

The Beech Consultancy

The Diploma in Performance Development Coaching



“The most effective professional coaches are more than just a ‘safe pair of hands’ in which to entrust someone’s personal development. They have a powerful self-awareness and a capacity to apply specialist understanding to work with individuals at a much deeper level.”



Why Consider the Diploma in Performance Development Coaching?

As coaching is increasingly utilised in businesses and organisations as an effective developmental approach, the demands on coaches are growing to demonstrate higher levels of competency and a greater understanding of the coaching relationship. Being considered a ‘safe pair of hands’ as a coach may be sufficient for some practitioners, but what if you want to significantly develop the depth at which you can work with individuals?

The Diploma in Performance Development Coaching will be formally recognised by The Association for Coaching and goes well beyond the development of best practice. The programme is a very personal exploration of the coaching relationship and is intended to develop a much more in-depth and insightful understanding of the nature of the personal engagement involved.

All professional coaches, whether independent or within organisations, should be working with an ongoing development plan and be exploring their practice with a professional supervisor. This programme supports that ongoing personal development by encouraging and supporting coaches to determine their own journey and explore their specific areas of interest within the modular structure provided.

The Diploma in Performance Development Coaching is an important element of The Beech Consultancy’s Centre for Performance Development. Presenting a range of learning opportunities, the Centre for Performance Development encourages formal and informal support of our wider learning community, and offers a multifaceted pathway for ongoing professional development.



Key Programme Features

- A highly practical emphasis using experiential learning approaches to reinforce and develop key themes.
- A participant driven approach within a structured modular format to maximise personal development
- Six two-day modules spread over a seven month period (non-residential) to support personal reflection and extensive practice.
- Additional tutorials provided to explore personal learning and experiences. These are driven by the participant to support their personal journey and growth as a coach.
- Working with a maximum group size of 12 participants, the Diploma is facilitated by two highly experienced professional coaches to ensure individual development is maximised.
- Programme participants will be expected to be in their own coaching relationship, have or develop a client base, and source a professional supervisor to support their specific development interests.
- Two assignments to be completed during the course of the programme on subjects determined by each participant based on real case studies to support deep individual reflection.

Who is the Programme For?

The Diploma in Performance Development Coaching is aimed at individuals already involved in one-to-one development work, including experience of coaching, as a fundamental responsibility in their role. Equally applicable to independent practitioners and organisational learning and development professionals, participants will have already experienced some formal personal development. This may have been in a specific field, such as Neuro-Linguistic Programming (NLP) or Transactional Analysis (TA), or through formal development as a coach, mentor or counsellor.

Participants in the programme will also acknowledge a desire to continue to pursue their career in one-to-one development work, and are committed to continue being coached themselves and work with a supervisor on a regular basis.

Development professionals who have graduated from The Beech Consultancy's Certificate in Performance Development Coaching or similar programme and have subsequently had at least six months practical experience would be ideal candidates for the Diploma programme.

An orientation process prior to each programme will help you determine whether the Diploma is right for you, and to understand more about the expectations, commitments and responsibilities you will have as a participant.



An Approach Driven by You

As a practicing development professional you will already know the importance of engaging individuals in driving their own development and taking self-responsibility for their own learning. The Diploma in Performance Development Coaching therefore offers each participant the opportunity to drive their own agenda within an outline modular structure, taking ownership for their thinking and understanding in a particular area of expertise - for example in TA or NLP.

In the same way, the two assignments which form part of the programme will be on relevant topics chosen by each individual, reflecting on their personal experiences and using case studies to illustrate themes.

Key themes within the modules will include:

- Personal positioning of the Diploma programme
- Self awareness and personal values
- Blockers and enablers in professional coaching
- The nature of personal change
- Deep listening
- Using Transactional Analysis
- Using NLP
- The relevance of psychometric tools
- Personal branding
- The coach as a consultant

Plus extensive coaching practice with direct developmental feedback, exploration of case studies and personal experiences and peer and self-assessment.



Programme Outline

The Diploma in Performance Development Coaching is spread over a seven month period and comprises six two-day non-residential core modules and two individual tutorials.

Two highly experienced coaches will facilitate the programme to offer a high degree of individual and small group feedback and support. The programme will have a maximum of twelve participants.

About The Beech Consultancy

The Beech Consultancy is one of the North of England's most successful and dynamic performance development consultancies, working with managers and leaders across the region to drive individual and organisational success. Working with clients large and small and in a wide variety of sectors, the principles upon which The Beech Consultancy has built its reputation form a key set of values from which all its consultants and associates work. These include understanding the opportunities of collaborative partnerships, added value capabilities, emotional engagement, personal responsibility and a positive, enjoyable and supportive environment.

Formed in early 2000, The Beech Consultancy has its head office in Hull but has consultants based across the region. It provides a wide range of consultancy and development provision including coaching, leadership development, cultural evolution, team dynamics and management skills development. All its programmes are tailored to individual client needs. Delivery is achieved through a close network of employed consultants and carefully selected associates, all of whom demonstrate clearly defined behavioural competencies as well as professional skills, knowledge and capability.

Dates, Prices and Venues of Forthcoming Programmes

For a full list of module dates for the Diploma in Performance Development Coaching, please refer to The Beech Consultancy website at:

www.thebeechconsultancy.co.uk/centre

Here you will also find venue information and programme pricing. Flexible payment terms are available for individuals wishing to spread the cost of the programme.

Need Further Information?

This type of development is very personal and can have a significant impact on your career as well as the impact you have on the performance of your organisation or your clients. We recognise therefore that you may have questions, and would like to discuss these informally with one of the programme facilitators. Please feel free to call The Beech Consultancy on

08454 303021

or e-mail:

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