



Coach Training Programme



Thank you for your interest in our Coach Training programme

We are delighted that you are considering Coaching as a profession. We have a long and fulfilling history of training coaches and delivering coaching to the private and public sector and are pleased you are looking to enter the same profession.

Before you embark on a new profession, or a new skill, it is timely to pause and reflect before moving forward. I hope this information booklet will give you the information you need to do so.

Before you commit to our course, you may have lots of questions. You may be wondering if coaching is the right path for you, or whether our course will deliver what you need? We can help with these questions. We are always delighted to chat about the coaching in general and the course with you. We also have a bank of past delegates who would be happy to share their experience with you.

In the following pages, we will give you more information about our training programme, why you should choose us & what we can do to support your goals.

Please do not hesitate to contact us with any queries either by email, or do arrange a call with one of the team, we do like to chat! We hope to see you at a course very soon.

Kind regards,



Kirsty McWilliam
Founder

On Behalf of Coaching Direct Limited

Why choose Coaching Direct?

Coaching Direct receive **exceptional feedback** on their courses. Delivered by experienced and accredited coaches, the course combines both academic and practical learning.

Coaching Direct are **passionate about the Coaching market**. We invest in the development of our course through our strong links with the coaching industry and bodies and our continuous review of the market.

Our course is **accredited by the Association for Coaching (AC)**. Our courses are delivered with integrity and adherence to the Coaching industry's standards and terminology. All our communications are clearly in line with all the professional bodies terminology. Our course will deliver coach specific training hours. We can then support you to become an accredited coach (AC) or a credentialed coach (International Coach Federation).

We know how important it is for our Coaches to invest in their own personal development. **Emotional intelligence** is a cornerstone of this personal development. Each delegate will have the opportunity to complete the **EQ-i 2.0** online questionnaire, an Emotional Intelligence tool. You will be given a 1:1 feedback session with your EQ-i 2.0 report facilitator, which will explore your results. We believe emotional intelligence is the key to coaching successfully. By attending our course, you will become an **Affiliate member of the Association for Coaching**, the UK's largest coaching body.

Our coaching course is designed to go beyond the foundations of other Coaching Certificates to give you an in-depth and enjoyable experience.

Recent feedback:

"By far the best training course I have been on! The course was engaging, interactive and the in depth course notes and demo coaching sessions were excellent. Very worthwhile and I would de initely recommend prospective delegates to go for it"

Sarah Christie, Lloyds TSB, Edinburgh

What does the course cover?

Foundations of coaching

- Origins and history of coaching in sports, psychology and helping professions
- The development of coaching as a profession
- Differences between coaching and other professions/disciplines
- Benefits and the power of coaching
- Coaching stories/ testimonials
- Attributes, skills and characteristics of a good coach
- Basic skills and tools used in coaching
- Goal-setting in coaching
- The coaching process
- Contracting
- Live coaching demos
- What will you do with your coaching?
- When and how will you use coaching?
- Coaching Accreditation. Ethics and Competencies (AC)

Going past the foundations

- Emotional Intelligence – Bar On Model
- Solution Focussed Coaching
- Clean language
- Cognitive Behaviour Coaching

Upon booking of the course, we shall send a full agenda.

Post course support

Post the course, you will be asked to complete all your coaching with your partner. Upon completion of this, you will be awarded your Certificate.

Testimonials

"Coaching Direct considers the needs of their clients. My journey through the Multidisciplinary Coaching Course then onto formal accreditation Coaching Direct has been value for money, relevant, fun, professional and collaborative."

Marc Griffin, Edinburgh

"I have just completed the course and can highly recommend it to anyone interested in coaching. Kirsty McWilliams and Kitty Gordon were amazing trainers making it easily understandable and very dynamic."

Miriam Kercher, Dubai

"Great course: intense, fun; stretching; stimulating and for me the beginning of a whole new chapter in my working life (I have my goal!"

David Hall, Edinburgh

"Very Indepth and gives a great insight into the discipline of coaching. Explained in a friendly yet professional manner. Learned so much about coaching and myself."

Anne Martin, Edinburgh

"I would have no hesitation in recommending this course (MDCC) to anyone wishing to pursue a career in coaching. The course itself was delivered by 2 really engaging, positive, encouraging and supportive trainers (coaches themselves). It was packed full of information and was highly interactive. Without a doubt the best training course I've been on."

Sarah Allan, Edinburgh

*"Excellent content
Supportive environment
Informal, Fun Approach
High Professional Standards."*

Pam Peters, Edinburgh

Course options & costs

**Accredited Award
in Coach Training
(AACT)**

£2,250

5 day course

AACT plus +

£2,550

5 day course
+
supervision

Accredited coach*

£2,950

5 day course
+
supervision
+
application
support

Our 5-day course will provide you with all the training and support you require to be a Professional Coach. Our flagship course, the Multidisciplinary Coaching Certificate, gives you 60 hours of coach specific training going past the foundations of other courses to look at the disciplines that have influenced coaching and how you can use these

(see 'Going past the Foundations').

To enhance your learning, you can select the AACT + package which will add Supervision sessions. Supervision will provide a space for you to reflect and grow as a Coach once you have started coaching. With this option, you will have 3 supervision sessions with one of our accredited coaches once the AACT has been completed. You can use these sessions to reflect on your coaching practice or as support to establish your coaching business/internal bank.

For those looking to take your training past Award level, we provide an Accredited Coach package. Once you have completed the AACT, and have 60+ hours of coaching experience, you can apply to the Association for Coaching for your own personal *Foundation Coach Accreditation. We provide the required hours of supervision and guidance on the application process in our 3 monthly one to one sessions with you

Becoming part of our coaching community

At Coaching Direct, we value our community of coaches. We keep in touch with all our delegates by:

- Giving you access to the 'Coaches Only' area on our website, which you will be given access via your own user name and password. This is where you will access your course materials, submit any work for review and review all the materials and research we have gathered over the years!
- Quarterly book groups in Aberdeen, Glasgow, Edinburgh or Dubai. We all discuss the same coaching book or article over some light refreshments and a general catch up.
- Join our private Facebook group to continue to share learning.

How do I sign up?

If you are interested in joining our growing community of coaches, please contact us now to arrange a suitable time to discuss.

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