



the coaching
academy

Inspiring courses that change your life



The most

experiential and comprehensive
coach training
in the world

Advanced Diploma

“The **new** Advanced Diploma programme will give you the additional skills and tools to become an ‘exceptional coach’. Select six one-day workshops to achieve Advanced Diploma status or attend all ten if you prefer – at no extra charge!”



The Observer

The Coaching Academy
is now the number
one coach training
programme in Britain.



Advanced Diploma

Contents

The Coaching Academy Advanced Diploma	3
Myers Briggs Type Indicator® Familiarisation Day	4
Building and Sustaining Motivation in Clients	5
Confidence Coaching	6
Financial Coaching	7
Goal Mapping	8
Life Mapping	9
Spiritual Coaching	10
Introduction to D.I.S.C. Personality Profiling	11
Power Persuasion	12
Power Pitching	13

The Coaching Academy

Advanced Diploma

Dear Coach,

As someone who has already committed to excellent training in the best coaching practice, the new Advanced Diploma is an outstanding way to increase your skill level regardless of which Diploma course you are taking.

As an Advanced Diploma student, you will have the benefit of learning from a variety of coaching experts – all of whom are willing to share everything they know to help you on your coaching journey.

As a result, you will:

- Have more confidence in your coaching ability
- **Have a wider range of skills to draw upon**
- Be able to access more tools, models and techniques to help you to be even more effective as a coach
- **Be able to deal confidently with more situations, both in a personal or corporate setting**
- Have Continuing Professional Development (CPD)

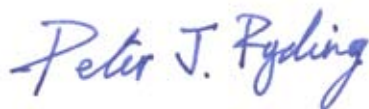
With just a small investment in the new Advanced Diploma, you will be among the top few percent of coaches who continually update and add to their skills. When you have attended six of the Advanced Diploma workshops, you can place the Advanced Diploma logo on your website and stationery.

After you have completed your six workshops, you can then attend the remaining days at no additional charge as a way of maintaining your CPD.

You can register for the programme at the same time as registering for your Diploma course and you can attend the Advanced Diploma workshops while you are studying your Diploma course.

Just call the office on **0208 789 5676** or email team@the-coaching-academy.com and we will register you instantly.

Best Wishes,



Peter Ryding
Chairman & CEO
The Coaching Academy



Myers Briggs

Type Indicator®

Familiarisation Day

The Myers Briggs Type Indicator® is the most well-known of all the personality profiling tools and it has an impressive and prestigious worldwide reputation. It is a highly versatile tool and the insights gained enable people to work more effectively. The knowledge acquired helps improve communication skills and reduce the possibility of conflict.

Many coaches use MBTI® as the starting point for their coaching relationships as it helps clients identify their preferred ways of doing and thinking. It sheds some light on why certain situations present challenges to some people but seem straightforward to others. MBTI® can accelerate the speed of success achieved in coaching and can bring a huge sense of relief to clients as they begin to understand and value differences both in themselves and in others.

If we can understand and label our skills and attributes, we can use them deliberately by choice. Once understood and identified, those skills can also be developed and refined to achieve even better results in the future.

You will leave the day:

- With a really good understanding of MBTI®
- **Knowing how to use the MBTI® results to maximise your impact as a coach**
- Understanding how to play to the client's strengths in coaching using MBTI® results
- **Knowing how to use the language of different preferences**
- With an understanding of how MBTI® can be used to find additional clients
- **Having identified how to link MBTI® with the client's objectives, personal development plans and goals.**
- You will be familiar with the different aspects of preference
- **With an understanding of the ways preference is often expressed at home and at work**
- Understanding the value of using MBTI® in coaching both for the coach and client
- **Having explored your own preferences and how to use this knowledge**
- Having had a lot of fun

The day will address the potential applications of MBTI® in personal and professional lives. It is particularly relevant for coaches working with leaders in organisations where the motivation of staff around clearly articulated goals is at the heart of the coaching assignment. Coaches can use MBTI® to help employees negotiate change successfully so that they feel invigorated and enthusiastic for the next set of challenges and opportunities.

Please note that this is a familiarisation day. Attendance does not qualify delegates as MBTI® practitioners.

with Lesley Matile

Building and Sustaining Motivation in Clients



What do you do if you are faced with a reluctant client? How do you deal with someone who has been sent by their company for coaching but who doesn't really want to participate?

Not everyone comes to coaching with a genuine commitment to the process: some individuals in organisations are sent, some may come as part of a performance management programme where motivation and morale are relatively low.

This workshop will address these challenges and provide positive solutions so that your clients will leave with greater commitment and energy to address the necessary topics. You as coach will be confident that you have had a major impact on motivation.

Some clients start the coaching process well but lose heart when the going gets tough and then question whether coaching really does have answers. This is a situation that needs to be positively addressed at an early stage before the coach or client becomes demotivated. You will learn how to do just that!

You will leave this interactive workshop with strategies to:

- Understand and develop motivation
- **Find what motivates individuals**
- Understand and reduce resistance
- **Work with the cycle of change**
- Inspire the reluctant
- **Roll with resistance**
- Respond to statements like 'Go on then, impress me!'
- **Challenge (in a motivational way) when actions have not been undertaken**
- Ensure that the key aspects of motivation are covered in the GROW process
- **Coach effectively and get great results!!**

Turning the 'reluctant' into 'champions' is one of the greatest rewards of coaching. So the next time you encounter a client who answers "Don't know" and "Don't really care" to every question, *you* will know exactly what to say and do!

with Lesley Matile

Confidence

Coaching



Many people seek out a coach to help them with personal and professional confidence, either in a private or corporate setting. This workshop has been created to equip you with a set of tools to help *you* confidently deal with these situations.

- **Self-esteem v self-confidence; the differences and how they impact on self-belief and goals**
- Helping clients to recognise their limiting beliefs
- **Helping clients to recognise their empowering beliefs**
- Helping clients to change their limiting beliefs
- **Helping clients to use their empowering beliefs**
- Success and how it impacts on confidence
- **Perception and focus**
- Anchoring and its use
- **Creating tools and exercises to move clients forward**

Self-esteem v self-confidence; the differences and how they impact on clients

Often clients come to coaching declaring they have a confidence issue, yet as they start to explore and share their issues, they discover that, in fact, they are already confident in many areas of their lives.

People who they trust tell them they know and see a confident individual and the client reports knowing that deep inside they feel they are confident too. However, they still have the belief that they have a confidence issue. They just can't quite put it into words.

During this one-day Master Class on confidence we will be discovering the differences between self-confidence and self-esteem and how to help your clients understand them.

Belief and goals

Clients set themselves goals that they want, they get excited about them, they visualise and feel them, they say positive affirmations about them and when they are with you in a coaching session they feel confident about them.

Sometimes, in the times between coaching sessions, they begin to doubt themselves and let their old fears creep in causing them to lose motivation and feel anxious. During the day, you will look at ways to help clients to prepare for such events and create a motivational toolkit to dip into.

Success and how it impacts on confidence

Sometimes clients tell their coach they can't be successful because they don't feel confident. During the day you will spend time exploring success and what it means and then look at exercises you can do with your clients to assist them in creating their own success, building upon it, drawing from past experiences and then using it to build their confidence.

During the day you will also be discussing tools and activities that can assist clients in developing their confidence. By the end of the day, you will have created your own confidence tools and exercises to use with your clients both in a coaching session and for assignments between coaching sessions.

with Pam Lidford

Financial

Coaching



Money; like it or loath it, it's in your life. The issue of finances affects all aspects of people's lives; including their relationships, their careers and their health. Attend this non-finance-based coach training day to learn loads of fantastic exercises to do with your clients to help them master their beliefs and their attitudes to money.

Finances, or the lack of them, will have a major impact upon the goals that your clients set for themselves and may often be an unspoken barrier to them creating the life they really want to live.

Most people say that they want to achieve financial independence, but lack the know-how and confidence to work out how much that would be and how they might achieve it. Learn non-threatening ways to help your clients get a realistic financial plan in place to facilitate their other goals in their lives.

This day is run by Sarah Urquhart, who has developed her interest in money matters over many years. She's not an accountant or financial advisor, but instead looks at the emotional side of money and enables her clients to look into their financial mirrors, uncover the beliefs driving behaviours that are creating financial shortage for them and discover new ways that they can create financial abundance.

- Developing FQ
 - You've heard of IQ and EQ, now help your clients develop their FQ (Financial Intelligence)
- **Establishing financial priorities**
- Uncovering financial obstacles
- **Getting to know your financial personality**
- The emotional side of money
- **Getting to the bottom of unhelpful financial beliefs and creating beliefs that will empower your clients' financial futures**
- Using the power of positive thoughts and language to create financial goals
- **Bringing your clients' financial hearts, minds and souls together**
- Creating easy financial plans

with Sarah Urquhart

Goal Mapping

Whatever your dream, Goal Mapping can help you achieve it. Throughout recorded history, the most successful men and women have been those who've learnt to develop their natural goal-setting ability into a powerful skill for achievement.

Goal setting is a natural function of the brain. Making a decision triggers a subconscious process that transforms the decision into a deed. Learning the most effective way to set goals is the number one prerequisite for success in any endeavour, for any individual, team, or organisation.

The Goal Mapping system will powerfully impact your goals upon your subconscious. It is a combination of ancient wisdom and modern accelerated learning techniques, woven together with success principles into one holistic system, which appeals to everyone.

Traditional goal-setting techniques focus on left-brain words, only using endless repetition, whereas Goal Mapping uses words and imagery - the language of the subconscious. It is the master skill for achievement in all areas of life: without doubt, the most powerful life empowerment programme for individual, educational or corporate achievement.

Applications

Goal Mapping is a multipurpose human empowerment tool. It is a technique that can be applied in a number of different ways to achieve different objectives. These include: mapping, tracking, brainstorming, and future projecting. Every area of life – like any area of an organisation or group – needs to be goal-orientated for success.

The Success Workshop

This one-day workshop is focused on learning to steer change towards the direction of your desires through the process and technology of the unique whole-brain system, Goal Mapping. Learning to set and achieve objectives is the master skill of life as it is the skill that enables the achievement and learning of all other skills and objectives.

Workshop Outline:

- Raise your awareness: shifting perceptions to gain clarity on reality
- **Developing possibility consciousness: tuning your beliefs to release your potential**
- Finding your balance: spreading success through all major areas of your life
- **Be 'on purpose': working in alignment with your self-motivation strategy**
- Become fully 'response-able': learning how to choose your response
- **Maintain a positive focus: commanding your subconscious to create your own reality**
- Seven fundamental Laws of Success: understanding the natural principles of creation
- **Seven steps of Goal Mapping: creating your own Goal Map and action plan for your future**

with Brian Mayne



Life Mapping

Life Mapping is a unique personal empowerment technique designed to help your client identify their life purpose and be the most amazing person that they can be.

It helps your client define a vision of who they want to be and what they want to achieve, and then supplies a set of principles to help guide your client towards their goals.

In three simple steps, this accessible, effective and fun tool enables your client to create a design for the best version of themselves and their life that they can possibly imagine. Beginning with identifying their life purpose – their reason for Being – they embark on a journey.

The result is a vivid visual map – a personal Life Map – that will enable your client to embrace change and integrate all aspects of their potential into one balanced and powerful whole.

Life Mapping is an exceptional combination of words and images that directs both the conscious and subconscious mind towards chosen

objectives. Concentrating firmly on strengths, Life Mapping will boost self-confidence, self-esteem and self-belief.

Easy to understand and fun to use, Life Mapping has already proved immensely successful in business with staff at all levels, in education with both teachers and students, and in everyday, real-life situations.

Applications and uses

Life Mapping is a fantastic system for raising a client's genuine belief in their ability to achieve their desires. They will feel great and raring to go for the challenge - the vital foundations for creating any physical achievements.

Workshop Outline:

- The Qualities of Personal Leadership
- **Developing Self Image & Self Esteem**
- Be-Do-Have, the cycle of creation
- **The Seven Empowering Questions of Purpose**
- Life-Mapping, embracing the qualities of personal greatness
- **Living by Principle, the compass of personal leadership**

with **Brian Mayne**

Spiritual

Coaching



We live in times of great change and uncertainty; this causes many people to search for more meaning and new directions in life. The questions people ask themselves are changing as successful people now long for greater authenticity, purpose and fulfilment in both life and work.

Spiritual Coaching has emerged to help us answer some of the deeper questions in life. It is a combination of timeless spiritual principles and contemporary coaching skills. When combined, they offer the capacity for transformation and support people in creating purpose driven lives.

Shola Arewa, who has over twenty years experience in spiritual and personal development, runs this insightful day. This thought provoking course offers a great opportunity to explore the big picture, stepping into the transpersonal and asking questions such as: Why has coaching emerged at this time? How can Coaches raise their own level of consciousness and spiritual intelligence? How is this relevant in leadership development? What place, if any, do mindfulness techniques play in coaching? How can we enhance the coaching relationship and facilitate change in ourselves firstly and also the people with whom we work?

Spiritual Coaching offers more than additional tools for your coaching tool kit; it is a chance to transform your life first and then the lives of your clients.

Delegates will leave the day having:

- **Clarified the difference between spirituality and religion**
- Explored the 3 most important principles in Spiritual Coaching
- **Discovered powerful tools for developing spiritual intelligence**
- Been introduced to quantum sciences that support ancient wisdom
- **Understood the importance of process orientation in spiritual coaching**
- A greater understanding of personal evolution, consciousness meaning and purpose
- **Explored the Law of Attraction**
- Experienced the power in silence
- **Acquired tools for enhancing the coaching relationship**

with Shola Arewa

Introduction to **D.I.S.C.** Personality Profiling

Would you like to be able to understand people better? Would you like to be able to identify their communication styles and adapt your own so you can build instant rapport?

This workshop is packed with exercises, skills and strategies to give you a firm foundation in D.I.S.C. profiling – an invaluable coaching tool.

And you will learn from the best. Bev James is a Coaching Academy-trained Life and Corporate Coach, a qualified NLP Practitioner and a Master Trainer for D.I.S.C. personality profiles throughout Europe.

What will be covered on this workshop?

- How to identify different personality styles
- **How to administer a D.I.S.C. profile**
- How to use D.I.S.C. in a coaching session
- **Practical applications of the D.I.S.C. tool for coaches**

What will you leave with?

- A practical tool to give you a foundation upon which to build future coaching sessions
- **D.I.S.C. will unlock the doorway to fast effective communication and help you to build instant rapport**
- Help you adapt your coaching style to different personality types more easily

You will leave with a better understanding of coaching different personality styles faster and more effectively.

with Bev James



Power

Persuasion

How much of a difference would it make to your daily life to be able to get people onside with your opinions, requests and suggestions? How important is it to get your voice heard and be convincing?

Everyday your clients find themselves in a multitude of situations where they try and persuade and influence others. Whether they are trying to persuade their colleagues, their boss, their friends or their children, the ability to persuade and influence is a truly valuable tool in their skills toolkit.

The importance of being able to influence in a genuinely effective way cannot be underestimated. Being able to coach your clients to be more persuasive - whether that is while negotiating a high value deal in the boardroom, requesting assistance from colleagues with a project or encouraging children to do their homework – brings huge benefits that can be enjoyed by everyone.

Ann Skidmore reveals the small changes that produce BIG results. You will be introduced to exercises to help your clients extend their sphere of influence.

When you learn these amazing techniques of Power Persuasion, you and your clients will be able to:

- **Find out your preferred influencing style**
- Realise which persuasive skills work for you
- **Notice which of your areas of influencing could benefit from development**
- Hear theories of influence and persuasion and how to coach around these
- **Be introduced to the language of influence**
- Help your clients to avoid persuasion “turn offs”
- **Discover influencing strategies that bring amazing results!**

A totally engaging workshop that will have you eager to put what you’ve discovered into practice and help your clients be truly great “persuaders”! They will be pleased you attended this day!

with Ann Skidmore



Power Pitching

We could have called this workshop “Presentation Skills”. We could have called it “Successful Presentation for Professionals”. But don’t you love the idea of learning to Power Pitch instead? Sometimes it isn’t what you say but the way you say it that matters. And that is one of the crucial first lessons to be learnt on this fascinating day.

Ann Skidmore, your trainer in Power Pitching, is a hugely experienced presenter and coach and she will share her knowledge and expertise with you so that you are confident to coach your clients towards excellence in this demanding and rewarding area.

Ann will share coaching models and strategies to enable you to help your clients develop great style and confidence, whether they present to small groups, to sceptical audiences or to the Board at work! Whoever they face, your clients will be well equipped when you have used the tips and strategies that Ann will share on this powerful day.

Of course, you as a coach can use these skills too to make a difference in your own life. Maybe you want to win more business, negotiate an improved contract or convey to a stakeholder the great value of coaching. After a day with Ann, you will be walking into these arenas and many more with new found confidence and dynamism!

When you learn to Power Pitch you and your clients will be able to:

- **Create a real presence when you first meet an audience**
- Act and speak with authority no matter how intimidating the situation
- **Impose yourself and your style on an audience**
- Deliver information with real conviction and effectiveness

Skills like this don’t desert you once learnt. Instead they can be relied on whenever you need them, forever. If you present now, or know you will need to in the future, add a real level of expertise in your delivery with the tips you will learn in this workshop. And enjoy the satisfaction of turning your client’s concern into a real strength – for life.

with Ann Skidmore

Successful Client Acquisition



Do you want to really kick start your business and get those critical, first few high-value clients you deserve?

Do you want to increase the number of clients you have right now to propel your business onto the next level?

Then The Coaching Academy's exciting new Successful Client Acquisition course is for YOU!

By attending this course you will secure new clients and catapult your coaching business forward into the future!

You will discover how to:

- Apply the latest sales & marketing techniques
- Gain the self confidence to market your skills and win new customers
- Develop your target customer base and deliver high-value, brand new clients that will make a serious difference to your bottom line
- Create amazing marketing campaigns that are simple, straight forward, easy to deliver and highly cost-effective
- Retain those key new clients and then get them to acquire new business for you for FREE...!

You will leave having written your own brilliant press releases, designed your own superb ads, outlined your own free reports and much, much more!

The three-day Successful Client Acquisition course is for delegates who may have a limited sales or marketing background that want to secure high value clients.

This course will leave you truly confident to market your coaching business and put you firmly on the road to success!

Your stepping stone to a profitable business

To book your place on the new, fast-track programme -
“Successful Client Acquisition” call now on **020 8789 5715**
or email **getgoing@the-coaching-academy.com**

Alternatively, visit
www.the-coaching-academy.com/newclients
for more information and to book your place online.



Our superb trainers with a proven and successful business background will reveal the secrets that started them on the road to being at the top of their profession!



This new, cutting-edge course will show you how you can coach tomorrow's adults so they are confident to overcome their challenges using fantastic coaching tools that will change their lives... forever!



Youth Impact Coaching

Immerse yourself in the expertise of the UK's top coaches who specialise in developing tomorrow's adults.

Our superb new Diploma includes:

- **Parent Coaching** - fantastic tools to help parents develop great relationships with their children
- **The M.A.G.I.C programme** - an exciting workshop that helps young people accelerate their development
- **'Tuning in'** - effective communication and rapport skills for working with youths
- **"Sam the magic genie"** - coaching tools for young children, an amazing ready-made resource
- **Youths in transition** - confidence raising tools for young people going through tough times and having to make significant decisions
- **The practicalities** - key legislation and guidelines for coaching youths

DO YOU WANT TO HELP YOUNG

PEOPLE FIND A REAL BOOST IN PURPOSE, DIRECTION AND CONFIDENCE?

WOULD HELPING A YOUNG PERSON ACHIEVE THEIR GOALS BE YOUR ULTIMATE

SATISFACTION?

The fantastic Diploma in Youth Impact Coaching will be perfect for you if you are involved in education, a parent, a community or development worker, if you work in the care profession, or even if you're still a kid at heart yourself!

To book your place on the brilliant, new Diploma in "Youth Impact Coaching" call now on **020 8789 5715** or email getgoing@the-coaching-academy.com

Alternatively, visit

www.the-coaching-academy.com/youthcoaching for more information and to book your place online.

The **Diploma Youth Impact Coaching** is a complete course of focused learning in a massively rewarding and fast growing area of coaching.





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The Coaching Academy Advanced Diploma



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