



the **coaching**
academy

inspiring coaching, inspiring success



The most

experiential and **comprehensive**

Coach training

in the world

The Diploma in Small Business Coaching

Flexible training programmes with the leading
Coach training experts in the UK



The Observer

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





The Dip

The clients we meet as small business coaches are some of the most dynamic and fascinating individuals in our society, and it is immensely rewarding to work with them. These aren't necessarily "big corporate types". Instead they are the men and women who have dared to strike out on their own, buck the trends, and start their own business. They are often extraordinarily skilled in one area, and it can be our role as coaches to come in and fill in the gaps in their experience, guiding them towards rounded and sustainable business success. I am confident that in choosing to work with these people you will take a step you will never regret. The Diploma in Small Business Coaching has been launched to meet the needs of those people and the coaches who want to help them. It is chock-full of great models, tools and techniques to coach the small business owner. I know you will enjoy this course!

With warm wishes,

Bev James
Managing Director – The Coaching Academy





Nicole Cook

Congratulations. Opened my eyes to the possibilities for me as a business coach.



loma in

Small Business

Coaching

Will this course suit you?

The number one essential background qualification to take any of our Diplomas is a love of people. If you gain personal and professional satisfaction from helping others to reach their goals, then coaching is for you. The Coaching Academy has trained learners from the age of 21 right through to those who are well past retirement. And they come from a wide variety of work backgrounds too – teachers, psychologists, youth workers, trainers, in fact, you name it!

A coaching culture has developed in many UK companies, and more and more people understand the benefits coaching can bring to both the personal and professional environment. If you are excited by the challenge of developing your skills in this field, if you want to learn from the best coaches and gain the most substantial coaching qualification available in the UK – the Diploma in Small Business Coaching is for you. 80% of UK coaches with a substantive qualification in coaching have studied with The Coaching Academy.

What kind of clients will you work with?

Once you have gained The Coaching Academy's Diploma in Small Business Coaching, you are equipped with a huge toolkit of techniques to

coach individuals searching for success in their small businesses. If your aim is to work as a Coach for small and medium enterprises (SMEs), you will be qualified and able to do so. The skills you gain will remain with you for life. They move with you as you move, and using modern technology your client reach is wherever an email and a telephone line can take you. That's everywhere!

Walk along your local high street, past the hairdresser, the baker, the florist and the restaurant and the small-scale manufacturer. These businesses are run by your future clients. As a Small Business Coach you will be helping them to business success, becoming a key support for these entrepreneurial individuals as they play their part in sustaining a dynamic local economy. As you gain confidence and experience you may start to specialise in coaching one specific type of small business client – perhaps your background leads you towards legal practices, dentists or retailers. SMEs typically face significant competition from larger rivals. Your interventions can be key in enabling them to survive and thrive as businesses, and that makes coaching in this area an immensely rewarding challenge – indeed the personal satisfaction gained from coaching clients is frequently cited by our learners as a major motivation. Your potential future client is any small business leader who has challenges to overcome in reaching their personal and business goals – and that's all of them!



inspiring coaching, inspiring success

Why train

with The Coaching Academy?



We asked our graduates why they had decided to train with The Coaching Academy, and they came back with six key responses. Perhaps some of these ideas ring a bell with you?

Ethical Standards

Just as in the field of counselling, coaching remains an unregulated profession, and with no internationally agreed regulatory body in place in this comparatively new discipline, The Coaching Academy has taken the lead in establishing an ethical framework within which the profession can develop. All coaches qualifying with The Coaching Academy are asked to join with our tutors, staff and associates in subscribing to our Code of Conduct – eight key points that guide all our activities. As The Coaching Academy's graduates make up 80% of the UK's practising coaches, it is easy to see that our Code of Conduct is the most meaningful point of reference on ethical standards within coaching today.

Quality of the trainers

If you want to train to be a coach, the best people to learn from are those who are already successfully coaching. Lesley Matile and her team of trainers all run successful businesses as personal and business coaches. Our trainers include some

of the best coaches in the UK – which means they can act as great role models for your own future practice. Some of the coaches you will meet on this Diploma first encountered The Coaching Academy as curious delegates on our introductory weekend course. Perhaps like you they wondered if coaching could give them impetus in finding a whole new personal and professional life. Now they run coaching businesses with clients across the world. Why not follow the same path?

Quality of the training

If you are looking for a cutting-edge qualification that is internationally recognised as the gold standard, our Diplomas are just what you are looking for. Why not send a strong signal that you are a professional Coach with a professional attitude? Our Coach training model has been developed over eight years of research and feedback, and we aim to continually improve and update our courses to meet the changing needs of our coaches and the profession. Our training is successful for many reasons, including the quality of the materials, the ongoing support you receive while you train, the motivational live study days you will attend and the community of fellow students and coaches you will join. Our training courses have been developed in consultation with professional coaches and students of coaching and we are convinced they are the best available anywhere.



Geoff Fieldhouse

This course has given the kick start I needed to start my coaching practice.



The Coaching Academy's Code of Conduct

All staff, tutors, graduates, associates, members, fellows and licencees of The Coaching Academy must agree to follow this code of professional conduct:

- Always conduct themselves to the highest level of ethics, integrity, accountability and responsibility.
- Treat all clients and potential clients with absolute dignity, confidentiality and respect as free and equal individuals.
- Maintain the good reputation of the profession in general and The Coaching Academy in particular.
- Respect the absolute right of the client's confidentiality except as expressly permitted by the client or potential client in writing or as required by law.
- Recommend different coaches or resources when these will be more appropriate to the client's needs.
- Refrain from offering professional information or advice that they know to be confidential, misleading or where the accuracy is beyond their competence to assess.
- Endeavour to enhance public understanding and acceptance of professional coaching.
- Share skills and experience with fellow members and associates of The Coaching Academy to further increase the body of knowledge, skills and competencies of such parties.

Depth of knowledge and experience

Our students know that a Diploma from The Coaching Academy is not an entry level qualification. Anyone who has attended the introductory Certificate weekend course will understand that they have dipped a toe in the waters of coaching but no more. In terms of your development as a Coach there is no substitute for the in-depth training offered by The Diploma in Small Business Coaching, or one of our two other diploma courses. It simply isn't possible to meaningfully train as a Coach just from reading a book, no matter what some might suggest. Our model of training is a mixture of live study, live assessed coaching, as well as home study. You gain real hands-on experience of coaching as you train. The depth of knowledge you will gain on our Diploma courses means your professional ability will stand up to the closest scrutiny from any future potential client. You will be the best possible personal Coach because you have studied in a way that immersed you in the subject. If you want to simply read a book and then tell yourself you are a coach, that's fine. But you will be cheating yourself – and crucially you will be cheating your clients too.

continued...



Why train

with The Coaching Academy?

A serious educational investment

Clients are prepared to pay significant professional fees to the right coach. But for that money they expect to meet a Coach who has invested more than a couple of hours in their own education. Taking an entry-level course in coaching is simply not going to cut it in the professional world. When dealing with a coach, professional clients expect to meet someone who has done more than merely scratch the surface of the coaching discipline. When someone decides to undergo professional training as a coach, they are opening up a whole new personal and professional world. As a Coach you become one of a few professionals who can command high fees, work internationally (over the phone from your home office if you wish) and still achieve a work/life balance. Our students agree with The Coaching Academy's philosophy that the benefits of training as a professional Coach are such that investing seriously in this education is 100% worthwhile.

Personal reward

The financial rewards of working as a performance Coach can be considerable but The Coaching Academy and its students know that the personal benefits are even more significant. You have the freedom to work whenever you want to, wherever you want and with whoever you want. You can work face-to-face or over the telephone, you can travel or stay at home, you can work with one

client at a time or many. Ultimately you are in charge of your own destiny. And what's more you can help shape the futures of your clients in a positive way too. You really can turn your passion for people into your profession. We believe you will never find a more satisfying career. Our coaches report that when they help others to improve their lives their own personal success blossoms too.

Why train with The Coaching Academy?

Professional training can never be replaced by the trial and error approach. The Coaching Academy has distilled the best practice from hundreds of professional coaches and created a coaching system that works wherever you live in the world with whoever you coach. All you do is combine the system with your own personality, skills and experience and you create a winning formula.

When you are trained by professionals you become a professional. If you are trained by amateurs, that is where you will remain!

All of The Coaching Academy's trainers practice what they teach – they are all professional coaches with years of experience, successful – and clients who come back again and again. If you want to be in the same position, why not join us on **The Diploma in Small Business Coaching?**



A very enthusiastic and energetic approach. Fast moving, and informative.



Meet the experts

Lizz Plumtree **The Coaching Academy Trainer**

Lizz Plumtree is a small business Coach working in the North West of England. She has hundreds of hours experience working with business owners, entrepreneurs and senior managers within organisations and has been known to instil energy and direction.

Predominantly working in the SME market but also with experience in large organisations and the public sector. Lizz is also an experienced trainer, inspiring and highly motivated.

“Having been a Coach for many years now, small business coaching is a major passion of mine. I’m delighted to be involved in the design and delivery of this exciting diploma.”



Fred Pink **The Coaching Academy Trainer**

Fred is an executive coach, management consultant, facilitator and trainer with over thirty years’ experience of leading innovative teams, transforming working methods and inspiring people. The focus of his activity is to align the vision and energy of individuals with the needs of the organisation - and so to transform both.

He has worked, coached, consulted and run training programmes with organisations in Europe, USA, Canada, Middle East, South East Asia, Hong Kong, Australia and Japan. He has experience of business corporations, SME businesses, and government and voluntary agencies.

“The commitment to excellence of The Coaching Academy and its students is inspiring. I really enjoy sharing the knowledge I have gained from my experience in such an environment and with such enthusiastic learners.”



Dawn Harvey **The Coaching Academy Trainer**

“I became a coaching tutor because on my first day as a student with The Coaching Academy I was overwhelmed by the energy and passion for coaching and personal development present in both trainers and delegates. I knew right then that I wanted to be part of it.

“I can’t remember a time in my working life when coaching wasn’t some part of what I did. My corporate career was with a large retail bank and as a graduate I was fortunate to be introduced to coaching skills. The best thing about coaching is watching people grow and feeling that, in some small way, I helped to facilitate it.”



Emma Wimhurst **The Coaching Academy Trainer**

“Although I’ve spent many years in business, I’m primarily a people person and I have a real passion for helping individuals succeed,” says Emma Wimhurst who has recently joined The Coaching Academy as a trainer on The Diploma in Small Business Coaching.

“I truly believe that the key differentiator for success is the performance and motivation of individuals, and I’m excited about working with them to ensure they maximise potential.”

Here are some of the expert trainers you will meet on The Small Business Coaching Diploma.

A detailed

Our superior model of layered, multi-media learning means that your motivation stays high right the way through your qualification.

The course starts as soon as you register

You are given access to the password protected members area of the website and to its online resource centre.

You can then join our international online community, with over 1000 members at any one time. Chat with other coaches on the same course and learn from the more experienced hands.

You also have access to our Virtual Seminars – telephone conference calls where an informative and entertaining talk is delivered every fortnight right into your handset. We've even recorded 25 hours worth of past Virtual Seminars for you to download to your iPod and play at your leisure.

Watch out for the postman!

The day after registration our courier will deliver to you a huge package of training materials. Your living room floor will be covered with DVDs, CDs and manuals as you sift through the exciting array of multi-media resources. But don't worry. You won't be daunted as we have produced a "Quick Start" for you. Just follow the clear instructions and you will know exactly what to do.

Accreditation

The syllabus is the most advanced in the UK. We believe it eclipses anything offered elsewhere, and that any Coach undertaking this level of training will stand head and shoulders above anyone who has attended a lesser programme. The course has been designed by professional coaches. It is accredited by The Open and Distance Learning Quality Council (ODLQC).





Tracey Cain

Excellent practical skills to apply to real life.



look at the

Diploma

in Small Business Coaching

Be our guest at our luxury conference venue

You will soon be ready for your first live training day at Latimer House in Buckinghamshire. Why Latimer House? The location is accessible, the parking free, the disabled facilities convenient, the food excellent, the bedrooms reasonably priced and the bar and lounge convivial. The duty staff know us well and always pay attention to our guests – and that means you. You can now attend live training days in Manchester too.

Let us know which day you would like to attend (dates at least six months in advance are shown on our website) and we'll take care of the rest. The Diploma qualification consists of six of these days, with one running every month. They are all different, all unique, with a variety of trainers and small numbers – a maximum of sixty in a room designed for over one hundred. The interactivity and sense of community are such that you might not want to leave at 5.30pm!

Slot the training into your busy schedule

99% of our Diploma students work full-time and find no time challenge with taking the qualification. Indeed the recent trend is for most people to do more than one Diploma course. Because we have taken a multimedia approach you can read the training manuals on the train, watch the DVDs at home and take part in the Virtual Seminars from the office – learn in whatever way suits you.

People find that the live training days at Latimer House become a sea of tranquility in otherwise busy lives. All look forward to the boost of energy and motivation it gives them for the coming month.

How long does it take to qualify? We don't impose a deadline on you finishing the Diploma, you can fit the training in around your own life and complete the qualification at your own speed. Anything from six to eighteen months is typical.

Between each live training day there are assignments to be completed based on course materials. Complete those assignments, attend the live training days and let one of our assessors listen to you coach a practice client on three occasions and with a little bit of help from us you have done all that is needed to complete your qualification.

We pledge we will do everything we can to help you complete your Diploma. Everything!



The **Diploma** in **Small Business** Coaching Syllabus

Live training day

Strategic Planning and Performance Evaluation

The lack of a long-term plan, and the lack of adequate measurements of the delivery of that plan, are frequently the undoing of the small business owner. This module sets out to enable coaches to resolve these major issues.

A key aim of this live training module is to enable coaches to discuss with their small business owner clients exactly what the exit plan is. Does the client intend to sell up in a few years time? So they intend to work in the business for another ten years? No matter what stage of development a small business is at, its owner can be guided by the ultimate goal of the Exit Plan. If they don't know where they are going, how will they know if they've got there?

You will learn the value of conducting a mini-diagnostic session, establishing the reality of the business situation.

The module considers ideal business structures - how to go about creating a business that can

thrive without the owner's involvement. In creating a profitable business, owners have the choice of working on, or working in the business. Are they so busy undertaking the day to day actions that keep the business going that they have no time for forward planning? As coaches you will often need to guide clients towards the assessment of the current situation, planning in order to achieve their long-term vision, and establishing Key Performance Indicators as measurements of ongoing success.

"Strategic Planning and Performance Evaluation" will help you as a Coach in dealing with issues around planning, monitoring and evaluation of your client's business. What processes and systems do they have to support the growth of the business? How do they control business data such as financial and performance information? And how do they set about ensuring their systems establish the best practice within the company, so that they themselves can take a step back and pass on tasks to others?



James Saidman

I have loved every minute. It was fascinating, exciting and empowering.



Live training day

Business Diagnostics and Coaching Solutions

If you feel ill-equipped to diagnose the issues facing small businesses, then you won't after completing this module! A wealth of business diagnostic tools are introduced that will help you and your client to a clearer understanding of the business environment in which they are working.

The early part of the live training considers basic diagnostic models such as SWOT Analysis, while later you will rapidly expand your small business coaching toolkit. You will leave this session feeling at home with a range of “external models” such as PESTLE and Porter’s 5 Forces, as well as “internal models” including McKinsey’s 7S framework. Your new toolkit will also include the use of “comparison models” such as Kaplan’s Balanced Scorecard. Using these tried and tested frameworks with your clients will add significantly to your developing credibility as a small business coach.

New coaches in this field can sometimes feel that they are not up-to-speed in areas such as marketing and business finance. A number of useful marketing models are considered to help if you are in that position, including the Ansoff Growth Matrix and Life-Cycle Analysis. You will also deal with cash flow management and financial modeling for business start-ups – both key issues facing newly developing businesses.

Finally, this module looks at the importance to a small business of industry standards and best practice, and recognised accreditation. Your coaching will need to be able to flex to accommodate these standards – potentially new and unknown to you as a coach, but highly influential in the thinking of your new clients.

Live training day

Sales, Marketing and Customer Focus

In this live training module you will think about the relationship the small business has with its customers. A key early lesson is the need to firmly establish in the client's mind exactly who their customer is, and this comes from a clear understanding of where they position themselves as a business. The 4Mat system is introduced as a useful tool in this context.

This module explores ways to help your clients identify their ideal customer. It can be a powerful realisation for small business owners that successfully targeting their efforts towards a small proportion of their customers can have a disproportionate effect on sales and profits.

You will consider how the correct positioning for your clients supports them in their marketing activities, and will discuss different ways of marketing and selling to customers, and the importance of being flexible in the sales process. An interesting part is exploring the impact our beliefs have on our ability to sell, and how you can assist your clients in adopting the empowering beliefs of successful sales people.

The module also looks at pricing policies in conjunction with sales and builds on customer retention and account management theory.

And remember, as owners of small businesses yourself, the tools and models covered are equally useful for your own business!



The Diploma in Small Business Coaching Syllabus



Tilly Hardick

Really inspiring. I've learnt loads.



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The Small Business Syllabus

continued...

Live training day

Small Business Coaching - For Real

Ever wondered what it is like to run a small business - for real?

Whilst coaches are in effect, small business owners, the reality of running a coaching practice can be quite different from the challenges faced by Managing Director/Owners (MDOs) running small businesses with 10-50 staff to manage, products to sell, technology to rely on and constant market pressures to take into consideration.

For many MDOs, running a Small Business can be a lonely experience for which more often than not, they have had no training or experience on how to deal with many of the challenges which they face on a regular basis. This is why more and more MDOs are hiring coaches to help draw out their strengths, focus their energy, hold them accountable to their actions and challenge their thinking.

This Day will put you into the shoes of your client to raise your awareness of some of the issues they face, give you a deeper understanding of life as an MDO and armed with this new insight, help inform many of the questions you will ask to coach your client towards success. Learn from an experienced Coach some of the extraordinary situations faced by real-world Client examples, and explore the questions you might ask and the strategies you might use.

This is a hands-on, highly practical Accelerator Day packed full of opportunity to put your developing coaching skills into action.





Julia Tolton

Lots of information – fast-paced – enjoyable. Crisp and to the point.



The Small Business Syllabus continued...

Live training day

You and Your Business

“One of the most valuable things about The Diploma in Small Business Coaching,” says Kris Robertson – who is responsible for mentoring The Coaching Academy’s new student coaches – “is the knowledge that the trainers all run their own small businesses themselves. It just adds real credibility I think, to know that you are learning how to build your own small business from those who have already done that very successfully.”

This live training module begins with a session on coaching to support business vision and purpose. Unless you as a Coach can align your work with the business owner’s vision for success, you will continually be at odds, undermining the joint efforts you could be making. Goal setting in line with business vision and purpose is a key aim here.

You will go on to consider the role of the business owner’s personal brand and values in contributing to success. What does s/he as an individual stand for? What does that say about the business that could be of benefit or dis-benefit to it?

A key issue for many business owners is that of work/life balance. Your clients are often highly motivated individuals, prepared to work very hard for success, but these hard working clients are sometimes the ones with issues to resolve around establishing a balance between home, work and family. Some small business owners need help in seeing that their own understanding of a healthy workload might not be the same as that of their workforce. Crucially, small business owners can need help in recognising and being coached through periods of burnout, when all that work becomes just too much.

Finally the perennially hot topic of time management is considered here. Frequently a massive issue for business owners, you will learn to coach effective responses to pressing time demands. Covey’s Important and Urgent diagnostic will help you guide your client towards the most effective use of time.



Live training day

The Practicalities of Being a Business Coach

The live training module is full of the great ideas that will help you get off the ground as a business coach. With the inspiring guidance of your trainer to help you, you will be positioned to establish yourself and your business and manage your new clients through to success. Your trainer will be a successful coach, a successful small business owner, and a successful Coach to other small business owners: you will be taught by someone who is already walking the walk.

Just a few of the practical subjects considered here are the ideal way to set session structures and the associated fees, the logistics of managing multiple clients, and the necessity of firm contracts.

You will be given advice on how to build up multiple sales channels and processes over time, with newsletters, websites, public speaking and telesales all feeding into your search for clients.

And by pinning down and labeling some of the key obstacles to small business success – such as lack of direction and control, a failure to convert clients, the need to re-invent the wheel due to lack of systems, and the seeming inevitability of being swamped by the daily detail – you will be geared up for solving those problems in the development of your own business, and of those clients that you will work with in the future.



What do
our students
think?

“

This course has given the kick start I needed to start my coaching practice.
Geoff Fieldhouse

I have loved every minute. It was fascinating, exciting and empowering.
James Saidman

Excellent practical skills to apply to real life.
Tracey Cain

“Congratulations. Opened my eyes to the possibilities for me as a business coach.
Nicole Cook

Really inspiring. I've learnt loads.
Tilly Hardick

Lots of information – fast-paced – enjoyable. Crisp and to the point.
Julia Tolton

A very enthusiastic and energetic approach. Fast moving, and informative.
Jan Morgan

A brilliant learning experience. Great to listen to someone with so much experience.
Berni Albrighton

Excellent. Really made us tackle the difficult questions and topics that we face with selling our services to business.
Tina Dulieu ”



“

The day was timely, relevant and explained very well.

Tracey Williams

I was so relieved to find 'systems' meant 'process mapping' - a fantastic tool.

Louise Riman

It was good to learn how I can put business theory into a coaching context.

Wendy Prior

The tools were brought to life with the interactive exercises.

Megan Lyell

We looked at tools but also looked at when to use them and what to do with the subsequent results.

Nila Patel

Highlighting some of the most relevant models to use for Small Business Coaching, giving me a starting position and structure. Thanks!

Karen Brine

As a numbers person who likes figures and facts to back up my findings, I loved the models.

Michael Tighe

For the complete non-specialist Business person, this was perfectly pitched. Great Energy. Thank you.

Merete Langler ”

What happens after you qua

Steps to qualification

There are three easy steps to successfully completing the Diploma in Small Business Coaching. Remember at every stage you will be supported by your new friends and fellow students, the coaches themselves and your course mentor – a senior member of The Coaching Academy's staff.

1. Complete a Professional Development Journal. This is made up of one learning record sheet for each element of the course. Tell us what you did, and what you learnt.
2. Complete three practical assessments. During the course of the diploma your practical coaching skills are assessed three times. Demonstrate your new skills and coaching techniques in real life situations.
3. Complete two case studies, demonstrating the effect your coaching has had on the small businesses in question.

All three steps are completed from the comfort of your own home – there is no terrifying final exam!

First, your course fee is a one-off payment for life, your membership continuing way beyond the end of your qualification course.

As a qualified Coach you may want to bring your new skills into your existing work environment, or you may wish to set up in business as a personal performance coach. If that is what you want to do, we have created a marketing system that works, even if you have never run a business before.

There are thousands of people worldwide who make an excellent living from coaching – many earning over £100,000 a year. The Coach trainers who work with you throughout the qualification programme are all experienced professionals and you can call on their expertise as you wish. The market for coaching is growing as more and more people become aware of the powerful effect of having one-to-one support in their personal and professional lives.

We will show you how to find your own clients, then set you up with a system which will allow you to increase or decrease the number of clients you have effortlessly.

You will be shown how to set fees, find an area of speciality and set up a professional practice. Your Diploma programme is accompanied by a comprehensive resource kit of samples, scripts and plans which you can follow until you have developed your own ideal way of doing things.





Berni Albrighton

A brilliant learning experience. Great to listen to someone with so much experience.



lify?

Our book of suggestion scripts will tell you:

- How to deal with a brand new client
- How to convince a client your fees are great value
- What to do if a client misses a session
- How to gain referrals from your existing clients
- How to get media coverage for your coaching practice

You will also receive comprehensive information on:

- What fees to charge based on our own experience of what payments new coaches can realistically achieve – including retainer fees, and a fee structure that allows for widely differing client types
- The best way to carry out market research
- Why you should be proud of your abilities and confident as you set out to earn a part-time income equal to your full-time income

Marketing information – no previous knowledge is required:

- How to set up a website that gets ranked in the search engines
- Sample adverts for advertising on Google
- A sample newspaper advertisement
- A sample email to send to your contacts
- A marketing plan
- How to choose your business name

Other useful information we will give you:

- Web designers and graphic designers we have used
- The best company to host your website and where to buy your domain name
- The contact details of where to register as a new business
- Where and how to register a new company





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The Coaching Academy uses paper sourced from suppliers operating sustainable forest reserves and environmentally supportive paper making processes.