

*Business  
Coaching  
Foundation*  
*Creating Exceptional Business Coaches*

*Masters Certificate  
in Business Coaching*  
**Advanced Certificate  
in Business Coaching**  
*Foundation Certificate  
in Business Coaching*

*Coaching is an action orientated partnership purely focused on measurable results*

## And so your journey continues



You will be introduced to the documentation that allows you to introduce, investigate and record your coaching activities with your team. Areas covered include...

- **Initial Profiles**
- **Recap Forms**
- **Prep Forms**
- **The STAR Factor Model**
- **Coaching Gap Analysis**

In conjunction with this you will look at how to coach...

- **Poor performers**
- **High performers**
- **Smoke screen individuals**

Another focus will be the 7 core competencies for creating exceptional business coaches. You will have the opportunity to assess your own coaching skills, identifying specific areas for you to work on during the programme.

Following successful completion of the Foundation Programme, you now take a more in depth look at how to coach others by adding additional, invaluable coaching techniques.

Acknowledged as a very practical and focused programme, we take the knowledge and skills introduced to you on the Foundation Programme and add to them. You will of course be assured of a leading edge product that consistently keeps the Business Coaching Foundation out in front as the recognised coaching provider.

Having successfully attended the Advanced Programme and completed the practical post course coaching sign off, you will receive the Diploma Level 5 accreditation from the ILM (Institute of Leadership & Management) to build on your initial success.

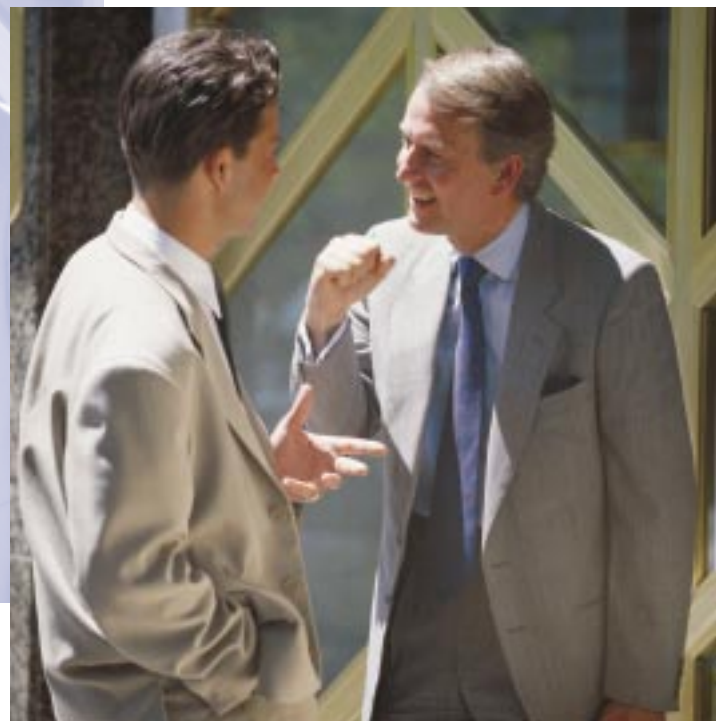
Post programme activity includes:

- Book Review – *Concepts of Coaching – A Guide for Managers* By Peter Hill
- Coaching Scenarios
- Thesis
- Practical Coaching Application

The Advanced Programme is so much more than the next step on the coaching ladder, this is a tried and tested process that will introduce the skills and ideas for you to be able to effectively and confidently coach others.

As you would expect, we encourage you to attend with real business issues that we can work through with you on the programme, thus seeing an immediate return on investment. New coaching models are also introduced such as the ISIS model which will continue your options as a Business Coach when you return to the office.

Successful completion of the Foundation Programme is a pre-requisite of the Advanced Programme.



## ***Programme Objectives***

By the end of the programme delegates will be able to:

- ✓ Name and understand the core coaching competencies of exceptional internal business coaches.
- ✓ Recognise their own communication and behavioural style and be able to tailor to connect with others.
- ✓ Use a variety of diagnostic tools to develop goals and understand root cause.
- ✓ Confidently use innovation and creativity tools to empower individuals.
- ✓ Gain high commitment from individuals by using skilful questions.
- ✓ Demonstrate their learning via a theory test and by running observed coaching sessions.

## ***Programme Outline***

### **Day One**

- ❖ The core coaching competencies of exceptional internal business coaches.
- ❖ Post Foundation Programme review.
- ❖ Recognising your style – Strength Deployment Inventory.
- ❖ Personality and behavioural traits of others.
- ❖ Tailoring your communication and behaviours to enhance results.
- ❖ Setting the scene – the crucial elements.
- ❖ Uncovering the truth – diagnostic tools.
- ❖ Goal planning for success.
- ❖ Root cause exploration - ISIS.
- ❖ Establishing a contract.
- ❖ Personal practice.

### **Day Two**

- ❖ Key learning points to date.
- ❖ De Bono and using innovative thinking as a skill.
- ❖ Asking powerful questions.
- ❖ The importance of challenge.
- ❖ Active listening.
- ❖ Creating plans and using timelines to gain commitment.
- ❖ Using the 4 D's to understand individual motivation.
- ❖ Internal self-talk and positive affirmation.
- ❖ Personal practice.
- ❖ Group review and feedback on new learning.
- ❖ Written assessment – confirmation of understanding.
- ❖ Action steps for developing coaches and post programme activity.

**“Provides ideas, processes and insight into coaching to the appropriate level and depth to enable successful results – through coaching.”**

Training & Development Manager - Wellington Underwriting plc.

**“An excellent programme, challenging and thought provoking supported by plenty of practical tips to apply in the workplace.”**

Training Manager - Reliance Security Services

**“Found the advance programme to be very informative and thought provoking. The programme equips you with the sufficient and simple tools to take coaching into the arena of performance improvement with confidence albeit with depredation.”**

Head of Global IT Support & Relationship Management - Allen & Overy

**“An excellent course – challenging – rewarding and informative. One of the best I’ve ever been on.”**

Regional Training Consultant - Wesleyan Financial Services Group

**“The programme sustained high quality content and debate throughout and must give the delegates greater capacity and confidence to tackle their coaching challenges.”**

Director - Hunter Kane

***‘Realise your potential’***

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