

*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

Introducing a Coaching Standard for you or your Organisation



Welcome to the Business Coaching Foundation and our flagship product, the Foundation Programme. From the moment you decide to investigate working with us as an individual or as an organisation, we want the process to be a pleasurable and informative experience.

Hopefully contained within this document is all the information you will need to start making some decisions about what you would like to do next, but if you still have any questions after reading through this then please just give one of our friendly and knowledgeable staff members a call.

The main reason why you are probably reading this in the first place is because you wish to find out more about one of the following areas;

- **Improving your own coaching ability**
- **Gaining an accreditation as a Business Coach**
- **Learning more about coaching**
- **Introducing a quality and proven coaching philosophy into your organisation**
- **Training your managers to be effective coaches**

You will be pleased to know that the BCF (Business Coaching Foundation) is able to help you with all of the above – indeed it was these areas that inspired us to produce ‘THE’ recognised business coaching solution for organisations stretching across the globe.

What we found was that about 5 years ago, everyone was a ‘coach’. Everyone could help you and of course, each person you spoke to was fantastic at coaching! So who do you use and how do you know if they’re any good? Well we decided to draw a line in the sand and introduce an assessed, accredited programme that gave a quality assurance stamp to the world of coaches and coaching.

Using our experience gathered through years of 1-2-1 executive coaching along with our tried and tested practical coaching models we approached the ILM (Institute of Leadership & Management) and became an accredited centre offering a suite of coaching programmes, starting with the Foundation Programme, progressing through to Advanced and Masters, all with the backing of the ILM offering you that quality assurance, accreditation and certification. You will also receive post nominal letters after your name following successful completion of the programme.

So why is our Foundation Programme consistently full? Why are large organisations making it part of their management development training?

Well, the simple answer is, that it is very business focused and practical. We actively encourage individuals to bring real business issues with them to the programme so that we can apply our unique models. These simple but effective models allow you to work through issues and challenges increasing confidence and productivity whilst reducing stress and staff turnover. The coaching skills offered through the BCF are now seen as essential management techniques that help to create exceptional coaches, managers, teams, business and bottom line results.

A recent survey showed a 5.7% ROI when investing in coaching.



For your convenience we run our Foundation Programme every month. We work in partnership with Marriott Hotels where you will experience the benefits of being treated as a VIP and experiencing an upgraded executive level package whilst attending our Foundation Programme. You can find all the dates on our website and book your place using a credit card, or we can invoice you instead, the choice is yours.

Remember that your programme investment includes your accreditation through the ILM and **FREE** membership for the first year and certification. Further options are available for you to be able to experience the BCF Foundation Programme, these include;

- **In-house Programmes**
- **License Option**
- **Coaching Software**
- **1-2-1 Coaching**

Programme Objectives

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

- ✓ Understand away from and towards motivation, and be able to ask coaching questions to the individual's preference.
- ✓ Understand how to build real confidence in others by applying specific coaching questions that build internal representation systems.
- ✓ Understand the benefits of using a Smart Coaching Management Style.
- ✓ Be able to apply practical coaching skills in everyday work situations to increase performance and make communication easier.
- ✓ Demonstrate their new learning's by the way of theory test on coaching in the workplace.
- ✓ Complete an Action Step Personal Development Plan of key skills you need to work on as a developing coach.

Programme Outline

Day One

You will learn:

- ❖ How to avoid everyday interference that takes your time away from coaching people to achieve results.
- ❖ The difference between mentoring and coaching and when it is necessary to apply them.
- ❖ The key strategies of coaching a low performing team and getting them to raise their game.
- ❖ The key strategies of how to implement coaching in a high performing team.
- ❖ The most important skills of a Business Coach.
- ❖ The Business Coaching Toolkit .
- ❖ How motivation works.
- ❖ Why coaching is an action orientated partnership purely focused on measurable results.
- ❖ How coaching is different from mentoring or consultancy.
- ❖ The key characteristics of a good coach.
- ❖ How to ask powerful coaching questions.
- ❖ How to manage a coaching session.

Day Two

Putting learning into practice

- ❖ Demonstration of what has been taught in a live coaching meeting.
- ❖ Delegates to role-play using new coaching techniques they have learnt.
- ❖ Individual feedback from a professional coach.
- ❖ Demonstration of a live coaching session using the STAR model.
- ❖ Role-plays with feedback.
- ❖ Coaching in the workplace individual skills assessment (role-play).
- ❖ Individual feedback and improvements points discussed.
- ❖ Getting started as a work coach.
- ❖ Group review and feedback on new learning's.
- ❖ Action steps for new coaches.

**“The programme is a practical approach to coaching.
Constantly motivated and always referred back to what
you can do in your business.”**

Training Manager - Debenhams

**“Definitely a good return on investment. Once again
gaining value for money from BCF!”**

Director of Human Resources - Hendrickson Europe Ltd

**“Overall I feel this experience will absolutely enhance
my performance as a Business Coach. I love it when you
come away from a development programme with lots of
practical tips that can be applied in the workplace
immediately. Worth taking two days out of the office,
can see real ROI. Well facilitated, informal, interesting
with plenty of healthy discussions.”**

Avon Cosmetics - Coaching & Development Manager

‘Realise your potential’



Head Office

New Broad Street House
35 New Broad Street
London EC2M 1NH

Tel: 08702 240473 • Fax: 08700 551658

Email: info@thebcf.co.uk

www.thebcf.co.uk