



Foundation in Coaching Skills

South Africa 2008

The Programme

An increasing number of managers, parents, teachers and community workers are recognising the value of engaging in coaching conversations to support individuals in achieving sustained improvements in personal and organisational performance.

The Foundation in Coaching Skills Programme provides an introduction to core coaching skills and techniques for anyone wanting to apply these skills in their professional or day-to-day interactions.

This programme is delivered through five days over four months. It introduces core coaching concepts, models and approaches and supports you to practice this learning through exercises with a learning cohort.

A key focus is critically reflecting and applying the skills learnt to your individual context.

On successful completion of the Foundation in Coaching Skills Programme you will be able to:

1. Confidently use appropriate coaching tools and techniques
2. Engage in effective conversations
3. Understand the importance of, and be committed to, a path of progressive development

Who is it for?

This programme is aimed at anyone who could benefit from engaging in coaching conversations. This could include, but is not limited to:

- Managers and team leaders
- Human resource staff and training consultants
- Business consultants and advisers
- Teachers
- Counsellors, therapists and social workers
- Sports coaches
- Parents

Where next?

On successful completion of this programme you can either exit with an i-coach academy Foundation in Coaching Skills Certificate or progress to the Certificate in Coaching Practice Programme, which is the first step for those wishing to pursue a career in coaching.

Our programme assists you to critically reflect on your experience and knowledge, while integrating new theories and approaches. Since coaching is inherently interdisciplinary, our curriculum draws on broad areas of knowledge that inform the field of coaching. Through a process of experimentation and application, the programme is designed to help you define your unique approach to coaching. Instead of memorising the 'right' answers or behaviours, our Faculty act as facilitators encouraging you to discover principles for yourself and to build knowledge by working with others.

Learning to become a coach is a voyage of discovery that can be an intense, emotional and challenging experience. We don't believe in taking shortcuts and the journey is sometimes difficult. However, by the end you will be a competent and compassionate coach.

Learning Element

Day One and Two - Core Skills Module

The purpose of this two day module is to introduce you to the core skills of coaching. By the end of the second day, you will have begun to recognise the difference between coaching and a helpful conversation by getting beyond the surface of what is being said. You will be introduced to the GROW model and its core skills such as listening and questioning.

Embedding the Learning

Day Three and Four - Learning Review Days

These days offer an opportunity to bring your field work to the group for reflection and support, to receive input on additional approaches to coaching (eg Solutions Focused Coaching and Person Centred Approach) and to engage in further skills practice and receive feedback.

Day Five - Professional Review (Foundation Level)

The purpose of this final day is to draw all the learning together through formal assessment and feedback. You will be asked to do an observed coaching session which will run for 45 minutes. The session is captured on video and feedback is given by the client, peers and Faculty.

One-to-One Coaching

Research suggests that receiving coaching acts as a role model and embeds coaching skills. You will receive coaching from your learning cohort and our experienced Faculty during the Learning Review Days on this programme. You are also encouraged to receive 1:1 coaching outside of the programme however this will be at your own cost. We have a list of Masters students and Alumni who offer discounted rates.

Applied Coaching

On completion of the first module, you will be expected to practice coaching in your workplace and / or day-to-day interactions. There will be the opportunity to bring your reflections on this coaching practice to the group for support during the Learning Review Days.

Time Commitment

- Attend a two-day learning module which introduces core coaching skills
- Deliver coaching in your day-to-day interactions
- Attend two Learning Review Days
- Work independently for a minimum of one hour per week on activities such as reflective practice, reading and course work
- Attend a Professional Review - Foundation level
- Attend a 1:1 feedback tutorial

Assessment

1. Assessment of observed coaching session

The final day of the programme involves a 45 minute observed and assessed coaching session.

2. Reflective essay and individual development plan

At the end of the programme, you will be required to submit an essay and individual development plan which will be a critical reflection on your journey through the programme.

Provisional Programme Dates

	Foundation Johannesburg	Foundation Cape Town
Application Deadline	20 March 2008	28 April 2008
Module One	3 - 4 April 2008	5 - 6 May 2008
Module Two	6 May 2008	3 June 2008
Module Three	7 May 2008	3 July 2008
Module Four	21 May 2008	5 August 2008
Certificate Entry Option	2 April 2008	tbc (2009)

Fee

Foundation in Coaching Skills Certificate - R12,000 + VAT (payable in advance)

Cancellation Policy

A deposit of 20% of the programme fee is due upfront and the balance is due at least 10 working days prior to the commencement of the programme, although different payment methods are available as assessed on a case by case basis. If a student enrolls on a programme and withdraws more than 30 working days prior to the start of the programme they will receive a 10% refund of the deposit; if they withdraw 30 working days or less 20% of programme fees are forfeit; if they withdraw 10 working days or less fees are due in full. If a student enrolls on a programme and is then found to be unsuitable to continue the programme, fees are due for the modules attended plus an administration fee.



How to Apply

1. Complete and send an application form, one passport sized photo and full payment to i-coach academy (Pty) Ltd, 13 Zandberg Street, Somerset West, 7140.
2. On receipt we will send a registration letter confirming your participation and an invoice.
3. Payment is required in full at least 10 working days prior to the commencement of the programme.

About Us

i-coach academy was founded in 2001 to provide a recognised standard of academic and practice based excellence to underpin the discipline of coaching. We operate in London, New York and South Africa and offer experiential learning programmes with routes to Post Graduate, Masters and Doctorate Coaching Qualifications from The Institute for Work Based Learning at Middlesex University, UK. Our Masters Coaching Qualification is also professionally accredited by the European Mentoring and Coaching Council (EMCC) holding the European Quality Award (EQA) at Master Practitioner Level.

We also offer continued professional development and supervision for coach practitioners and individual coaching and consulting services for organisations looking to leverage their investment in coaching.

Further Information

For further information please refer to our website www.i-coachacademy.com or contact Barbara Ferreira on 082 498 0812 or email southafrica@i-coachacademy.com