

About the Course

The Professional Academy Certificate in Business Coaching Skills will help you, as a manager, explore the main themes required in dealing with coaching as a Management Style. You will see how awareness of coaching skills, when added to your customary Management style will enhance communication, develop problem solving skills and enhance performance in your team, or amongst your subordinates; whilst enhancing your own understanding of the team and developing your personal leadership style.

You will learn specific models which will enable you to quickly move into a coaching method with your team. You will see and experience coaching in practice which will allow you to see its relevance for your workplace. There are different skills required for coaching a team and for coaching individuals and through practice you will develop ways to approach both. Remote and hybrid working demand special attention and this course will draw on professional experience of both to illustrate the best way to deliver coaching in these environments so that best performance can be achieved and maintained. You will share and learn from your peers on the course what works, might work and has worked in the past

Using your newly acquired skills, your team will be problem solvers; arriving at successful results they have worked through themselves, to achieve personal, team and corporate goals. You will enable their growth, opening them up to new ideas and possible ways of working; giving them ownership of the results: a higher level of performance and commitment.

Entry Requirements

Those applying for this course should ideally be in a people leadership role, either in management of individuals or of teams. Whether you are new in your role or in place for a long time, it will add to your arsenal of skills and develop your management style. For those aspiring to people leadership, it will lay out a positive approach to performance management and people.

Prospective learners for whom English is not a native language are welcome to undertake the course. It is the responsibility of the learner that their proficiency in English is equivalent to IELTS level 6.5 or higher to participate and complete assignments successfully.

Learning Outcomes

By the end of this course, learners will be able to:

- Use models and coaching techniques to enable team members own solutions to problems and deliver better performance
- Review and reflect upon a coaching practice to build coaching skills and naturally incorporate them in to a learner's management style
- Be able to identify and outline what learnings of the employees' can be expanded into further CPD by using the coaching model

Course Structure

- **Live Online Part-time:** One evening per week; 6:30pm to 9:30pm for 10 weeks

Course Breakdown

Module	Overview	Topics/Area Covered
1. Introducing Coaching as a Manager	In this introductory module, you'll explore why coaching is so important in leadership and how this course will enhance your management style.	<ul style="list-style-type: none"> ● Coaching culture ● Seven steps of coaching ● Ways of learning
2. The Manager as Coach	Discover the GROW model - a coaching framework created in the 1980s that has become the world's most popular coaching model for problem solving, goal setting, and performance improvement.	<ul style="list-style-type: none"> ● Recognising the coaching opportunity ● The GROW model ● Case study
3. Management Styles	Explore where coaching sits in the different management styles and when it is an appropriate tool. Learn the differences and similarities between coaching and mentoring.	<ul style="list-style-type: none"> ● Mentoring and coaching ● When to coach ● Coaching in conflict ● Case study
4. Coaching for Performance	Learn how to coach team members to problem-solve on their own. Regardless of personality type, reinforce an ownership attitude that empowers colleagues to spot solutions.	<ul style="list-style-type: none"> ● Goal setting ● Alpha Beta model ● Problem solving techniques ● Case study
5. Coaching Intelligence Models	Discover the role of intelligence in coaching. Positive intelligence involves a shift in the balance of your inner power from negative to positive. Emotional intelligence involves self-awareness, empathy, motivation, self-regulation, and social skills.	<ul style="list-style-type: none"> ● Emotional Intelligence and the manager ● Positive intelligence ● Overcoming barriers to coaching
6. Feedback and Coaching Techniques	Learn to apply a structured approach to difficult conversations. Explore the DESK model for discussing low performance in team members (describe, evaluate, show, and know).	<ul style="list-style-type: none"> ● Difficult conversations ● The DESK model ● Feedback skills ● Case study
7. Other Models	Discover other coaching models and styles used to influence and empower team members.	<ul style="list-style-type: none"> ● Person centered approach ● Holistic approaches ● Listening skills
8. Managing the Team	Discover the best way to deliver coaching in remote and hybrid working environments so that best performance can be achieved and maintained.	<ul style="list-style-type: none"> ● Coaching individuals remotely ● Coaching in hybrid world ● High-performance teams ● Case study

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9. Career Coaching	Look at the importance of developing a coaching mindset and how to nurture these skills in others.	<ul style="list-style-type: none"> ● Passing on the coaching style ● Developing high potential leaders
10. Coaching In Practice	Gain a deeper understanding of how the skills, models, and techniques you have learnt are put into practice in a professional environment.	<ul style="list-style-type: none"> ● The person-centered approach ● Holistic approaches ● Ethical approaches to coaching ● Using coaching with peers and upwards

Course Assessment

Assessed Component	Weighting	Deadline
Reflective Learning Journal	20%	1 week after course completion
Assignment Report (approx. 2,000 words)	80%	2 weeks after course completion

The Reflective Learning Journal which should comprise of approximately 200 words each week will demonstrate the details seen by the learner as important in their personal growth as a Manager/Coach. Over the ten weeks, it should demonstrate the growth in understanding and the use and practice of the skills taught in the course.

The Assignment Report will record the application and use of the coaching skills, developing practical real life examples of Management Coaching practice over the 10 weeks of the course. It should outline the difficulties of practice as well as the quick win and immediate benefits of coaching for the manger and his subordinates. It should also demonstrate a desire to further enhance the new skills as part of the Manager/Coaches CPD.