

# Practitioner Diploma in Executive Coaching

Accredited by: ICF ACSTH, EMCC Practitioner level, AC Recognised Course

## Are you an experienced manager, trainer or consultant who wants to add Executive Coaching to your skill set?

As an experienced professional who draws out the ability of others, you may have learned that you have an aptitude for coaching and would like to develop those skills further. Perhaps you want to complement your HR or OD function by extending your coaching skills. Or, you may be a life coach who wants to learn more about how to coach executives.

If any of these statements is true, then the Practitioner Diploma is for you providing 60 Accredited Coaching Hours

### The Executive Coaching Journey

- ◆ Held over a series of 3 two-day modules plus a Live Action Coaching Day, participants work with the AoEC's comprehensive coaching model of Beginnings, Middles and Endings to mirror the Executive Coaching process.
- ◆ By taking the Practitioner Diploma in Executive Coaching you will discover how to:
- ◆ Build a strong professional client relationship based upon trust, respect and rapport
- ◆ Draw upon a significant body of psychologically grounded coaching skills to promote client development, encourage breakthrough and deepen understanding
- ◆ Align coaching to the business and organizational context
- ◆ Manage effective closure to exceed client, coach and sponsor expectations

### Module 1

#### Beginnings: Engaging the Client. You will:

- ◆ Develop a clearer understanding of contracting with client, coach and sponsor
- ◆ Study key coaching frameworks and models to clarify goals and objectives
- ◆ Enhance your listening and questioning skills in practice sessions with direct feedback
- ◆ Start to develop your own personal, unique coaching framework
- ◆ Clarify your understanding of ethical guidelines and professional standards
- ◆ Establish peer coaching relationships to promote coaching practice

### Module 2

#### Middle: Deepening the Understanding You will:

- ◆ Consider emotions in coaching
- ◆ Clarify the boundaries of coaching and other management activities

- ◆ Introduce creativity into coaching practice
- ◆ Experience supervised coaching practice
- ◆ Get a clear understanding of the importance of ethical guidelines and professional standards
- ◆ Be alert to both explicit and tacit information and its impact on coaching outcomes

### 2021 Dates

Module 1: 27 - 28 April - virtual

Module 2: 08 - 09 June - virtual

Module 3: 17 - 18 August - \*virtual OR face to face

### Assessment Dates:

28 or 29 September 2021- \*virtual OR face to face

### Times

09.30 am-5.00 pm each day

\* - Due to the ongoing Covid-19 pandemic, Modules one and two of this programme will be delivered in a virtual format using Zoom. If conditions allow Module 3 and the Assessment will be run as face to face events at the Apex Waterloo Place Hotel in Edinburgh and will be subject to an additional fee of £250 + VAT.

## Module 3

### Ending: Successful Review and Closure

#### You will:

- ◆ Employ solutions-focused coaching tools to achieve beneficial outcomes for coachees
- ◆ Understand coaching in a leadership or organisational context
- ◆ Explore the role of challenge in coaching
- ◆ Manage the 'psychology of endings' providing healthy closure for the colleague being coached, the coach and the stakeholders(s)

### Achieving your Coaching Qualification

The Practitioner Diploma Programme is an AC recognised course and is accredited by:

- ◆ European Mentoring and Coaching Council: Practitioner level
- ◆ International Coaching Federation: provides 60 accredited coach training hours (ACSTH)

#### Your evaluation process includes:

1. Completion of the three modules + Assessment Day.
2. An individual coaching tutorial after Modules 2 and 3 to embed the personal learning
3. Participation in six group discussions (three tutor led) by webinar – two after each of the three modules in order to deepen the understanding
4. Completion of an online programme to provide further development and support
5. Having a minimum of two practice clients over the duration of the programme
6. Successful participation in and completion of the work or the Assessment.

### The Assessment Day (Closure and Ongoing Development):

1. Presentation of your unique and developing Coaching Framework and Model, your 'signature presence'
2. Submission of a reflective essay on your personal learning journey
3. Live demonstration of your coaching which is evaluated against ICF and EMCC based criteria

#### Delivered via Zoom

**Fees**  
£4,500 + VAT

\*- If Government guidelines allow and it is safe to do so, Module 3 and the Assessment will be held at:  
Apex Waterloo Place Hotel  
23-27 Waterloo Place  
Edinburgh  
EH1 3BG

Please note an additional fee of £250 + VAT will be applied if part of the programme is delivered face to face.

Please apply at  
[www.aoec.com/programmes/practitioner-diploma-executive-coaching/](http://www.aoec.com/programmes/practitioner-diploma-executive-coaching/)

For more information contact  
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