



— THE —  
**COACH  
HOUSE**

Coach Training

Harnessing the power of coaching for your organisation

# Certificate in Coaching



ACCREDITED CERTIFICATE  
IN COACH TRAINING

[www.thecoachhouse.ltd](http://www.thecoachhouse.ltd)

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## Coaching in organisations today

Why do you want to develop coaching in your organisation?

- Transform training culture and reduce external coaching costs
- Increase staff retention
- Drive performance, appraisals and feedback conversations
- Build confidence and capability to drive change
- Boost creativity through more empowered people
- Create and implement internal coaching capability
- Deepen client and stakeholder relationships

We could go on...but we're guessing that all of the above would be nice.

## What are the current challenges?

Organisations have faced complex and unprecedented challenges over the last few years, from remote working to a flexible 4-day week. The Great Resignation has developed into the Great Engagement and Gen Z is now all about Gen AI.

Our employees have developed new expectations. Our people want a truly safe, trusting environment to work in. According to Gallup, trust within the work space has declined since the pandemic, but 'when leaders can clearly communicate and inspire confidence', 95% say that they trust in their leaders.

In Gartner's recent research they predict that 22% of workers expect their job to be filled by AI in the next five years, so how can we create retention strategies and develop the soft skills that are only provided by real people?

Every organisation is now prioritising DE&I, making it the norm not 'an initiative', so we need leaders who are more self-aware, who can be non-judgmental and can act as the conduit for the much sought-after social connections since the pandemic.

We have also seen an increase in training for managing conflict. HBR have recently identified this as a trend and we need leaders who can surface blockers, solve and resolve and we all know it's not that easy.

## Leaders that coach

It starts with the ability to have **exceptional conversations**; equipping your managers and leaders with the skills to conduct some of the most important meetings and presentations in your business that will drive performance, culture and results.

This programme will train your leaders to listen hard, develop insight and to understand your people in a way that will change the way they lead forever.

Jose Mourinho famously said that 'Coaching takes a player to where they can't take themselves' - creating your own team of coaches will elevate your game and we'd love to help you do that.





## Programme Outline

The Certificate is accredited by two of the world's leading coaching bodies, The Association for Coaching and the International Coach Federation.

This means that the programme structure, content and faculty meet the highest quality standards and that you can feel safe in your choice.

Your leaders will know that they are on a credible programme that will in turn develop their confidence and recognition.

We know one of the biggest areas of resistance when launching programmes is the time it will take. This programme is designed to run alongside busy careers and family life and the following elements make that work:

- 6 workshops over 6 months
- 6 hours of self-directed learning a month
- 1 hour of coaching practice a week
- Online workshops in multiple time zones
- Support from faculty who flex with your culture



We help you select the best candidates, run launch events to boost engagement, and provide your people with an online learning hub so its easy to access materials and resources in their own time.

We save time and money by keeping group sizes small. We can keep sessions pacey and give participants personal attention. The workshops are designed to build confidence, embed learning and to equip your leaders with tools they can use immediately.

In just six months you could have qualified, confident coaches in your business, leaders who feel valued by your investment in them and the beginnings of a coaching culture to empower your people.



*I highly recommend The Coach House. Helen Tiffany, CEO, was instrumental in designing and implementing the program, showcasing their expertise in understanding the objectives of the organisation and tailoring training content to address those needs.*

**Global CPO, MediaCom**

# Workshop content and learning outcomes

Our workshops prioritise participation over PowerPoint and are designed to be relaxed, inclusive and fun. We want your people to enjoy each session, come ready to engage, share their own experiences and see each workshop as a good investment of their time and energy.

## Module 1

**Exploring Coaching**- This first in-depth session will leave leaders with a thorough understanding of what coaching really is and how it will benefit their organisation.

- Getting clear on coaching, mentoring and the role of the coach
- Coaching in your organisation
- Understanding the coaching process
- An introduction to the GROW model
- Learning to listen hard and question deeply
- How to start coaching as a leader

## Module 2

**Understanding Coaching Psychology**- This session will help your leaders take coaching to another level by understanding people's behaviour and some of the psychological theory that underpins the coaching process.

- The Psychology of Coaching
- Cognitive Behavioural Coaching - connecting feelings to thoughts
- Using Positive Psychology for well-being in the workplace
- The Inner Game - how to improve performance
- Developing coaching techniques

## Module 3

**The Coach's Toolkit** - As your leaders develop their skills and build their practice hours they will be keen to have more tools and techniques. This session will give them the opportunity to try out new approaches and get some feedback.

- Exploring Appreciative Inquiry in coaching - using positivity to build confidence.
- Rapport and communication - how to build rapport with coachees, clients and stakeholders
- Goals and outcomes and why they make all the difference
- Using the Five-Minute Coach for performance and results.
- An introduction to NLP - spotting patterns and learning to elicit new perspectives and insights

## Module 4

### **Developing your Style and Confidence**

- Over the last few years confidence and ways to develop it have been a big coaching topic. This workshop will work on two levels; to develop inner confidence and to know how to help others.

- Emotional Intelligence – what role do emotions play?
- Understanding self-confidence and the role of neuroscience in developing it
- How to coach others when they don't feel at their best
- Self-awareness: who you are is how you coach

## Module 5

**Transforming Coaching** – This session will continue to develop your skills and confidence in using coaching techniques to elicit lasting behavioural change and to improve performance.

- Moving to transformational leadership
- Tackling procrastination and perfectionism : understanding the psychological blocks we face in performance
- Using Transactional Analysis to understand behaviour and motivation.
- Moving from drama to empowerment – a framework to shift thinking
- Reaching your own potential and supporting others to do the same through coaching

## Module 6

**Your Coaching Future** - In this final session, we will help you prepare to take your coaching skills into the workplace.

- Coaching in organisations: the power of the coach within, creating internal coaching programmes and developing a coaching culture
- Individual practical assessment and feedback- during this last session each person will take part in a coaching session which will be observed and assessed as part of the certificate success criteria.
- Preparation and guidelines for submissions and the written assignment
- Your coaching reflections and next steps.



*The benefits of working with The Coach House have been significant. The coaching culture and empowerment we hoped to engender is evident in the language we are now starting to embed, which is strength based and solution focussed. There is no doubt we are still on the journey but we're progressing on that journey because of The Coach House and their work with us.*

**Director, Barnardo's**



## Who should be on your programme?

Choose leaders and those in your business who have the time and energy to do it. The ones who will put it into action, cascade the learning and lead the way. Years of experience don't really matter but mindset does – pick future champions and role models.

### Who will coach and train your leaders?

Helen Tiffany, the founder of The Coach House, leads a team of highly experienced coaches. Many of the faculty have been instrumental in developing coaching theory, frameworks and standards in the industry. The team have years of leadership experience, expertise and facilitation styles that creates a varied, dynamic and realistic programme. Head over to our website to see the whole team.



**Helen Tiffany**  
CEO  
The Coach House



*The Coach House are a true partner to Digital Catapult, working with us to design a programme that meets our needs and is aligned to our culture. Learning is engaging, highly interactive and the facilitators positively encourage discussion and debate which all the participants speak highly of at DC.*

**Head of Learning and Development, Digital Catapult**





New thinking and new learning

Confidence and capability

**What will your  
leaders come  
away with?**

Self-development and the power  
of empowerment

A change in behaviour and the ability  
to lead change

**If you are considering creating an internal coaching programme or using coaching capability to develop your leaders and culture, we are here to help.**

**Coaching is a super power, let us show you how.**



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