

ITOL Diploma in Coaching Excellence

including the unique Coaching Success Plan™



If you're serious about becoming a coach,
we're serious about getting you there

Key benefits of the ITOL Diploma in Coaching Excellence include:

- A comprehensive range of integrative coaching models and approaches for greater success
- 6 full days of training delivered over 4 months taking you to an advanced level of coaching
- Coaching Success Plan™ delivered through one-to-one mentoring, in-the-moment feedback and interactive teleconferences
- Full professional status with Institute letters after your name for enhanced credibility

If you want to build a full time coaching business or to coach extensively in an organisation the ITOL Diploma is the right qualification for you.

See inside for details of this industry leading qualification.

ITOL and The Smart School

delivering you an industry leading coaching qualification



I'm Nick Bolton, the founder of The Smart School and creator of the coaching qualifications framework for the Institute of Training and Occupational Learning (ITOL).

Together, ITOL and The Smart School deliver professional coaching qualifications that set a new standard of skills, knowledge and support. For anyone serious about coaching, these qualifications give you the ability, experience and professional credibility to excel.

The ITOL Diploma in Coaching Excellence is the premier qualification for those who wish to build a coaching practice or use coaching within an organisation.

It ensures you gain a comprehensive and cutting edge set of coaching skills drawn from a range of disciplines including behavioural coaching, NLP coaching and cognitive behavioural coaching to name a few. In addition, it benefits from a range of business coaching tools to ensure you have a full pallet for performance and executive coaching.

We are creating a new next generation of integrative coaches combining the very best of different approaches for true mastery of coaching.

The ITOL Diploma in Coaching Excellence gives you professional credibility, institute membership and post-nominal letters for a professional edge. This really is a new benchmark in coach training and qualification. So if you're serious about coaching, talk to us today.

Nick Bolton

Fellow, Institute of Training and Occupational Learning

Find out more at
www.thesmartschool.co.uk
or call us on
0845 003 8985

ITOL
INSTITUTE OF TRAINING &
OCCUPATIONAL LEARNING

SMART
THE
SCHOOL OF COACHING

"The Training has been AMAZING! Really comprehensive and thorough but taught in a way that feels easy and relaxed. I am loving my journey toward becoming a coach." Joy Grant, Youth & Mediation Coach

The ITOL Diploma in Coaching Excellence



Cost: £3497*

Fee covers full training, support, mentoring, assessment and certification.

*(Strictly limited number of bursary places cost just £2100).

Overview

The Smart School's ITOL Diploma in Coaching Excellence offers a unique all round programme to support you to coaching success.

The Diploma is made up of:

- 6 days of intensive training over 4 months
- Completion of 30 hours of real life coaching
- Detailed pre-course work to get you ready to start
- Comprehensive coaching manuals
- Post-course work books

Coaching Success Plan™

To ensure your success, we support you with the Coaching Success Plan™ which includes:

- 4 personal mentoring sessions
- 4 interactive teleconferences
- In-the-moment feedback on a live coaching session
- A unique, step by step practice building strategy workbook

This support is second to none and one of the key reasons our programme is so highly considered.

Take your first step by calling us today on **0845 003 8985**

The 3 modules

Foundations of Coaching (2 days)

Your first module provides the cornerstone for everything you do in coaching. It will give you the fundamental skills needed to begin working with clients immediately.

You'll focus on core skills and some simple but effective models including:

- Building rapport
- Giving coaching feedback
- The **GROW Model** for task focused coaching
- **STAR Model** for better ways of responding to a challenge
- Listening and questioning skills
- Goal setting using **SMART(ER)**
- Gaining clients and establishing the coaching process

Advanced Coaching (2 days)

The second module will take you to an advanced level that will set you apart from other coaches. You will explore a number of models from Cognitive Behavioural Coaching and Brief Coaching that enable you work with people's limiting beliefs and behaviours. At this level, you can work with clients to accelerate them to much faster, more powerful results.

You will learn and practise:

- **A-F Model** to tackle limiting beliefs
- **Theoretical models of change and their use in coaching**
- **Working with Personal Values**
- **OSKAR** – coaching on strengths
- **Johari Window** for team and individual relationships

NLP in Coaching (2 days)

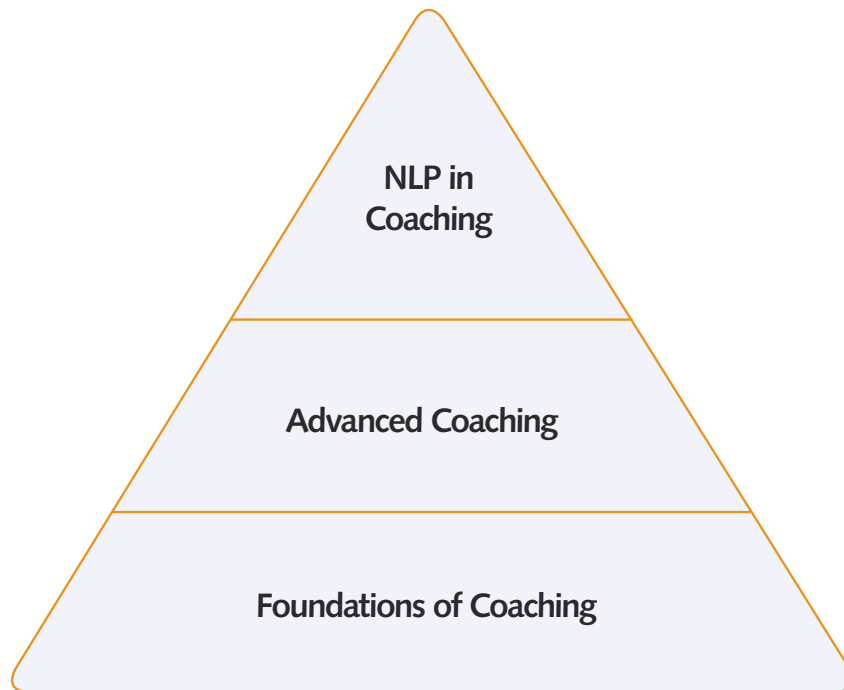
In this module you will explore how NLP (Neuro Linguistic Programming) fits in to coaching and also how it differs. Focusing on four major models from NLP, you will gain improved communication skills and some powerful approaches to change. You will learn and practise:

- **NLP goal setting**
- **Meta-model for challenging limiting language**
- **The NLP concept of "chunking"**
- **Perceptual positions for powerful change between two individuals**



"The Tutors are Brilliant – they don't just want to turn us into coaches: they want us to be the Best Coaches out there!" Jen Rigg

Structure of the ITOL Diploma in Coaching Excellence



Your Coaching Success Plan™



"The Training is Absolutely Top Notch.... The personalized support to get me where I want to be has been unequivocally miles ahead than that offered by other training establishments." Irene Cowling, Success Coach

The ITOL Diploma in Coaching Excellence sets you apart from the crowd



What makes this coaching qualification so good?

1

The Support You Enjoy

The ITOL Diploma offers unparalleled support. You will receive:

- 6 days of top quality training
- The unique Coaching Success Plan:™
- One-on-one mentoring
- Interactive teleconferences
- Observed practice
- Continuous feedback on your progress

2

The Smart School People

From the founder of the school to every coach and mentor, we are all practising coaches and passionate about ensuring all our trainee coaches get the support, the skills, the knowledge and the confidence they need to excel as a coach.

3

The Industry Leading Content

Unlike many coaching schools which limit themselves to one model of coaching, the ITOL Diploma focuses on developing Integrative Coaches who can draw from the full range of skills and models to ensure that clients gain the very best results. This means you can work effectively at an extremely high level with your clients and in a wide variety of settings.

You'll learn coaching skills which have come from a range of disciplines including:

- Solutions-focused Coaching
- Behavioural Coaching
- NLP Coaching
- Cognitive Behavioural Coaching
- Brief Coaching
- Psychology of change

To excel as a coach, you need to have a range of tools and skills at your disposal. The ITOL Diploma has been designed to give you a comprehensive set of skills which you can integrate seamlessly for great results.

Book your free consultation today.
Arrange online at www.thesmartschool.co.uk
or call us on 0845 003 8985

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SMART
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SCHOOL OF COACHING

"I would recommend that anyone wishing to become a coach does their research well and considers the Smart School as their FIRST option!"

Grace Witter, Performance Coach

Stand out from the coaching crowd!

To succeed in coaching you have to stand out from the crowd. Simply learning a basic coaching model like GROW is no longer enough. That's why we develop Integrative Coaches using the very best of the full school of coaching thought.

To be a great coach, you will draw on a wide range of tools and use them effortlessly. You will know how to move from tactical planning to deeper work around attitudes and values. You will integrate diverse and powerful approaches to development and allow your client to grow as a consequence. That's what makes Smart School Coaches stand out from the crowd.

The ITOL Diploma in Coaching Excellence has been designed to ensure you can do precisely this. Drawing upon a range of coaching disciplines, you will be given the tools, knowledge, support and experience to ensure you excel as a coach.

Unlike many coaches who know only one or two models of coaching, you will gain mastery of a range of tools and approaches to ensure you can operate at all levels.

The ITOL Diploma provides a new quality standard for coaching. If you're serious about coaching, then this Diploma is for you.



FREE Coaching Powerday

If you think that coaching is for you then why not give it a try for free! We offer free one day coaching workshops where you will learn:

- What makes coaching so exciting and full of amazing opportunities
- How to set inspiring goals...which work for you and your clients
- A coaching model that blows GROW out of the water!
- What you need to leave other coaches in the dust!
- How you can have 40% of your training fee paid for you when you decide to excel as a coach



To book your place, simply go along to
www.thesmartschool.co.uk
and select your date. It's as easy as that!