

Changing Performance through Coaching

Certified Coach Training for Professionals





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Coaching can be described by an attitude and approach to helping someone move towards their goals and improve their level of performance. Managers, leaders, teachers and instructors commonly use coaching in an informal way as part of their daily interactions.

This training will enable professionals to develop their skills, knowledge and behaviours for effective coaching. It is primarily aimed at people who:

- Have responsibility for developing others in their work role as a director, manager, supervisor or team leader.
- Raise skills and performance as an instructor, teacher, mentor or trainer
- Want to integrate and apply their existing knowledge to effective coaching
- Want to focus on developing their practical skills and not have to complete research, essays or records.
- Are critical thinkers and value evidence-based respected approaches

If you are a professional who wants to empower, encourage, and develop those they work with this course can benefit you.

Performance Coaching 201

12-13 May 2016

Problems and Solutions Addressed

Increasing motivation
Shifting perspectives
Unhelpful and helpful emotions
Finding new strategies and approaches

Knowledge and Skills

How coaching works (and when it doesn't)
Refining GROW and SCORE sequences
Using assessments and feedback
Levels of communication and listening
Location, layout, pace, follow-up

Performance Coaching 202

16-17 May 2016

Problems and Solutions Addressed

Procrastination and apathy
Confidence and self belief
Breaking patterns or stuck thinking
Navigating conflict

Knowledge and Skills

Managing beginnings, middles and endings
Working with metaphors and language
Ethics and boundaries – when to stop
Constructing powerful questions
Neuroscience applied to coaching

Certified Diploma in Coaching (INLPTA)



Overall aim for the training:

- **To enable professionals to develop their skills, knowledge and behaviours for effective coaching**

At the end of the programme participants will be able to:

- Apply the GROW and SCORE models for increasing performance
- Demonstrate effective coaching that helps people make a change in their thoughts, emotions, beliefs, or actions
- Support someone to take ownership of making a desired change
- Connect with and coach within another persons model of the world
- Appreciate and value their strengths and style as a coach
- Describe future actions to apply coaching at work

Benefits

"Thank you for such an inspiring and special course. It has had a tremendous effect on me and the people I will be coaching in the future."

"Quick update - the career coaching has gone rather well and has moved into unexpected territory, as so often happens. Now that we have had three sessions I have been asked to continue as his personal coach and am now working with the Executive Board."

"Reminded and refreshed ideas, tools and approaches I'd learnt in the past. Several days spent in positive, inspiring and empowered state. The generosity, authenticity and knowledge you bring gives any training you deliver a special and now familiar quality. I feel privileged to be part of such a group."

Previous participants have valued opportunities to:

- Discuss and get solutions for live business issues with like minded professionals from outside their sector
- Connect with and be part of a coaching peer group committed to sharing experience, expertise and supporting learning
- Get new ideas, approaches and insights for helping others overcome problems and challenges
- Gain a level of certification to back up their coaching skills



Performance Coaching 201

These two days are a high-paced journey through practical tools and applications for coaching. Whether you are new to coaching or looking to fine tune or extend your skills the two days will be tailored to your level of experience.

It is two days long to allow time not just to discover new skills but also to practice and improve them through live coaching exercises. By taking the time for learning, participants will be ready to apply what they have learned at work.

The course is split into eight teaching sections – each has a central idea or theme and a practical exercise to take part in. We don't do role-play but we do coach each other.

1. The 5 key skills when coaching

Welcome, introductions, expectations, hopes and wishes. The pros and cons of coaching, mentoring, teaching, directing.

2. Increasing motivation to achieve goals

Using the GROW model to help people clarify plans and decide on action for achieving goals and meeting targets.

3. Levels of communication and listening

Tips for listening, reflecting summarising and making silence work for you. Using questions to shift the area of focus.

4. Positive emotional states as a resource

How to help someone recognise their abilities and positive experiences and use them as a present resource.

5. What you need to know (and what you don't)

Coaching beliefs and assumptions. How to use assessments and feedback in a coaching conversation.

6. Solving problems, overcoming challenges

The SCORE model for solving problems. How to mirror the natural process of change and achievement.

7. Location, layout, pace, follow-up

The benefits of movement and coaching whilst taking a walk. Using tasks, self-assessments and accountability.

8. Finding new strategies for making a change

Ways of discovering the root cause or sticking point by shifting perspectives - the problem contains the solution.

BOOKING DETAILS

Dates	12-13 May 2016
Prices	£250 - Organisation funded £145 - Individual funded
Location	Castle Green Hotel, Kendal, The Lake District
Book at	www.valleytraining.co.uk



Performance Coaching 202

These two days give participants tools and techniques that increase personal flexibility for a range of common presenting issues. They are run in an open and flexible style.

Entry Criteria: Performance Coaching 101. APEL is available.

The training is essential for anyone wanting to gain INLPTA certification as coach as well as those people who want to make a positive difference in the way they work with others.

Each one of the eight teaching sections has a central idea or theme and a practical exercise to take part in.

1. Managing beginnings, middles and endings

The 4 core presenting issues / coaching interventions in performance coaching. Options for ending sessions.

2. Stepping round procrastination

Using a values ladder to identify and address the real goal behind procrastination, apathy or lack of focus

3. Working with metaphors and language

When staying in the language of the other person's story can help solve the problem in creative and lateral thinking ways.

4. Breaking patterns or stuck thinking

Shifting frames of reference to explore and challenge unhelpful assumptions and place them in the museum of personal history.

5. Constructing powerful questions

How the trans-theoretical model of behavioural change (TTM) can help you find the right question for the right time.

6. Navigating conflict, shifting perspectives

How blank and white or emotionally driven thinking leads to conflict and how visualisation and mindfulness can help.

7. Building confidence and self-belief

The roots of self-confidence and self-efficacy and how self-assessments and coaching can make change possible

8. Ethics and boundaries – when to stop

Ethics and supervision for coaching. Endings, appreciations, actions and goodbyes

BOOKING DETAILS

Dates	16-17 May 2016
Prices	£355 - Organisation funded £250 - Individual funded
Location	Castle Green Hotel, Kendal, The Lake District
Book at	www.valleytraining.co.uk



Style and Approach

The training includes teaching, research, case studies, demonstrations, peer feedback and a free coach development day. It is a practical with a mix of new approaches and techniques with guidance to develop your skills even further.

I believe everyone can be a good coach if they:

- Build self-awareness so they can use their strengths, skills and talents more freely and without obstacles.
- Learn or improve skills and strategies for working with others that extend their boundaries of knowledge and understanding.

The course emphasis both elements equally.

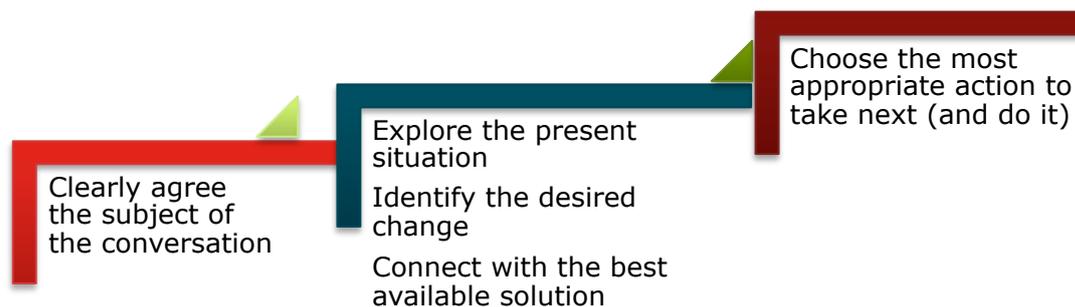
"It was a great course for me, and I would recommend it to anyone I know. The difference for me is: I believe I am good at this now. It's not important that I can do it all perfectly, what is important is that I start doing it and trust the process."

"It wouldn't be an exaggeration to say that the coaching course has already had a pretty big impact on my life. I have signed up for a writing course in January and sorted out reducing some other work that I'm not enjoying so much. I'm trying to listen to myself about what I really want and to follow my instincts on that."

Theoretical Framework

Coaching can be considered a subject area with established models or frameworks that can be applied from any psychological stance. This gives great flexibility to what could be called "coaching" but also great latitude for things not working out for the coachee.

As a coach supervisor I have noticed that success comes when the coach has an authentic way of working that fits their personality and is effective for the people they coach. I support a three-step definition of coaching.



Neuro-Linguistic Programming (NLP) is particularly suited to the subject of coaching because it has a focus of putting the coachees' actual experience and mindset first. The training draws on widely accepted NLP techniques and proven methods from the fields of sports psychology and positive psychology.

As a UKCP Registered Psychotherapist, supervisor and elite performance coach I have a breadth and depth of knowledge to draw on when we are exploring a particular topic. I link neuroscience research as well as make links to mindfulness, solution focussed, CBT where it helps. I don't introduce theory if we don't need it.



Coach development day

Approximately 4-6 weeks following the training the Coach Development Day is open to course participants who have applied the techniques learned and want to reflect on, share and further develop their coaching. There is no further charge for this day.

Entry Requirements

Entry for this course is open to people who want to explore and develop their coaching skills through training, discussion, peer support, feedback, supervision and reflection. Typically participants will have either:

1. **Experience in formal or informal coaching situations** gained as either a manager, leader, teacher, trainer, sports coach or consultant.
2. **Practitioner of NLP certification** providing a solid foundation in the NLP attitude and a toolkit of skills and approaches to use with others.

Certification

Successful participants will gain an INLPTA NLP Coach certificate.

Other organisations deliver training and coursework that may lead to a specific qualification (e.g. ILM). This is not one of those. This is a practical and pragmatic training aligned with the accrediting criteria of leading coaching associations.

Completing this course will provide you with certification in Coaching from Valley Training (VT) and from INLPTA. Should you wish to develop your coaching credentials further with the International Coach Federation (ICF), The Association for Coaching (AfC) or the European Mentoring and Coaching Council (EMCC) the full course provides **38hrs of coach specific training** in support of your application.



For all successful participants

- **VT Coach**



For delegates with no formal NLP training

- **INLPTA Diploma in NLP Coaching**



For holders of a Practitioner of NLP or higher

- **INLPTA Coach Practitioner**

Certification Requirements

1. Attendance at **4 days Coach training** covering 32 hours
2. Completion of **on-course exercises** and coaching **demonstrations** that evidence the knowledge, skills and behaviour of effective coaching
3. Complete a **coaching session case study** and **self-evaluation**
4. Complete a thorough training integration **written review**



Questions about the Course

What sort of coaching do I have to be involved in to come on the training?

The course is open to everyone, whatever style of coaching they are interested in.

You might be a manager, leader, trainer or consultant who wants to deliver effective coaching as part of your role at work.

You might want to support a colleague, course member, friend or private client.

I trust we will get a variety of people on the course so that we can all learn from each other's different styles, approaches and experiences.

Is there much pre-course study?

No. You will receive a reading list and suggested reflective exercises to ensure everyone is excited and ready for some great learning.

How much study away from the training days will be needed?

That's hard to answer exactly as every person's existing knowledge and desire to extend their learning will be different.

I will offer suggestions to further embed and develop your skills, knowledge and experience. It's up to you to decide when you have the time/interest to follow them up.

What if I miss a day?

If you miss a particular day, complete some self-study, peer group study and book some 1:1 time with Neal to make up what you have missed. The precise balance of what you need to do depends on the actual day you missed – my aim will be to help you complete the requirements so you can pass the course.

If you miss more than one day you may wish to wait for the next course and complete the training then.

If you know you can't make a particular day that may not be a barrier to you joining the course. Let me know your situation and we will see what we can do to resolve things.

Is 1:1 support provided?

Yes! As much as you need.

What about peer group support?

Definitely. We will build links and set-up a coaching network during the training.

How many participants will there be?

In order to ensure meaningful and specific feedback, the course is expected to have between 4 and 10 participants.

There is a minimum number of 4 participants for the course to run.

What do previous delegates say?

"It's inspired me in my career in coaching and learning & development."

"I really enjoyed the course. I have used the belief cycle change a few times since with good effect and plan to use SCORE this afternoon."

"Helps to build strong foundations for the practical use of your skills as a manager and leader."



The Training

Delivered by Neal Anderson, and drawn from experience as a Performance and Executive Coach, Supervisor, UKCP Psychotherapist, Qualified Teacher, Coach Trainer and INLPTA NLP Trainer. Neal is author of *The NLP Coach Companion* and has run a private training, consultancy and coaching practice since 2005. He particularly works with:

- Individuals who want more emotional resilience or better leadership capabilities.
- People and organisations who want to discover or connect to their best identity.
- Award winning managers and business leaders who want define / enjoy success.
- Elite athletes and competitors. Neal is currently supporting members the British Orienteering Elite Development Squad.

Professional Accreditation

INPTA is an international world-wide active NLP-Trainer and NLP-Coach Association dedicated to quality, professionalism and ethics. INLPTA has trainers in over 50 countries on all five continents



who provide quality trainings following the INLPTA guidelines. Our focus is on the application of NLP in the business world and in personal development. An INLPTA Practitioner Certificate will entitle you to Graduate Membership of INLPTA and membership of your National Association for NLP. Find out more at www.inlpta.org

On-going Support and Supervision

The effective, elegant and ethical application of coaching is very important to me and coaches may choose to continue with **1:1 supervision** or **group supervision** to assist them with on-going advice, guidance and support as a coach.

The Venue

The venue for the course is **The Castle Green Hotel in Kendal**. Situated overlooking the Castle and distant Fells, the hotel is a short distance from the market town centre.

BEST WESTERN PLUS Castle Green Hotel in Kendal
Castle Green Lane, Kendal, Cumbria, LA9 6RG
Telephone: +44 (0)1539 734000

www.castlegreen.co.uk

Kendal railway station and Oxenholme Lake District (on the west coast mainline) are a short taxi ride away.

Accommodation Suggestions

You can select from a variety of suggestions including great value and recommended B&B's, campsites and self-catering options at www.golakes.co.uk