

Spring 2024

Sandown

BUSINESS SCHOOL

A new science of coaching



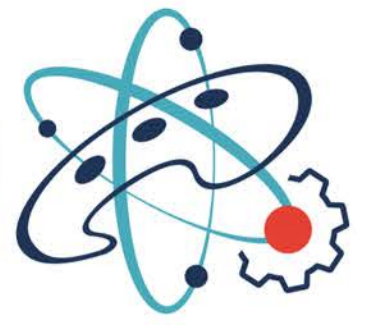
**Professional Academy of
Coaching Prospectus**

**Globally Accredited
Advanced Practitioner Diploma in Coaching
with Science, Artistry and Systems**



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with Science, Artistry and Systems



What is driving systemic change today?

- The level of global uncertainty is unprecedented
- The constant need to adapt
- Digital disruption
- Real time challenge of how convenient convenience has become
- Nomadic career and lifestyle opportunities
- The need to re-resource financial certainty
- Social media heightening fantasy and polarity of views
- Social mistrust.



Human Needs for 2024 and Beyond

- Doing things you would previously not have considered
- Changing and challenging your relationship with fear
- Getting comfortable with the uncomfortable
- Finding your place and purpose in the world
- Finding likeminded people and community
- Allowing yourself to be seen
- Understanding your relationship with the world
- Understanding how you impact others
- Intentionally shifting your legacy trajectory
- Feel like you are enough
- Asserting your authentic self with tenacity.

Business Needs for 2024 and Beyond

- Need for finely tuned social alchemy
- Need for 3-Brain emotional intelligence
- Entrepreneurial talent & risk taking
- Regular Brand Reinvention
- Courageous Leadership
- Intergenerational team coherence
- Advanced communication skills
- Human Experience Skills
- Pivoting Skills
- Re-imagination Skills
- Future currency skills



Ready to build and integrate your People, Power and Performance Skills?

Yes ... Be courageous and make the right decision now.



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Module 1 - Foundations

- Neuro-Evolution of Professional Coaching
- Systemic Trust that Enables Healthy Collaboration
- **Signature Model - SAS Coaching Map**
- The Interface of Theory U with Coaching
- Co-Active Coaching Proficiencies
- Professional Ethics & Practice
- The Psychology of Contracting (Individual & Group)
- Effective Brand Presenting
- Neurobiology of Remote & Hybrid Assertiveness
- The Art of Reflective Practice

Skills Practice Groups (SPG)

6 sessions with peers practicing competencies and skills aligned with course content. This is a vital part in student development.

LMS

Your bespoke LMS platform guides you through your learning journey. Everything you need and more is on our system.

Module 3 - The Embodied Coach

- The Art of Powerful questioning
- Leveraging change for self and other
- Clean Language at its best
- Psychology of State Management
- Healthy Challenge & State Regulation
- Understanding Autonomic Responses to Discomfort & Change
- Wellness as a Coach
- Reward based tools
- Signature style developing the Coaching Playbook

Programme Launch

Getting to know your group. Being clear of your starting position. Getting to know your cohort and starting to develop your coaching practice.

Accreditation Camps

2 Camps - at the beginning and the end of the programme. Providing information to support your accreditation choice.

Module 2 - The Coach - Part 1

- How I am is how I coach - Who Am I?
- Understanding Direct and Indirect Coaching
- The Alchemy of Transformation
- Neuroplasticity & Creating Mental Strength
- The Anatomy of Co-Regulation and Connection
- Breaking through Unconscious Coaching Bias
- **Signature Models - PAUSE & SOURCE**
- Integrating a Coaching Mindset
- Recognising unconscious assumptions and bias at play

Pro-Bono Coaching

Setting up pro-bono coaching sessions to promote coaching success. Each student is to engage two clients, offering them four sessions each of coaching.

3 x Webinars

These events are grounded in theory, seeks to inspire and are immediately practical. Each webinar supports your learning journey to BE so much more.



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Supervision

Supervision will be run in small groups. The focus will be on your pro-bono coaching. Supporting you with your clients and the challenges that may arise. This is also a taster for you to experience how effective Supervision is in coaching.

Module 5 - Foundations

- Fundamentals of the Nervous System
- Systemic Constellations
- Systems and Belonging
- Systems and Energy
- The Power of Language
- Frames of Reference
- Conscious -v- Unconscious Choice
- Discovering your Brand

Tutor Sessions

Small groups meeting with the course tutors to discuss goals, objectives and measure outcomes from the programme. "How you are is how you coach". These sessions will support your identity as a Professional Coach.

Module 7 - The Client

- Practical NLP in Coaching
- **Signature Model - PACE in action**
- Neuroleadership 101
- Adapting Interpersonal Neurobiology
- Embedding Co-Active EQi
- Holism and Reflection
- Leveraging Client Change
- Managing Client Challenge

Module 4 - The Client

- Return On Investment of Coaching
- Neuroscience of Client Self Regulation/Self-Control
- Neurobiology of Decision Making in Chaos
- Interpersonal Contracting within Diverse Systems
- **Signature Models - SYSTEMIC & CARE**
- Aligning Client Energy Centres to achieve Meaningful Goals
- CARE for Client Open Loop System & Field

Guest Speaker Events

Invitation to join an expert in their field bringing you areas to explore and investigate, as a coach, in either Science, Artistry and/or Systems.

Observed Practice - Competency based

Seven sessions, four with written feedback from our trained Assessors. You will become familiar with recording and reviewing your sessions with your peers and developing a critical eye on how best to improve your professional practice as a coach.

Module 6 - The Coach

- Emotional Intelligence in Coaching
- The Psychology of Communication
- Transitioning through Theory U
- Mastering Co-Active Coaching Proficiencies
- Owning your Identity as a Coach
- Creating Flow in Behavioural Change
- The Power of Reflection
- Shifting Unconscious Bias

Module 8 - Assessment

To include online assessment and Observed Practice using ICF, EMCC and/or AC Markers.

Module 9 - Finales & Graduation

How to end well. Capturing your Journey Collecting the wisdom & Reward Bank Building

LMS

Ensure all the required exercises, book reviews, Learning Aide Manual materials, Reflection Workbook and Learning Journal are all completed and ready for submission.

Kirkpatrick, 1959, Levels of Evaluation are woven throughout the programme.



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Programme Course Dates - Spring 2024

Advanced Practitioner Diploma in Coaching (SP15)

Modular programme: Saturday am & Tuesday pm

Programme Highlights: 191 hours over 10 months (plus the option of an additional 40 hours pro-bono coaching - EMCC). Starts in March 2024 and concludes January 2025.

Summary of contact content: Saturday AM events - 8 x half day learning modules. Tuesday PM events: Programme Launch, 3 x Tutor Group Mentoring sessions, 3 x Webinars, 2 x Guest Speaker events, Observed Practice x 6 (4 with feedback), 2 x Accreditation Camps plus directed self-study. All our programmes have access to our bespoke e-learning platform.

This programme includes 10 hours Mentor Coaching or Coach Supervision.

Programme Schedule	Dates	Time Zone: GMT
Programme Launch	19th March	1900-2130
Tutor Group #1	26th March	1900-2100
Module 1	13th April	0830-1300
Pro-Bono Set up	23rd April	19.00-20.00
Webinar 1	30th April	1900-2030
Observed Practice 1	7th May	1900-2100
Module 2	11th May	0830-1300
Accreditation Camp	14th May	1900-2030
Webinar 2	21st May	1900-2030
Observed Practice 2 (FB)	28th May	1900-2100
Module 3	8th June	0830-1300
Observed Practice 3	18th June	1900-2100
Module 4	13th July	0830-1300
Guest Speaker Event	23rd July	1900-2030
Mid-Point Tutor	30th July	1900-2100
Essay # 1	30th July	
Module 5	10th August	0830-1300
Observed Practice 4 (FB)	20th August	1900-2100
Supervision # 1	3rd September	1900-2100

Programme Schedule	Dates	Time Zone: GMT
Module 6	7th September	0830-1300
Webinar #3	17th September	1900-2100
Supervision #2	24th September	1900-2100
Module 7	5th October	0830-1300
Observed Practice 5 (FB)	8th October	1900-2100
Supervision #3	22nd October	1900-2100
Module 8 - Assessment	2nd November	0830-1300
Essay#2	15th November	
Guest Speaker #2	19th November	1900-2030
Supervision#4	26th November	1900-2100
Observed Practice 6 (FB)	29th November	
Tutor Group #3	10th December	19.00-21.00
Final Submissions	20th December	
Awards & Finales	11th January	0830-1300
Accreditation Camp	14th January	1900-2030

We appreciate that even with the best intentions, life can get in the way. Therefore, we are able to offer students the flexibility of catching up on a module, if they have to miss one, by writing an assignment based on module content. This can happen once with a module and twice with an evening event without impacting the total level of attendance. This should always be agreed with the Tutor in advance.



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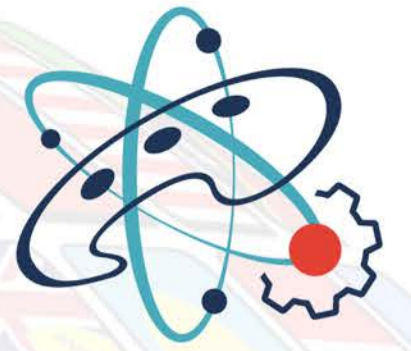
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The Next Generation of E-Learning



Learn and Grow on the Go....!

Research has found that remote learning maximises individual productivity through flexibility. Post pandemic, individuals are recognising the complex relationship between learning, wellbeing, workplace and social life.

Priorities have shifted towards a tighter integration of learning, work and personal needs.

Successful learning-life integration requires savvy goal prioritisation. We therefore have a unique opportunity to reimagine how digital technology can be more effective for individuals to learn remotely. With the developing digital capability, individuals can take advantage of learning online whilst harmonising work, life and learning.

We have developed a specially crafted learning experience that we know you will love. Effortless, Engaging and Effective training that includes interactive videos, e-books, quizzes, embedding exercises, assessments, certificates and belonging within a community.

Highlighted benefits:

- A broad global perspective.
- Easy access on mobile or desktop.
- Clear direction for students at every level.
- Convenience and flexibility built into the student journey.
- Better energy management.
- Peer exchanges to enrich learning experiences.
- Self-Paced Learning.
- Improved virtual communication and collaboration.
- Developing new technical coaching skills.



'Online learning is the Now ... New ... Normal!'



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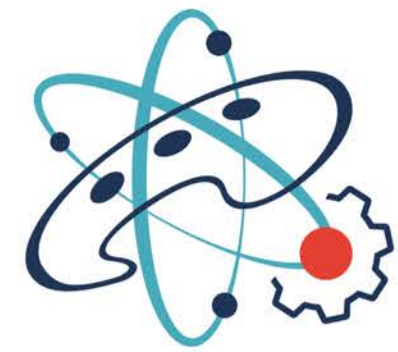
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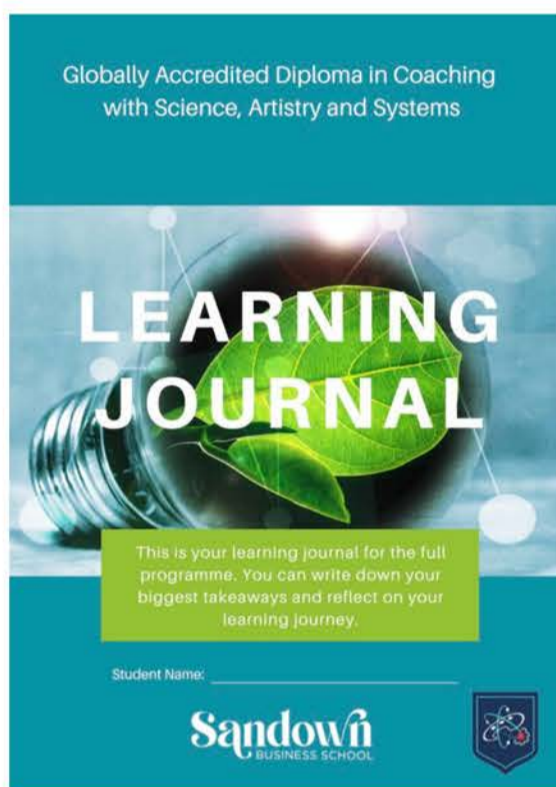


Our **Signature** Workbooks and Learning Materials



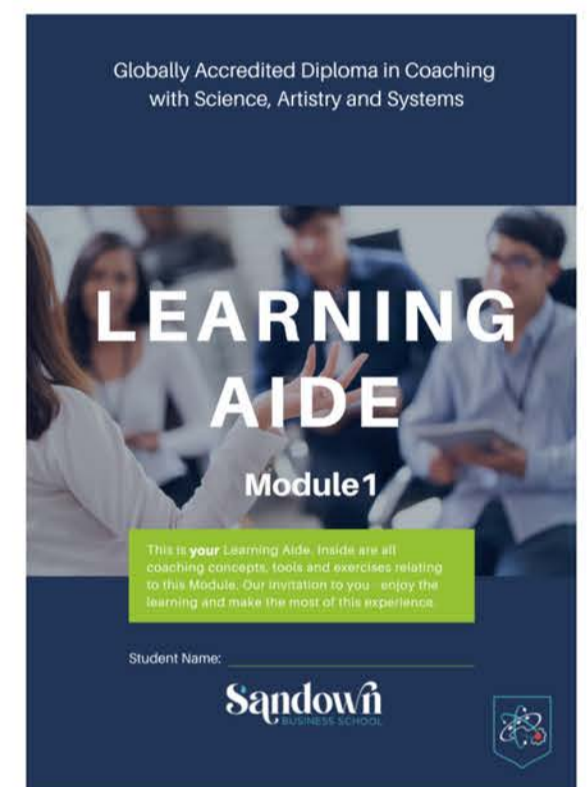
Our **Workbooks** and **Learning Materials** are two of the many ways in which our programmes set us apart from other coach training organisations. We are not just seeking to 'impart' knowledge about coaching, how to be a good or even great coach, what coaching skills are and how to use them. Instead, we are engaging our students to really 'know' who they are, recognise that 'how they are' and 'how they show up' dramatically impacts their coaching, their client, the systems and ultimately their business.

We are supporting our students to build their own Coach Signature. This provides them with the confidence to stand apart from the treadmill of other coaches. During our programmes our students develop their internal referencing to strengthen, equip and empower them from the inside ... out. Whilst knowledge is useful and can provide confidence in our capabilities, on its own it is not enough. Instead we need: Knowledge + embodied understanding + systemic awareness + at the core ... compassion (for self and other).

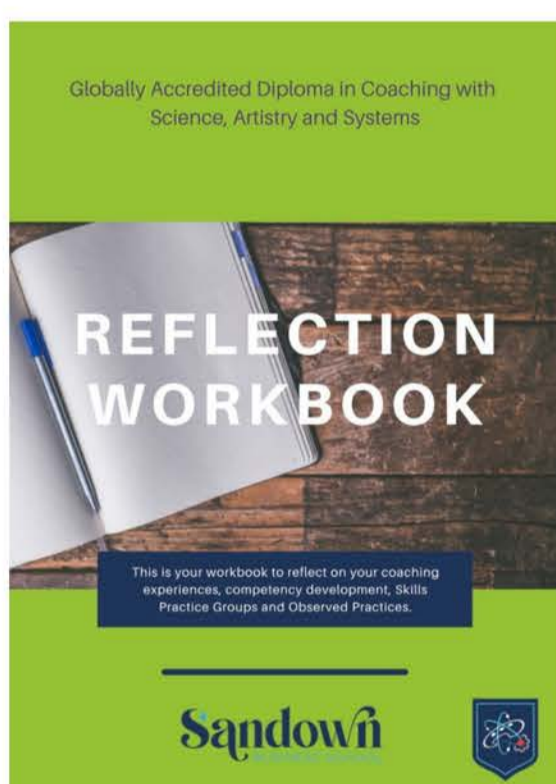


*Our **Learning Journal** follows all the evening events, provides questions, reflective suggestions and seeks to build the reflective practice 'muscle' to ensure our students are adopting best practice.*

*Our **Learning Aides** are a highlight of every programme. We offer additional content to support each Module. This has proven to enrich and deepen the student's knowledge & understanding. We also provide additional ways of learning; questions, quizzes & review materials to ensure our students are embodying their learning.*

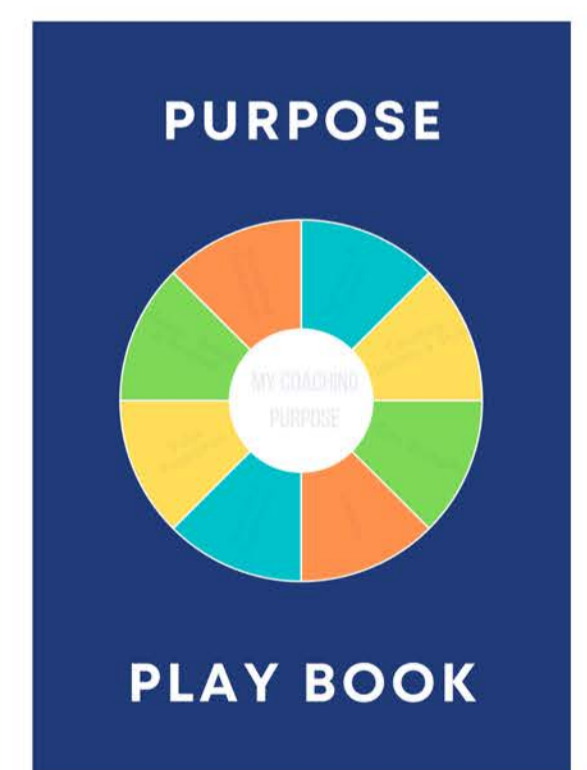


Our programmes are whole-system learning - not just cognitive appreciation & development.



*Our **Reflection Workbook** focuses on the work the students complete with one another in their Skills Practice Groups; it captures their learnings from their Observed Practices; and also captures their Reflections which forms parts of their final Assessment.*

*Our **Purpose Playbook** is a great piece of work each student undertakes to form their signature.*



Group Supervision & 1-1 Supervision

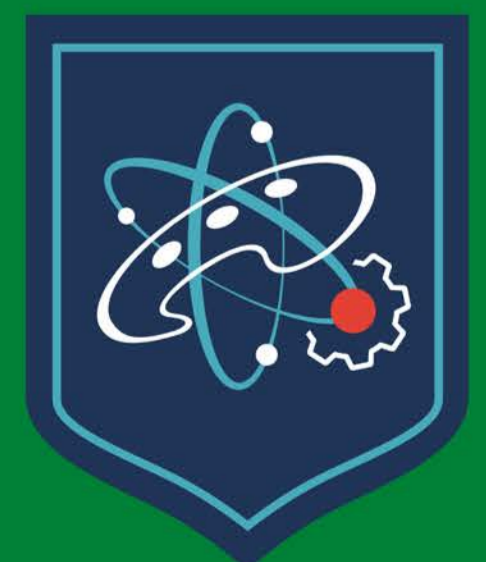
Come and join one of our regular groups for Supervision. We run two types of Supervision groups - Open Groups and/or Closed Groups.

- We run our open groups on an ongoing basis - book your place and turn up.
- Our Closed groups run for 6 sessions and have limited spaces. **Book now to secure your place.**

Recent research within the EMCC (Sept 2020) has found that the main work carried out between a Coach and their Supervisor is:

- Recognising their blind spots
- Exploring their beliefs/ prejudices which can distort observation
- Validating good practices and bringing challenge to any hypothesis
- Exploring and discussing ethical dilemmas
- Supporting any emotional identification with their coachee's problem.

However, they also found that only 50% of coaches have a supervisor. Let's aim for 100% to ensure quality and outstanding practice in all aspects of coaching.



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Catalysts for Personal and/or Professional Development



Individual Exec./Personal Coaching

'Coaching is a healthy place of frustration that enables creation'.

Choose from our Master Panel of accredited Coaches. All of whom hold either ICF, EMCC and/or AC credentials. They have vast experience in business and professional environments and are ready to support your personal and professional success.

What will make the difference between your predictable future and the life and career you want to design. What we know is that it takes one brave decision. Partner with us and make that decision today....

Team Coach Supervision

'Team coaching can be rewarding and challenging. Watch you stay resourced to remain impactful'.

Our support as your Supervisor will be to strengthen your system awareness, co-partner with you on your team interventions and support your personal wellbeing.

Our approach is to provide space for reflection, bring healthy challenge, design creative enquiries and keep you fresh, impactful and on top of your game. Come and work with our experienced Team Coach Supervisors and gain insight to support your professional practice.

Supervision - 1-1 for Coaches

'How you are ... is how you coach'.

Come and challenge (and be challenged) your own patterns, behaviours, filters, assumptions, bias and walk away fully resourced as a practicing coach.

Contact us about your CPD and meet your accreditation standards by engaging with one or our fully qualified and experienced Supervisors.

Group Coaching

'Alone we can get so far; but ... together ... we can get so much further'.

Come and join one of our specially themed regular closed groups for coaching. These groups are themed around; personal, business and/or professional goals. As we know, groups provide engagement and safety with a real opportunity for learning - whatever your learning style.

You will be part of an inclusive and diverse group of peers, together for 6 sessions and have limited spaces. Register your interest to stay informed about the next series of group coaching sessions.

Team Group Supervision

'A company is only as profitable as the integration of the systems within the business'.

Everybody knows the whole is greater than the sum of the parts and yet we still set up systems within businesses without the awareness of how to leverage a coherent complex system.

This is where Team Group Supervision makes a difference. We focus on the patterns and the interdependencies between the systems. Seeking to create : Co-creation, Interdependency and creativity of innovation.

Group Supervision for Coaches

'Thoughts can be like storms - they can be anchored into the chaos of the storm or settled by the storm'.

Come to a safe space where your professional practice can live, breathe and learn. Group supervision plays a vital role in developing as an all-round coach. It is here you can experience how other coaches ... coach.

We run two types of Supervision groups - Open Groups and/or Closed Groups. See above for further details. Book now to secure your place.



Accreditation Coaching Package. Level 2 - PCC

We have put together a student package to enable a smooth pathway for you to applying for your ICF credential. By completing this package the only additional requirements are: 1. Ensuring you have the right numbers of hours for accreditation; payment to the ICF for their credential fee and membership fee plus complete their on-line CKA. We will provide you with all the rest.

Our package includes:

- 10 Coach Mentoring sessions (individual and in group)
- Performance Evaluation Review by ICF MCC/PCC Trained Marker Assessors.
- Reviewed by a ICF Mentor Coaching panel .



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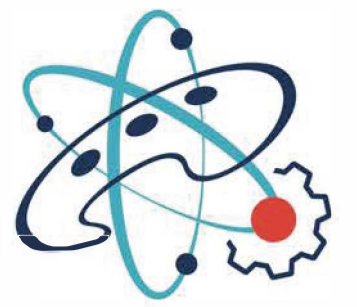
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Globally Accredited Advanced Practitioner Diploma in Coaching with Science, Artistry and Systems



“Come and join us on one of our Coaching and/or Executive Education programmes. You will be awarded the status of a Professional Coach with the SBS qualification.”

Professional Qualification

These courses lead to the following qualification:

Advanced Practitioner Diploma in Coaching with Science, Artistry and Systems.

This qualification allows successful graduates to practice as a coach. Included in this programme is 10 hours of Mentor/Coaching (ICF) or 10 hours of Coach Supervision (EMCC and AC). Remember there are additional requirements for each accreditation body - such as the relevant number of experience in coaching hours and for the ICF - passing their final exam.

Accreditation

This programme has been written specifically with the ICF, EMCC and AC in mind. The programme hours ensure you are able to apply for the level of credentialing you need.

ICF Level 2 - ACC or PCC

EMCC (EIA) - Practitioner/Senior Practitioner

AC - Professional Coach/Professional Executive Coach

The final Observed Practice is externally assessed against the Level 1 or Level 2 criteria for the ICF. If you are not at the required level, you will be asked to retake this part of the programme at your additional cost, or suggest you delay submission until you have the required number of coaching hours. You will also need to go through each Accreditation Body's process for accreditation. Please see their respective websites for

Entry Requirements

None of the courses at this level have a formal qualification entry requirement. We appreciate, however, you bringing your life experiences to the learning which will immediately support you in your growth and development as a coach.

You will be expected to be competent in reading, writing and understanding English to a reasonable level - although we are hoping in the future to run our courses in different languages. We would want to have a conversation with each prospective student to ensure you know what is required by your registration and also to confirm this course is right for you and your needs.

Course Duration

Our Module course runs over 10 months. There are learning activities most weeks either with Tutors, peers, invited guests or your own study, reflections and research.

Each course runs on the same days throughout the programme. Please see your course dates to notice which days your course is being held.

The Skills Practice Group is for each group to arrange.

Any other elements required for this course are arranged between the Tutor and Students.

Course Attendance

We appreciate our students are balancing work and life whilst studying for this Diploma. We have therefore carefully written this programme to optimise embedding learning over the ten month period. All programme elements are structured to support and enhance your student journey.

Our goal - maximise your learning.

Attendance requirements are clearly explained. If you are wanting to achieve the full accreditation Diploma, please make sure you complete all elements that are non-negotiable. By completing all of these elements, you are setting yourself up for success.

Payment Options

We want to ensure our courses are accessible and flexible for everyone. We regularly offer 'Early Bird' discounts and also offer a 10% reduction on any course if a student refers a colleague who registers and pays for a place on the same programme.

We provide the opportunity for students to take out a flexible payment plan. This is interest free and spread out over the duration of your course. Instalments can even start before the course begins to spread the payments over a longer period. For detailed information, please read our payment terms and conditions.

If a student uses a CREDIT CARD, please add a fee of 1.75%. Or PAYPAL please add a fee of 4.95%. Both amounts will be added to the invoice.

This is a life changing programme integrating neuroscience, psychology and ontology. Key concepts for today and tomorrow. Remember the quote we love 'How you are is how you Coach'. Know who you are and all you bring to coaching.



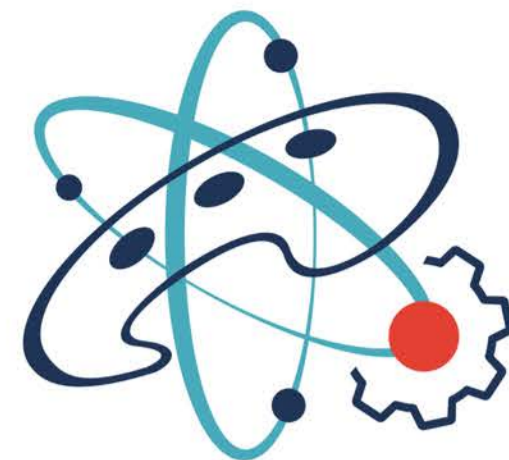
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Come and learn the truth about who you are as a coach; how to be in 'flow' as a coach and finally design the kind of Coach, Supervisor and/or Leader you are and want to be.

Join our robust educational, theoretical and practical programmes. Be supported to become outstanding in your chosen professional field. Ready? Get in touch today.

If you would like to progress an application or learn more about the programme please go to our website at:
www.sandownbusinessschool.com

Or contact us via sales@sandownbusinessschool.com or admin@sandownbusinessschool.com

Alternatively, we'd be delighted to answer any queries directly:

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GLOBAL CODE
of **ETHICS** 



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