectations to check that this programme is a good fit for you.

Our programme attracts mature and motivated people from a wide range of backgrounds. We find the learning experience co-created with such a diverse and committed group is very powerful. We believe you will too

### Qualification

At the end of the Certificate training, provided you have been present for at least 18 of the 20 training days and completed the basic coursework, you will receive a Coaching Development Certificate in Coaching Skills.

The programme's 135 training hours are recognised as Approved Coach Specific Training Hours (ACSTH) by the ICF. This means that Certificate graduates have met the *training* requirements for gaining an ICF credential up to PCC (Professional Certified Coach) level.

### ICF Credentialing

In order to apply for an ICF credential, in addition to the training requirements Certificate graduates will need to complete an assessment process, which is incorporated in Part II of the Diploma Programme (see p5).

Successful completion of both Part I & Part II of our Diploma Programme (Certificate and Diploma) meets all *training and examination* requirements for ICF credentialing up to PCC level. Whether you are eligible to apply for ACC (Associate Certified Coach) or PCC depends upon the number of client coaching hours you have completed.

### Certificate Programmes

London, Autumn 2010		Ireland, Autumn 2010		London, Spring 2011	
September	17-20	September	3-6	March	11-14
October	15-18	October	1-4	April	8-11
November	12-15	November	5-8	May	13-16
December	10-13	December	3-6	June	10-13
January 2011	14-17	January 2011	7-10	July	8-11

Venue: Central London  
**Fees: Individual £3,900 + VAT (£4,582.50)**  
**Corporate £5,900 + VAT (£6,932.50)**

Venue: Tipperary Inst, Thurles.  
**Fees: Eur 4,300**

Venue: Central London  
**Fees: (tbc)**

# Supporting Professional Development and Accreditation



## Diploma in Coaching

Part II of our Diploma Programme provides rigorous continuing professional development for graduates of Coaching Development's Certificate training, who have an active coaching practice.

Participants benefit from:

- *Supervision to support the ongoing development of reflective, informed and ethical professional coaching practice*
- *Observed coaching sessions providing clean, objective, practical feedback from selected qualified coaches for refining and extending coaching skills*
- *One-to-one 'mentor coaching' to support learning, with a focus on the ICF's core competencies*

- *Peer group practice triads to further develop coaching experience and skill*
- *A comprehensive practical and theoretical assessment process based on ICF's PCC-level examination requirements.*

The programme is run twice a year, starting in March and September, and takes 6-8 months approximately to complete.

**2010 Fees: £2,900 + VAT (£3,407.50).**  
**2011 Fees: (tbc)**

## Extended Skills Workshops

This series of 5 one-day workshops is open to all trained coaches and is available either as a complete programme, or as individual days.

Each day consists of a morning workshop to extend coaching knowledge in a particular area, and an afternoon of intensive skills development through practice, observation and feedback. Participants will receive certificates of Continuing Coach Education (CCEs), which are valuable to anyone intending to apply for or renew their ICF credential.

The Extended Skills Workshop series provides an intensive re-grounding or refresher course for coaches from any training background. It also serves as a bridge between Coaching Development's Certificate and Diploma, providing further development for Certificate graduates while they gain more experience and build their initial client practice.

Please contact the office or see website for details of each workshop.

### Dates

Saturday	12 June 2010	Teddington
Friday	23 July 2010	Central London
Friday	8 October 2010	Central London
Friday	26 November 2010	Central London
Friday	21 January 2011	Central London

Venue: As above  
**Fees: £1,000 + VAT (£1,175.00) for series**  
**or £250 + VAT (£293.75) per day**

# Developing the Coaching Profession



## Certificate in Coach Supervision

Recent dramatic growth in the coaching world is now driving demand for a body of coach supervisors. Whilst a recognised qualification is a key part in establishing a professional coach's credibility, regular supervision is indicative of a coach's commitment to their continuing professional development and best practice. It demonstrates to clients a desire to be an ethical, informed and reflective coach, and it promotes a rigorous professionalism within coaching itself.

Our Certificate in Coach Supervision is a training programme designed to develop a body of well-trained, informed supervisors who understand the ethics, responsibilities, practices and defining features of the coaching profession.

Open to trained and experienced coaches, the programme is run over twelve days, taught in four three-day modules, in central London.

Participants are introduced to tried and tested theories and a variety of supervision models. The programme also offers many extensive opportunities for practice, reflection and integration – it is strongly experiential.

During the course of the training participants are expected to set up their own supervision practices and to bring issues arising from their practices to the training days.

### The Trainers:

#### Hilary Cochrane (MCC)

Hilary Cochrane has 12 years' experience coaching at senior levels in large multinational organisations and smaller, niche companies in the US, Asia, Europe and the UK. Her 20 years' experience in the IT industry in Consulting, Sales and

Management and a first career in the theatre have given her a real breadth of understanding of the dynamics of change.

Hilary is affiliated to the International Coach Federation as a Master Certified Coach and is certified as an NLP Coach and a Coaching Development Coach Supervisor.

#### Colin Brett (PCC)

Colin is a founder of Coaching Development and has been co-designing and co-leading its programmes since 2003. An experienced coach, he holds the Professional Certified Coach credential of the ICF. He first trained in supervision in 1992, working as a supervisor of counsellors. He instigated the creation of Coaching Development's Certificate in Coach Supervision, joining the programme as a learner and qualifying as a Coach Supervisor in 2007.

Colin sees supervision as a form of professional development which serves to enrich the coach as a practitioner and protects both the client and the coaching community through ethical thought and action.

### 2011 Programme

Module 1	30, 31 March - 1 April
Module 2	19-21 May
Module 3	30 June - 1, 2 July
Module 4	15-17 September

Venue: Central London

**Fees:** (tbc)

# Developing Coaching Skills

## Introduction to Coaching

This 2-day 'taster' programme is designed primarily for those who want a brief introduction to the field of coaching and to Coaching Development's approach. It provides an initial exposure to the core coaching skills and enables participants to have an experience of working with Coaching Development trainers. Participants who subsequently decide to enrol in our Certificate in Coaching Skills may receive a partial fee rebate – please ask for details.

### Dates

Saturday & Sunday	17-18 July 2010
Friday & Saturday	14-15 January 2011

Venue: Central London

**Fees:** £400 + VAT (£470)

## Coaching Essentials Programme

Coaching Essentials is designed for individuals wanting a thorough grounding in fundamental coaching skills, as well as for organisations wishing to develop internal coaching capability. The 10-day programme has been accredited by the ICF as providing 65 hours of approved coach specific training (ACSTH) and participants will be equipped with the necessary knowledge and skills to apply to take the ICF examination for the ACC credential.

### Course Content

The programme is based on our Certificate in Coaching Skills and provides essential training in all the core coaching competencies as defined by the ICF. Through taught input and

experiential work, with extensive practice, observation and feedback, students develop the knowledge, attitudes and skills required of a proficient, ethical and professional coach.

### Fees and availability:

This programme is available to organisations on an in-house and bespoke basis. It can also be provided as a public programme in countries where Coaching Development does not currently offer its Certificate in Coaching Skills. Anyone wishing to host such a programme is welcome to contact us.

All enquiries, including fee structure, should be directed to: [sarah@coachingdevelopment.com](mailto:sarah@coachingdevelopment.com).

## Coach Practitioner Programme

The Coach Practitioner is a 10-day programme designed primarily for practising coaches who require further coach-specific training. Its purpose is to extend and deepen participants' existing skills and enable them to apply for an ICF credential. The course offers a thorough and rigorous foundation in the core coaching competencies and has been accredited by the ICF as providing 65 hours of approved coach specific training (ACSTH). Participants will be equipped with the necessary knowledge and skills to apply to take the ICF examination for the ACC or PCC credential, depending on their previous coach training and experience.

### Course Content

The programme format is a combination of advanced workshops and rigorous skills development. The workshops cover subjects such as Coaching in the Corporate World, Solution-Focused Brief Coaching, Coaching and Physiology, etc. The skills development sessions provide an in-depth experiential engagement with the core coaching competencies through practice, observation and

feedback, mentor coaching, case-load supervision and formally observed coaching sessions. As with all our programmes, the approach to coaching is co-active, client-centred, holistic, and non-directive.

### Entry requirements:

Students will have had some coach training already, or, if not, will have accumulated considerable experience as a coach. They must be willing and committed to embark on a training programme which is both rigorous and personally demanding; and they must be currently working as a coach.

### Fees and availability:

This programme is available by arrangement through local organisers who wish to host the training. It is also available on request on a bespoke basis to organisations seeking to develop existing in-house coaching capability.

Enquiries, including fee structure, should be directed to: [sarah@coachingdevelopment.com](mailto:sarah@coachingdevelopment.com).

# Paul's Story



*Paul Chidgey chose Coaching Development's Certificate in Coaching training programme for British Gas coaches.*

When 41-year old Paul Chidgey signed up for Coaching Development's Certificate in Coaching he was already working as a coach and managing a team of coaches at British Gas.

"I was looking for some training for my team of coaches and I chose the course because it was based on the ICF competencies. I also attended an evening of discussion about coaching with (trainer) Philip Brew and I liked both his attitude and style."

Paul enjoyed the experiential element of the certificate programme, particularly the opportunity to get feedback on his coaching from both mentors and trainers.

"One of the things I found most helpful was the team of people working with the main trainers who observed my coaching and gave me direct feedback. We were also observed by the trainers. I found that I got a lot of highly challenging feedback. However, remarkably, I had no sense of being criticised so I was able to take on board some tough things about my coaching and myself."

Following the certificate programme, Paul completed his Coaching Development Diploma in Coaching and achieved ICF's PCC credential.

"The Coaching Development programme has helped my self confidence grow in all walks of life - and I have lost one-and-a-half stone in weight! It isn't only the programme that has helped me to do these things but it certainly proved to be a major catalyst for change. I have also had the privilege of working with some of the best coaches in Britain and meeting some great people on the course."

# Delscey's Story



*Former head-teacher at an independent girls' boarding school, 56-year old Delscey Burns now works as a successful coach and coach supervisor.*

"The thread that links my past and present work is to do with learning, increasing awareness and promoting growth – my own and that of anyone I can get my hands on! "

Delscey Burns first discovered coaching at 53, after a successful long-term career in education and work as a psychotherapist. Sensing what she called a "comfortable match" with Coaching Development's values and attitudes, Delscey began training with Coaching Development in March 2005.

"On embarking on the Certificate in Coaching course, I was immediately struck by the rigour of the programme. The material had been really honed so we weren't cluttered with anything we didn't need. The whole environment and expectations of relationships within it were adult-to-adult, and this encouraged constructive relationships among the participants. The constant observed practice was invaluable, and possibly unique to this course, and the relatively small size of the group was, for me, very helpful."

Delscey is now a practising coach and, whilst most of her work is with adults, her past professional life has made her appealing to younger clients. She is passionate about her personal and professional development, and is now an ICF Professional Certified Coach.

Delscey recently completed Coaching Development's Certificate in Coach Supervision and now has a growing coach supervision practice. She says she loves the "collegial" element of her new role, relishing any opportunity to chew over professional, theoretical and ethical issues.

"As a consequence of my Coaching Development training, I have become more incisive, focussed and pro-active in all aspects of my life. The whole Coaching Development approach has also supported my inner work around presence, what it means to be fully present in the current moment, and how to notice and work with the feelings that get in the way of this."

## Further Information

For further details on any of our programmes or to download an application form, please visit our website:

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

For specific enquiries, please contact us directly by either calling **0845 122 7200** or by email at:

[mail@coachingdevelopment.com](mailto:mail@coachingdevelopment.com)

●●● Coachingdevelopment

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