



Diploma in Coaching Excellence

Introduction

The very fact that you are reading this brochure makes you exceptional.

Why?

Because you want to fulfil your potential by helping other people improve their lives whilst you take control of your own. And whatsmore, you're prepared to take action to make it happen. That makes you very special.

The people who train as coaches at the Smart School are a unique breed! They love helping people grow and improve, they believe in positive change, they believe that our past doesn't have to define our future and they want to make a real difference.

If that sounds like you, then our role is to give you the skills, knowledge and confidence to be an exceptional coach, creating powerful results for the people you work with.

Whether you're looking to start your own private coaching practice or to develop coaching skills for use within your workplace, the Smart School's Diploma in Coaching Excellence will give you everything you need.

I hope you find this brochure useful and, when you're ready to become a coach, I look forward to supporting you on your journey.



Founder and CEO



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What is coaching?

Coaching takes many forms and is practised in various ways. But at the root of every coach's intentions, actions and approach lies the desire to support their client in the act of self-discovery and progress towards clearly identified outcomes.

Coaching is primarily a conversation-based approach which enables clients to achieve their desired outcomes by addressing their behaviours, thoughts, feelings, relationships, beliefs and values.

Whilst it is sometimes compared to mentoring, counselling and even advisory services, it is actually quite unique. It powerfully combines a range of approaches to support clients and is now widely seen as one of the most effective way to create personal and organisational change.

It can be used in almost every conceivable area of human development and can be found in the offices of organisations, the classrooms in schools and the thousands of private practice spaces created by independent coaches.

Of course, different environments will require that coaches place their focus on differing areas of practice. For instance, an organisational coach may spend much of their time on performance improvement, where a life coach might be focused on creating transformational change around self-perception and a youth coach on helping young people find self-confidence. Each coach will find their way of working that inspires them.

Finally, it is worth saying that coaching itself has changed considerably over the last five years. The development of a body of work on coaching psychology has led to new ways to coach (which we have put at the core of our diploma) and left many of the old coaching approaches looking distinctly dated and over-simplified. In many quarters, there has also been a move away from the dogmatic insistence of non-advice to a more realistic understanding that the coach will often bring specific knowledge and skills to the coaching relationship.

At the heart of all coaching remains a journey of self-discovery which leads to clear change and positive outcomes and in a world with so much complexity and challenge coaching is needed now more than ever.

Why become a coach?

Every person has their own reasons for becoming a coach but we see three key themes recurring regularly which also reflect our own core values around coaching.

Many coaches' primary aim is to make a difference and to help people in some way. Whether that's improving performance in the workplace, supporting people on their wider life issues or focusing on change within specific areas such as health and wellness, you'll create change in many ways and know that you're making a difference.

For many coaches, this leads them to create their own coaching business combining their coaching with skills such as training, workshop facilitation and even online services. With the huge opportunities in the coaching world today, this is becoming an ever more exciting way to become independent and live your life on your own terms.

A third important outcome for those who train as coaches is their own sense of personal growth and development. We've seen time and again how our coaches' sense of confidence, purpose and capability transform over the course of their coaching journey.

Coaching is transformative and the skills you learn are invaluable for your workplace or business, your relationships and your life as a whole.

Coaching Case Studies

Sonia Gill

Sonia Gill came to the Smart School as a former teacher and then senior manager within a major retail company. She joined in January 2011 and like many coaches initially struggled to find what she really wanted to do with the coaching skill she was developing. She knew she wanted to make a difference for leaders but was also passionate about education as the foundation of a positive society.

So Sonia developed Heads Up, a coaching and training company working with head-teachers and senior school teams. In less than 8 months Sonia had qualified as a coach and secured her first clients for Heads Up. She now has major plans for developing her vision.



Jeremy Hill

Jeremy was a retired civil servant with 35 years service behind him when he came to the Smart School. He lived in Tokyo and had recently married his Japanese wife when he flew to the UK to study with us.

He initially focused on being a general business coach but quickly saw his passion was fusing Japan with the UK. Using his coaching skills and former experience he created Japan Connections in which he supports UK entrepreneurs to open up their companies in Japan.

Blending coaching with market research and connecting people, Jeremy is now back in Tokyo and creating a business he loves using the coaching skills gained at the Smart School.



Rachel Smith

Rachel joined the Smart School in December 2009 with a clear vision of working with widows who had been through the grieving stage and now wanted to live fully again. Whilst in training Rachel created the coaching practice, Re-emerging Widows, and started to run workshops and coaching circles for widows.

Rachel is passionate about making a difference with this group of women having been widowed herself some years earlier. She now blends coaching with other approaches to create a new sense of vision, determination for her clients.



Mary White

Mary joined the Smart School early in 2010 drawn by her appreciation of the person-centred philosophy of the course. She had risen to a senior role in her career but was ready to make a change.

With her lively wit, joy of life and love of public speaking, Mary found a natural fit using coaching to help leaders communicate their messages more effectively.

She created GoPresent and loves the journey she is on to make a difference to the impact her clients have with their communication, presentations and overall confidence.



The Smart School approach

Our number one focus is training exceptional coaches equipped with coaching skills drawn from a range of cutting-edge styles.

Whilst many coaching schools are still delivering tired, dated models, our approach to coaching is integrative and holistic.

This means that as well as giving you the core skills of traditional coaching, we ensure you gain powerful techniques from cognitive-behavioural coaching, NLP linguistics and transactional analysis. This course really is one of the most advanced and comprehensive available.

Yet despite our attention to the quality and integrity of our course, we have set out to ensure that it is also affordable, highly practical and fits with your life.

We know that you almost certainly have other priorities in life apart from becoming a coach. That's why this course has been designed to fit around hectic lifestyles and workloads by offering weekend training, online support and qualification at your own pace.

Because we have adopted a holistic approach to coaching, you'll be able to use your skills immediately as a life coach, executive coach or even a specialist in a field such as business, career or youth coaching. For us, coaching is a tool that you can add to your existing skills and strengths to enhance your business, career or personal life.

We're very proud of our Diploma in Coaching Excellence and believe it represents one of the best coaching courses available today.

Diploma in Coaching Excellence



Diploma



Diploma in Coaching Excellence

Yes it's a diploma and a recognised qualification awarded by a leading UK institute. And yes it has everything you'd expect from an exceptional training course.

But it's so much more than that.

It's a journey, an opportunity, a fresh start, a supportive community, a new challenge. It's like being part of a family or with close friends. It's self-discovery, personal growth and a powerful experience.

Our coaches have described it as "like coming home", and "a place to connect with your dreams."

It really is so much more than just a course and that's why people choose us.

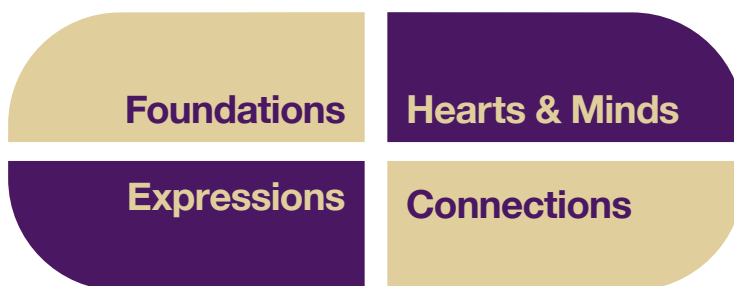
But it also lives up to its rigorous standards as one of the most advanced coaching courses available today.

Uniquely created from the very latest understanding, techniques and skills which have emerged from critical practice and the discipline of coaching psychology, the Diploma in Coaching Excellence is setting a new level of expectation in the coaching world.

The following pages will give you a clearer picture of our Diploma in Coaching Excellence and why it's so uniquely respected.

Course structure in brief

The Diploma in Coaching Excellence comprises 4 key training weekends making 8 full days of training in total. You will usually sit one course per month but this is flexible and some people take longer between training weekends.



Support and Additional Material

- Structured mentoring through your coaching journey
- Access to an online Members Area with comprehensive resources
- Hugely informative course manual that grows through your journey
- Access to a library of recorded videos



Course structure in detail

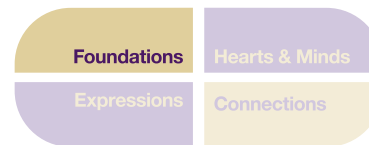
The four training modules cover all the skills, qualities and information you need to be a quality coach:

Foundations

Foundations is where your journey starts.

You will learn:

- 6Cs Integrative Framework
- Powerful questioning and listening
- Goal setting
- Giving feedback
- Using reflection and clarification
- TOOLKIT – the Smart School’s unique person-centred coaching model

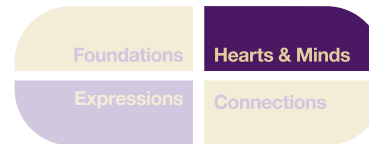


Hearts and Minds

Hearts and Minds is concerned primarily with learning the powerful coaching tools offered by cognitive behavioural coaching.

You will learn:

- STAR for patterns of ineffective behaviour
- A-F for limiting belief work
- Working with values
- Creative visualisation

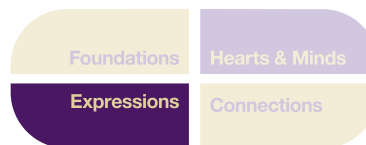


Expressions

The key theme of this module is how people represent and communicate their model of the world and how we, as coaches, can work with this.

You will learn:

- Model vs. Reality
- Collusion vs. Collaboration
- Content vs. Process
- Mapping perception with the Communication Model
- Reframing patterns
- Challenging limiting language
- Perceptual Positions

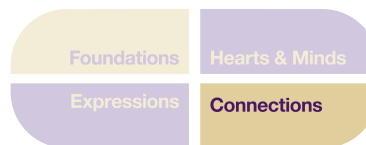


Connections

This module explore two key psychology modules to help you work at a transformational level with clients.

You'll learn:

- Person-centred theory
- 6 conditions for change
- Transactional Analysis theory
- Understanding transactions
- Working with life scripts
- Life positions
- Game analysis





Comprehensive support

Our coaching course offers excellent one-to-one and group support as well as a range of distance-learning support material.

Mentoring through your coaching journey

You will receive structured mentoring to ensure you are progressing well with your client work. The mentoring will help you with client issues and also your journey through the qualification itself to ensure you get the very best from the course.

Access to an online Members Area

You will be given password-protected access to your online profile where you can contact other Smart School coaches, book places on events and download templates, videos and other material from the course.

Comprehensive manuals

You will receive hugely comprehensive manual which will be added to throughout the course to give you all of the information you cover in one convenient and easy to read place. Each manual also gives examples of coaching dialogue for the models covered giving you further ideas and clarity.

Recorded videos

You will be able to download and watch at any time a series of videos on a number of areas grouped under Getting Started, Coaching Skills, Models and Approaches and Practice Management.

Monthly support group

Finally, we hold a monthly evening session for coaches to explore their challenges. It's also a great opportunity to stay connected and enjoy a vibrant learning community.



The 6Cs Integrative Framework

The 6Cs Integrative Framework has been developed to blend a number of leading coaching styles to form the most comprehensive and flexible approach yet to coaching taking in the whole person from their behaviours through to the core issues that drive them.



The 6Cs Integrative Framework

The Diploma in Coaching Excellence is built upon the Smart School's 6Cs Integrative Framework which encapsulates the leading coaching disciplines available today to create a uniquely flexible, rigorous and powerful coaching approach.

The framework ensures that our coaches master the universal person-centred skills necessary for all coaching as well as a range of specific tools and techniques to help unlock the client at the right time.

The 6 Cs

Collaboration: Building powerful working partnerships for the client success

Connection: Developing genuine rapport and presence for a safe space for the coaching journey

Curiosity: Creating a desire and fascination to understand and grow through robust self-inspection

Challenge: Helping the client confront their own limitations and move past beliefs which have held them back

Create: The ability to inspire and generate new insights, options and possibilities to create a new future

Change: Supporting and holding to account to help the client move to real action which makes a difference

Held securely by these 6Cs the client is represented by the person's layers with which you will work, from the most obvious such as their behaviour to the most hidden such as their driving values.

You will learn to you work with using different approaches:

Behaviour:

This is all the stuff we do. The tasks we perform, the way we act, our habits, our patterns. Usually behaviour is simply the tip of the iceberg for what has created it but it gives us a clear starting point for seeing how the person shows up in the world.

A lot of early coaching focused on behaviour and performance and they remain key aspects of coaching. From this early coaching style we take the tools from behavioural coaching.

Communication:

Communication is words, body language and all the other subtle ways someone demonstrates and symbolises what is going on inside themselves.

Communication allows us to see what picture of the world someone is creating for themselves and how they are empowering or limiting themselves.

You'll learn a range of tools, particularly from NLP, which will enable you to become a master of understanding and questioning the communication of your clients to help them become more in control of their world.

**Cognition:**

This is the client's conscious and unconscious thinking. These can be automatic, negative thoughts which hold someone back with the voice in the head that says "you can't". Or it can be powerful and determined thoughts that allow someone to dream, plan and challenge themselves to further success.

You will learn a number of key models emerging from cognitive behavioural coaching which will ensure you can work effectively with the thought patterns of your clients.

Emotions:

Emotions are key to successful coaching since they are usually the final kick that will create action or lead to procrastination. Emotional development can be an end in itself in coaching depending on the people you are working with or it can be a part of a wider outcome. You'll become adept at dealing with emotions and the impact they have in holding people back or moving them forward.

You'll learn specific approaches from emotional intelligence and cognitive behavioural coaching to work with great affect at this level.

Drivers:

Drivers are those things that make us do the things we do.

Often we're not even aware of them until we bang up against them. A value is undermined. A need is not met. A belief is contradicted. These drivers form the core of our personality and with it the place that change has the greatest effect.

You'll develop exceptional skills to work with clients at these levels to create profound, transformational change.

Qualifying on the Diploma

In order to qualify with the Diploma in Coaching Excellence you will need to complete the following:

- 30 hours of coaching with clients
- Completion of Self-Assessment Session Forms
- Observed coaching assessment

Qualification takes approximately 6 months if you follow the guidance for coaching hours. However, there is no time limit and you may complete it faster or slower to fit your circumstances.

Finally, it's worth saying that qualification on this course is very aimed at producing coaches who can coach well in practice not just understand the theory. For that reason we do not expect essays or other written work and instead focus on your ability in the assessed coaching session.



Accreditation and Qualification

The Diploma in Coaching Excellence is a recognised qualification awarded by the Institute of Training and Occupational Learning (ITOL).

Unlike many coaching courses which are awarded by the training company and simply accredited by a third party organisation, the Smart School programme is awarded independently by a UK awarding body.

This is something we are proud of since it makes our diploma one of the few genuine coaching qualifications in the UK.

On completion of the Diploma in Coaching Excellence you will automatically qualify to join the Institute as a Licentiate Fellow with letters awarded after your name.

ITOL is a major institute in the field of organisational and personal training and development and is leading the industry in its promotion of cutting edge training and coaching standards.



FREE Discovery Day

If you've read this brochure and want to know more about coaching and our Diploma in Coaching Excellence, why not attend a FREE Discovery Day on a Saturday in the heart of London.

On the Coaching Discovery Day, you'll discover:

- What coaching is and how it works
- What key skills make an outstanding coach
- How you can blend coaching with your existing skills
- The 4 paths you can take with your coaching qualification
- The 7 Coaching Business Models and how you can build a powerful business
- The content, structure and cost of our Diploma in Coaching Excellence

To reserve your place on a FREE Discovery Day, head along to our website at www.thesmartschool.co.uk

Alternatively, please feel free to simply call us on **0844 656 0444** if you wish to ask us any questions.

Book Now!

If you're ready to start your journey with us to become a coach, then go ahead and book today!

We take a small number of people onto our Diploma in Coaching Excellence most months with subsequent modules roughly one month apart.

Start dates and the current price can be found online and you can book your place online at www.thesmartsschool.co.uk

Or you can call us on **0844 656 0444** to find out the next dates and book your place.

It'll be great to have you in the school and we look forward to hearing from you.





www.thesmartschool.co.uk

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