

The Institute of Training
and Occupational Learning's

FAST TRACK
Accelerated Learning

ITOL Certificate in Coaching



**Unlock your people's performance...
...with coaching skills that get results**

Key benefits of the ITOL Certificate in Coaching:

- Highly practical coaching skills for immediate use
- Accelerated learning meaning less disruption to your organisation
- Proven high return on investment
- Key coaching tools and goal setting approaches expertly explained and thoroughly practised
- Recognised qualification with membership of the Institute of Training and Occupational Learning

Gain excellent coaching skills that make a real impact back in the work place.

Awarded by:



Delivered by:



Reap the amazing benefits of a coaching approach in your organisation

“The Smart School coaching’s qualifications, awarded by the Institute of Training and Occupational Learning, give rapid, effective and powerful tools for transforming leadership and management to get outstanding performance and results.”

Nick Bolton
Founder, The Smart School of Coaching

Coaching allows organisations to tap into the true potential of its leaders and workforce. It’s cost effective, achieves great results and creates a motivated workforce which feels valued. Coaching really works!

The ITOL Certificate in Coaching gives you practical coaching skills which make a real difference. So whether you are a manager, team leader, HR officer or even a CEO who wants to nurture leadership skills at the executive level, this qualification is right for you.

The course has been designed to be delivered in a short, sharp but immensely practical burst. We know that organisations don’t want to spend months or years training for something which is better developed on the job. Combining latest developments of coaching with structured practice, we ensure that you gain coaching skills that can transform your management style and deliver change in your people and performance.

So if you want to increase your results, motivate your people and boost your management skills, this is the perfect qualification for you.

Book a place on one of our open course dates and see the difference coaching makes to your results. Or if you want to train a group of managers we can deliver in-house at group rates. Just call us to find out more.

ITOL
INSTITUTE OF TRAINING &
OCCUPATIONAL LEARNING

SMART
THE
SCHOOL OF COACHING

Coaching Explained

Coaching is a process of supporting an individual or team to get from where they are to where they want to be through goal setting, awareness raising, problem solving and action planning.

Coaching typically avoids advice and instead relies on powerful questions, clear feedback and accountability to enable the coachee to find their solutions.

Coaching draws out the very best in someone, challenging and empowering them to reach their true potential

Our course has been designed to give you all the key skills to increase performance, support progress and raise morale through the development of excellent coaching and facilitation skills.

Outcomes from coaching

The most recent research has shown that the return on investment from coaching is up to 500%. Previous research demonstrated that ROI is anywhere from 200 to 700%. What is clear is that coaching works.

Just imagine how much more the return on investment would be if it were your own managers using the coaching. Trained once but facilitating higher performance from their staff time and time again.

Because of its non-directive nature and its power to find and harness the motivation and unmet potential of the coachee, coaching can be used to great affect in many part of your organisation.

Coaching works for:

- Leadership development
- Performance management in all areas of business
- Team building and performance
- Staff development and appraisal
- Succession management
- Support for a new executive
- Facilitation of learning and development

“ The results of the coaching approach have been remarkable. My team members have made huge strides and love being coached rather than just managed!”

Liam Kane, Chief Executive, East London Business Alliance

“No other training has continued to stretch me and retain my interest in the way The Smart School does”

El Cavanagh-Lomas, HR Director, Starent Networks



Course learning objectives:

After completing the pre-course work and classroom training, you will be able to:

- Explain what coaching is and its place in organisations
- Describe good listening skills
- Use clear, powerful questions to challenge, clarify and generate decisions
- Demonstrate the use of four key coaching tools:
 - GROW for task centred coaching
 - STAR for problematic repeating situations
 - Johari Window for exploring interpersonal communication
 - A – F cognitive behavioural approach to limiting beliefs and thinking
- Demonstrate precise goal setting
- Use SMART goals for coaching
- Use clarification, reflection and confirmation to gain understanding
- Give observation-based feedback when needed
- Explore how coaching can be used alongside 360° feedback
- Set up a structured coaching session

Learning Methods

The course is comprised of a mix of learning methods including:

- Pre-course workbook and self-assessment
- Classroom training
- Participative coaching sessions
- Tutor feedback on practice coaching
- Post-course workbooks
- Real-life coaching in the workplace

ITOL Certificate in Coaching

Duration:

3 days plus pre and post-course work

Price: £1495 *plus vat*

The fee covers:

- Three full days classroom based training
- Pre-course work
- Training manual
- Post-course workbook
- ITOL Certification
- Guaranteed acceptance as a Member of ITOL with post-nominal letters

Who is the course for?

This course assumes no previous experience of coaching.

It is aimed at managers and leaders who wish to improve the performance of their people and add coaching to their own management and communication approach.

The course is ideal for:

- Directors
- Executives
- Managers
- Human Resources
- Learning and Development
- Team Leaders
- Project Managers



“ The Smart School’s coach training is excellent. It has transformed the way I work with people at all levels. Definitely a great choice.”

Dolores Currie, Consultant and Probation Board Member

“ 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

Unlock explosive performance in your workforce

Coaching is the key that unlocks true performance and develops talent.

500% return on investment. That's right, recent research has shown that coaching creates huge success and measurable change.

That's why every company more now than ever needs to be integrating it into their people strategy.

Imagine what you could achieve if your own management team developed great coaching skills. A motivated, empowered workforce and clear improvements in performance throughout the organisation.

Our compact and practical coaching course delivers what you need in the time you need it. Designed specifically for the needs of organisations it packs a mighty punch over three days giving you great models and a foundation for developing coaching skills on the job.

Each tool and skill is ready to use immediately for instant benefit to the organisation. Coaching works and a coaching culture delivers great performance.

This qualification gives you the fast track to making it work for you.



Take Action Now

Book a place on one of our open courses now. Go to www.thesmartschool.co.uk and select Accelerated Coaching Qualifications

Or call us on 0845 003 8985 to talk to us about availability or delivering the course in-house.

**In-house or open courses
Call 0845 003 8985**