



BAREFOOT
COACHING

Course Outline
Postgraduate Certificate
Business & Personal Coaching
2016-17





Postgraduate Certificate in Business & Personal Coaching

We are committed to delivering a relevant and memorable learning experience to every delegate.

The Thinking Behind Our Course

In 2001 we became one of the first organisations to have a coaching course accredited at Postgraduate level by a university. Universally recognised, a university accreditation is an indisputable mark of quality and attainment. In addition, our course is also accredited by the International Coach Federation (ICF) as ACTP and approved by the ICF as 162 hours of Approved Coach Specific Training Hours (ACSTH).

The course is also accredited by the **National Council of Psychotherapists** and completion of the course enables you to become a member of the NCP and use the letters MNCP after your name.

We are proud to present a unique and eclectic coaching course which does not advocate one particular approach to coaching, but enables you to develop your own coaching style. We offer you:

- An established course bringing you the very best in coach training since 2001
- A dedicated and experienced team of tutors and facilitators
- Guest speakers who are world-renowned presenters and published authors on coaching
- The best of traditional and established coaching techniques and methods
- A comprehensive manual containing a wealth of coaching tools, techniques and approaches
- Working in triads and pairs, practicing coaching from day one of the course to experience coaching from different perspectives
- Regular feedback on your coaching from tutors and facilitators
- Good student/facilitator ratio
- Formative assessment of academic work
- Access to University of Chester online learning resources and UK University libraries.

This programme is accredited as a Masters level programme by the University of Chester as part of the Work Based and Integrative Studies accreditation (WBIS).





So, What is a Masters Level, Adult Learning Approach?

- Academic theories are not only the starting point of the learning but integral to the process and play an important part at later stages (essay writing stages) when learners draw links from their own experiences, thoughts, existing knowledge or literature
- The taught modules of the Barefoot programme are a strong mix of theory and practice and the experiential elements are designed to give rise to self-reflection – a key component of adult learning
- Learners are viewed as autonomous, experienced individuals with responsibility for their own development
- Learning is concerned with experience as much as with the acquisition of theories, with a strong emphasis on self-reflection
- Masters level learning is about having an opinion, shades of grey, questioning established theories, thinking for yourself and that there's no one 'right' answer.

An Integrated Approach - Business and Personal Coaching

The skills which you learn on the programme will be directly applicable in all areas of coaching, whether personal or work-related. The course focuses on business and personal coaching in an integrated manner because it is our belief and experience that no meaningful business coaching can take place without coaching 'the person'.

Coaching can be seen as a bespoke personal and professional development programme, usually delivered on a one-to-one basis. The key to successful coaching, in any arena, is the strength of the coaching relationship. Therefore our course begins by focusing on building the core foundation coaching skills of listening, developing trust and rapport, working with unconditional positive regard and establishing safe boundaries. With strong personal coaching skills established, the course goes on to explore the application of these skills in a business as well as personal context.

Long Term Study of Barefoot Alumni

If you have undertaken academic study before, you may find a work-based, adult learning approach at Masters Level to be different from your previous experience.

We recently completed some research on the impact of the Barefoot Postgraduate Certificate in Business and Personal Coaching. We wanted to gather some data on the long-term impact of the programme on delegates both professionally and personally.





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We researched Barefoot alumni who completed the training between 2004 and 2010.

Professional Impact on Delegates

- 100% now use coaching as part of their daily work
- 89% have increased professional confidence and credibility
- 67% of participants were inspired to undertake further studies in coaching or psychology
- 55% attributed the qualification to a promotion or positive change in their job role. Some had experienced a new “coaching” role being created for them within their organisation.

Personal Impact

- 82% feel the course gave them increased confidence and self-belief
- 67% report improved relationships as a result of the course – with family, friends and colleagues
- 67% also attributed a greater sense of calm and acceptance and better emotional self-management to the course
- An important finding was that 78% of the participants say that not only does the impact last, but it continues and grows.





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Course Team

All Barefoot Coaching tutors and facilitators are trained to a minimum of postgraduate certificate level in coaching and have:

- Business experience within national or international organisations
- Experience of the implementation of coaching programmes
- Extended and current experience as coaches themselves.



Kim Morgan is Director of Barefoot Coaching with an MA in Coaching and Coaching Development, a Visiting Research Fellow in Coaching at the University of Chester and a Lifetime Fellow of the National Council of Psychotherapists. She was awarded 'Coaching Person of the Year 2012' by Coaching at Work Magazine and has been the guest speaker at ICF 2014 conference. She was one of the UK's first executive business and personal coaches, who has pioneered and led externally certified University Masters Level Postgraduate Award in Coach Training since 2001.



Nancy Kline is President of Time to Think, an international leadership, development and coaching company. She is author of *Time to Think* and *More Time to Think* and an internationally renowned public speaker. Nancy created and pioneered the development of the theory and process: 'The Thinking Environment®'.

NB: There will be a small charge of £250 + vat for those wishing to attend a full day module workshop with Nancy Kline.





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Damian Hughes is the author of *Liquid Thinking*, *Liquid Leadership*, *Survival Guide to Change* and *How to Change Absolutely Anything*. Damian Hughes is a former football coach who worked for Bobby Charlton and Manchester United before working as a Human Resource Director for Unilever. His innovative and exciting approach has been praised by Richard Branson, Muhammad Ali, Jonny Wilkinson and Sir Alex Ferguson.



Tom Preston is the founder of The Preston Associates and author of *Coach Yourself to Success*. The Preston Associates work globally with individuals, teams and organisations to remove barriers to success and to enhance performance through executive coaching. All of their coaches are academically trained and university accredited to postgraduate level. They use a wide range of psychological and behavioural techniques, tailored to the needs of the client.



Simon Machin is an experienced executive coach, working with leaders from around the world. He was previously Head of Coaching at BELRON, an international service business, where he developed its approach to executive development and coaching. He holds an MA in Coaching and Mentoring and a Postgraduate Certificate in Coaching Supervision. Simon's research into the coaching relationship was awarded a prize from the Association for Professional Executive Coaching and Supervision Simon.





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Carmel Fell is an internationally experienced senior business leader, executive coach and coach supervisor. She has been coaching since 1996 after introducing coaching as a professional practice and viable organisational performance intervention in Boots plc. As a specialist in behavioural science and a background in psychology and qualifications in a number of profiling tools, her coaching and supervision practice has made a significant impact on realising strategic objectives and personal growth.



John Perry MA, MA, MA, MSc, FHEA has over twenty five years' experience of working in the personal development field, including as a university senior lecturer, business consultant, coach and MD of the UK's first nationwide student counselling company. John has published widely in the areas of counselling, counselling training, education and stress management; and presented on Stress coaching at the International Conference of the Association for Coaching in 2010.



Julie Starr is the author of *The Coaching Manual* and *Brilliant Coaching*. She has extensive training in emotional intelligence, transformational leadership and linguistics. Julie Starr is a coach and consultant with over 20 years' experience in business and change management. Julie is the founder of Starr Consulting.





Course Outline

Module One

Our standard course outline is below. Days may run in a different order depending on our tutor and guest speaker availability.

Day One

- Introduction to the course
- Introduction to ICF competencies
- Introduction to principles of adult learning
- Bloom's Taxonomy of Learning
- The coaching attitude
- Wheel of Anything
- The role of the Reticular Activating System
- Nancy Kline's "Thinking Environment"
- Listening
- Questions and questioning models

Day Two

- Reflective practice and introduction to Boud's Reflective Model
- Personal Learning Journal
- The coaching relationship
- Developing sensory acuity
- Know-how exercise to leverage motivation to change
- Powerful language and presupposing success
- Values and Peak Experience exercise
- Working with volunteer clients and contracting

Day Three

Stress Coaching and the Human Givens Approach – John Perry

- Three Approaches to Stress and Stress Management: Stressors, Signs of Strain & Transactional
- Survival Mode vs Competency Mode
- The ABC Model of emotional intelligence
- Thinking errors and how to overcome them
- Life scripts
- The Stressor-Response Chain
- Locus of Control
- Type A and Type B Personalities
- The Psychodynamic view
- The Human Givens

Day Four

- The role of positive psychology in coaching
- What does and doesn't drive well-being
- Goal setting
- Intrinsic and extrinsic goals
- Approach vs avoidance goals
- Taking a strengths based approach
- Well-formed outcomes

Introduction to University of Chester – registration pack and study information





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Module Two

Day One

- Welcome back - update and progress review (reflective practice)
- The Big Picture and belief formation
- The Problem is the Solution
- Meta Mirror or Perceptual Positions
- Belief change work and coaching technique
- Coaching/therapy boundaries

Day Two

- Factors which affect my mood
- Heron Model of Interventions
- Time line work for career coaching
- Case studies
- Skill building and self-awareness for coaches (Spinning Plates exercise)

Day Three

****Subject to availability** Damian Hughes**

- Behaviours and visibility
- Consistency as leader – trust, boldness and innovation behaviours
- Emotional intelligence
- Attitude – Kantor's work with teams and four different types of attitude
- Beliefs
- Corporate Culture and the work of Edgar Schein
- Mind management and dealing with your inner 'chimp'

Day Four

- Organisational context for coaching
- Development of coaching in organisations
- What organisations expect of coaches
- Triad meetings
- Line manager as coach
- Evaluation
- Leadership style
- Personal SWOT





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Module Three

Day One

- Welcome back – update and progress review (reflective practice)
- Integration coaching
- You as coach – repeating patterns coaching

Guest Tutor – Julie Starr (E. Midlands)

- The Coaching Pathway – executive coaching
- The Coaching Assignment
- Collaborative coaching – non-directive vs directive

Guest Tutor – The Preston Associates (London)

- Executive coaching
- Trilogy questions
- Case histories

Day Two

- Identifying Ego States – Parent, Adult and Child
- Analysing transactions
- The Egogram
- Drivers – bringing compulsive behaviour under conscious control
- The Life Script
- Helping clients to re-write their life scripts
- The Vulnerability Quotient (VQ)
- The Discount Matrix – identifying your clients' levels of discounting
- Transference and Counter-Transference
- The Self Characterisation
- The Goals of Transactional Analysis Coaching

Day Three

- Business and personal profile coaching
- Business coaching techniques
- Hot seat questioning
- Obstacle Analysis Grid
- Proposals, pitches and plans
- Miracle Question

Day Four

- Professional/academic next steps
- Essay writing/accreditation
- Supervision, CPD, Professional Indemnity Insurance
- Membership of coaching bodies
- Endings, certificates and celebration





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Optional Additional Learning Day

Additional One-Day Workshop with Nancy Kline

There are a number of dates provided for you to choose from to attend this day. A small fee of £250 +vat is payable for those that wish to attend this additional one-day workshop.

- Listening to ignite the human mind
- The Thinking Environment – its ten components
- Thinking session and limiting and freeing assumptions

Following the completion of all taught modules you will be required to submit to us a video recording of a coaching session and have a telephone dialogue assessment with a Barefoot tutor.

NB This course outline gives you a bullet point list of topics and content and does not attempt to reflect fully the extensive range of theories, tools, techniques and approaches covered under each bullet point. In addition, all tutors adopt a coaching and facilitative approach to the learning. This means they are responsive to the group's needs and invariably, additional material will be delivered on an *ad hoc* basis by tutors in response to group discussions and questions, which adds richness and relevance to your learning. This coaching approach sometimes results in minor fluctuations to the course outline but you will always be notified of any major or significant changes to the course content. Occasionally the order of the days may change to fit with tutor or guest speaker availability.



Robbie Lightfoot

"My experience of the Barefoot Coaching programme has been one which really helped to accelerate my career as a coach.

What I feel is unique about this programme is that you are exposed to a wide range of high quality professionals who are experts in their particular field. This enables you to draw your own learning from this rich mix and develop your own style and approach as a coach. The supportive environment created by Barefoot Coaching is a valued addition to the overall experience.

I would definitely recommend this programme to anyone who is serious about becoming a professional coach."





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Accreditation & Affiliates

After the three 4-day attended modules you will start your academic writing. The award of post-graduate certificate carries 60 CATS points which constitutes one third of a full Masters degree.

You are required to:

- Keep a personal learning journal (not submitted)
- Complete the three modules
- Work with three volunteer clients
- Submit a 30 minute video recording of a coaching session
- 2,000 word reflective essay which critically reflects on your own practice
- 5,000 word reflective essay on Coaching to Enable Change
- 5,000 word reflective essay on Coaching in an Organisational Context or The Key Elements of a Transformational Coaching Relationship.

During the course you will receive written and verbal feedback on your coaching style from the course tutors and facilitators. Throughout the course, tutors will cross reference topics to the essays and prepare you for the written and academic work. In addition to the comprehensive Study Pack from the University of Chester, Barefoot Coaching will provide you with a comprehensive guide to completing the academic work. After the taught module, you will be allocated a personal tutor who will give you feedback on your draft assignments.

International Coach Federation



The course has also been given full accreditation (ACTP) by the ICF and is approved by the ICF as 162 hours of Approved Coach Specific Training Hours (ACSTH).

Becoming a member and gaining credentials:

Member: on completion of our course you can become a member of the ICF. You just need to let them know you have completed our course during your application. This will give you approval to become a member.

Credentials: there are three ICF Credentials: Associate Certified Coach (ACC), Professional Certified Coach (PCC) and Master Certified Coach (MCC).





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As our course gives you 162 hours of Approved Coach Specific Training Hours and has full accreditation (ACTP) which would allow you to apply up to the Professional Certified Coach (PCC) level if you wish to do so.

National Council of Psychotherapists



Our course is also accredited by the National Council of Psychotherapists and completion of our course enables you to join the NCP and use the letters MNCP after your name.

Discounted Professional Indemnity Insurance



Barefoot Coaching has secured the opportunity for anyone who has completed the taught modules of the Barefoot Postgraduate Certificate in Business and Personal Coaching to obtain professional indemnity insurance cover for their work as a coach at preferential, discounted rates through Oxygen Insurance.

Barefoot has used its place in the market as a highly reputable provider of coach training services with a long-established place in the market to secure rates which we believe are highly competitive.

Oxygen Insurance (Beaumont Insurance Brokers Limited) can offer professional indemnity insurance.

Discount to Coaching at Work Magazine



We have secured a discount with Coaching at Work magazine for our Barefoot alumni for the print version of their magazine. Coaching at work is the leading magazine for coaching mentoring managers and HR professionals. An annual magazine subscription will entitle you to:

6 Magazines a year
Additional Online Content
Discounts on Coaching at Work events
12 e-newsletters a year

- Free inclusion in global coaches' list
- Discounts for members of coaching professional bodies
- Practical case studies and latest research and reports
- Hints, tips and 'how-to's





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What Next?

Come and see for yourself!

We are delighted to offer prospective delegates the opportunity to attend an open morning for our Postgraduate Certificate in Business and Personal Coaching.

These mornings are an opportunity to:

- Meet one of our tutors from the course team
- Look through and understand more about the course materials
- Learn about the teaching, delivery style and coaching techniques
- Ask any questions about the coach training course.

We currently hold our open mornings in Central London. The session runs from 9.30am—12.30pm with refreshments. In the East Midlands you can arrange a time to 'drop-in'.

Please contact us via: Info@barefootcoaching.co.uk to find out about future dates and to book your place.

Talk to past delegates: we pride ourselves on the quality of our coach training. We feel confident that we offer an extensive, practical and eclectic training course but don't just listen to us! We can put you in contact with one of our past delegates so you can find out from them their experience of the Barefoot Coaching PGCERT Course.

Call us or email us: please feel free to contact us at any time to ask us any questions that you may have about the coach training. We understand it is a big investment of time and money. We are here to help and will gladly take the time to discuss if this is the right course for you.

Check Additional Requirements – International Students

International students from outside of the EU wishing to complete the full Postgraduate Certificate with the University of Chester will be subject to international fees for the university registration. Please contact our team to find out more about this. Those students for whom English is a second language will be required to provide a formal education document demonstrating a proficiency in English or sit an IELTS or TOFEL exam. We fully support applications from international students and the Barefoot Team are happy to talk to you in more detail about the additional requirements.

