

Spring 2024

Sandown

BUSINESS SCHOOL

A new science of coaching



Professional Academy of Coaching Prospectus

**Globally Accredited
Master Diploma in Leadership
Coaching and Mentoring
with Science, Artistry and Systems**



Globally Accredited Master Diploma in Leadership Coaching and Mentoring 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 Presencing
- Neurobiology of Remote & Hybrid Assertiveness
- The Art of Reflective Practice

Accreditation Camps

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

Pro-Bono Coaching

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

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

EQi 2.0

We offer our students a 1-2-1 session using the above psychometric tool. This psychometric is useful in setting the direction of learning for our students and also for them to experience first hand best practice when using a psychometric tool.

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.

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

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.

Q&A

Students to explore what questions they may be holding to ensure they are consciously moving towards their goals.



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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.

LMS

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

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

Module 5 -Systemic Awareness

- 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

Observed Practice - Competency based

Six 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.

We also have the option of a Final Performance Evaluation as your final Observed Practice getting you ready for ICF accreditation.

Option 1: Coach Supervision

As part of the requirements for **EMCC and AC**, you need 12 hours of Coach Supervision. We provide that within this programme. We have set up group supervision sessions which compliment the supervision sessions already in the programme structure. You will receive 8 hours in the main group, 7 hrs in small group and 3 x individual sessions.

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 7 - The Client

- Coaching Business Mastery
- SCARF and Neuro-Leadership
- The Neuroscience of Beyond Goals
- Exploring polarity theory and double binds
- DE&I - how is this impacting today's workforce?
- The Multi-generational Workforce
- The Bridge for Healthy Interpersonal Relationships
- **Signature Models - Inspiration Client tool**

Option 2: Mentor Coaching

As part of the ICF requirement -you need 10 hours of Mentor Coaching. We provide that within this programme. We have set up group coaching sessions x 7 and 3 x individual sessions.

You can accomplish these sessions throughout this programme which means that as the programme comes to an end, you will be able to start your application, after making sure you meet all requirements.



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Assignments

Ways of capturing your learning are built into the programme. These assignments are also positioned to make your accreditation application straightforward. We use similar titles and frameworks you will need to complete for any accreditation application. As a result of our programme, you will already have done some of the labour intensive aspects of applying for accreditation as part of our programme.

Module 9 - The Coach

- Mapping Education to the Coaching Map
- The Energy Budget
- The Brain Chemistry in Coaching
- Fourth Coaching Practice honing competencies
- Neurodiversity in Coaching
- RAFT of Resilience (traditional-v-contemporary)
- AI and the future of Coaching.

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 11 - Assessment

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

Module 12 - Finales & Graduation

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

Module 8 - The Coaching Business

- Finalising my Coaching Purpose
- The Coaching Business - Archetypes
- Archetype Awareness in Coaching
- 360 Review Archetypes
- Setting up your Coaching Business
- How to develop your Business Strategy
- How to be an Entrepreneur
- Building Client Testimonials
- Healthy Coaches - Coach Healthy.

Skills Practice Groups (SPG)

12 sessions with peers practicing competencies and skills aligned with course content. This is a vital part in student development and we consistently receive student feedforward on how important these groups have been in their development.

Module 10 - The Client

- 360 Business Presentations
- Psychological Coaching and the Karpman Drama Triangle
- Business Scripts and Transforming Mindsets
- Action Planning
- Sensory Calibration for the Coach and the Client.
- Team Coaching and Group Dynamics

Webinars

- Webinar #1 Reward & Balance Table
- Webinar #2 Well-formed Outcomes & Metaphors
- Webinar #3 Emotional Intelligence 2.0
- Webinar #4 TA Life Scripts
- Webinar #5 Neuroscience of our Chemicals
- Webinar #6 The Artistry of Resilience

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



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Programme Course Dates - Spring 2024

Master Diploma in Leadership Coaching & Mentoring (SP16)

Modular programme: Saturday am & Tuesday pm

Programme Highlights: 275 hours over 13 months (plus 60 hours pro-bono & paid coaching hours).
Starts in March 2024 and concludes April 2025.

In addition to the content of the Advanced Practitioner Diploma - there is the addition of spiral learning **level 3** which explores coach, client and the coaching business, 10 hours of Mentor Coaching/Coach Supervision and a psychometric - EQi.2.0. There is also the addition of Q&A and pro-bono coaching future proofing session to set you up for future success as well as archetypes and business foundations - culminating in a Business Review 360.

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
Module 2	11th May	0830-1300
Accreditation Camp	14th May	1900-2030
Webinar 2	21st May	1900-2030
Observed Practice# 1	28th May	1900-2100
Essay # 1	31st May	
Q&A # 1	4th June	1900-2030
Module 3	8th June	0830-1300
Observed Practice #2	18th June	1900-2100
Module 4	13th July	0830-1300
Guest Speaker Event	23rd July	1900-2030
Mid-Point Tutor	30th July	1900-2100
Module 5	10th August	0830-1300
Observed Practice #3	20th August	1900-2100
Supervision # 1	3rd September	1900-2100
Module 6	7th September	0830-1300
Webinar #3	17th September	1900-2100
Supervision #2	24th September	1900-2100

Programme Schedule	Dates	Time Zone: GMT
Module 7	5th October	0830-1300
Observed Practice #4	8th October	1900-2100
Supervision #3	22nd October	1900-2100
Essay #2	25th October	
Module 8	2nd November	0830-1300
Webinar #4	12th November	1900-2030
Supervision#4	26th November	1900-2100
Module 9	7th December	0830-1300
Webinar 5	10th December	1900-2030
Q&A #2	7th January	1900-2030
Observed Practice #5	14th January	1900-2100
Module 10	18th January	0830-1300
Webinar #6	28th January	1900-2030
Essay #3	31st January	
Module 11 - Assessment	15th February	0830-1300
Observed Practice #6	February	
Guest Speaker #2	4th March	1900-2030
Pro-Bono Future	11th March	1900-2100
Final Submissions	14th March	
Tutor Group #3	25th March	1900-2100
Accreditation Camp	1st April	1900-2030
Awards & Finales	5th April	0830-1300

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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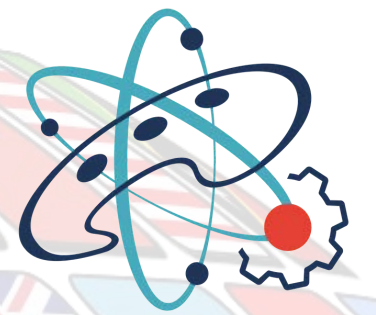
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The Next Generation of E-Learning



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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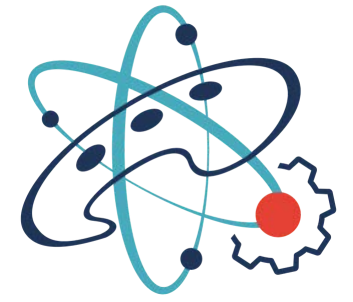
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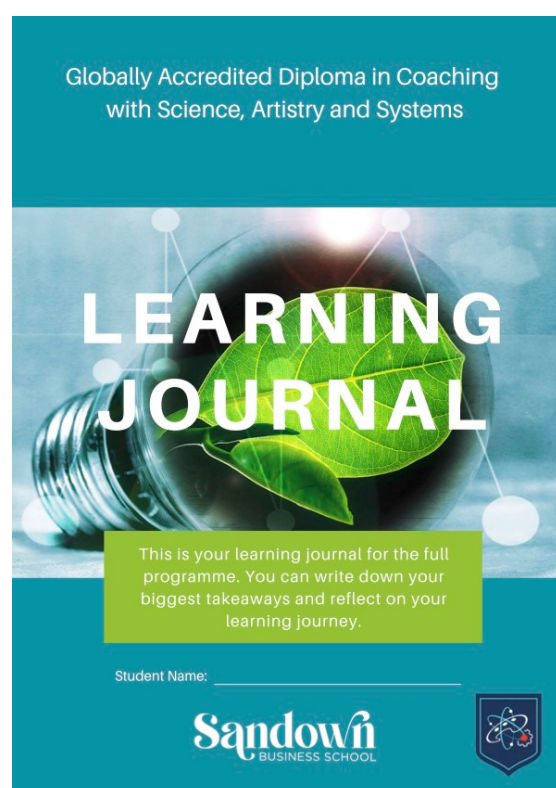


Our **Signature** Workbooks and Learning Materials



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.

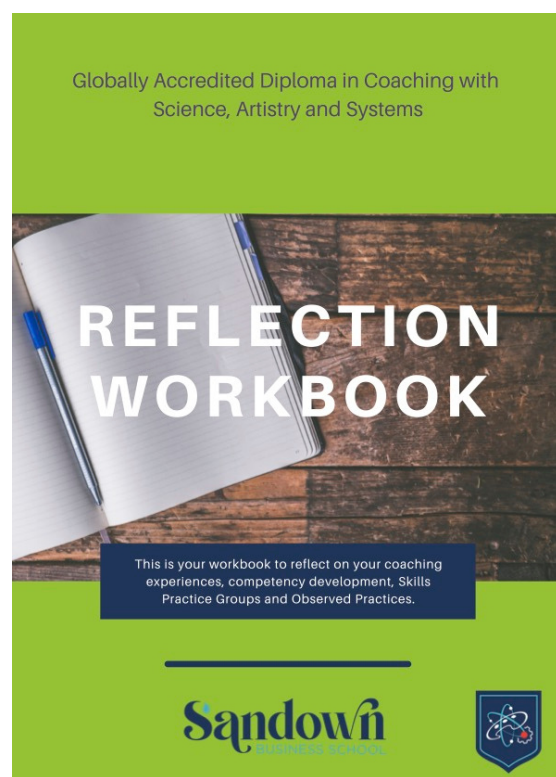
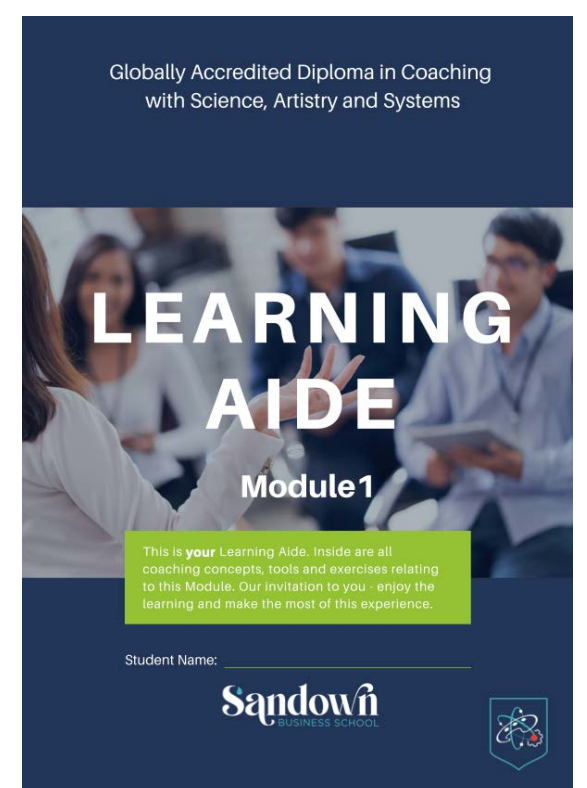
We are supporting our students to build their own Coach Signature. This provides them with the confidence to stand apart from the treadmill of other coaches. During our programmes our students develop their internal referencing to strengthen, equip and empower them from the inside ... out. Whilst knowledge 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.*

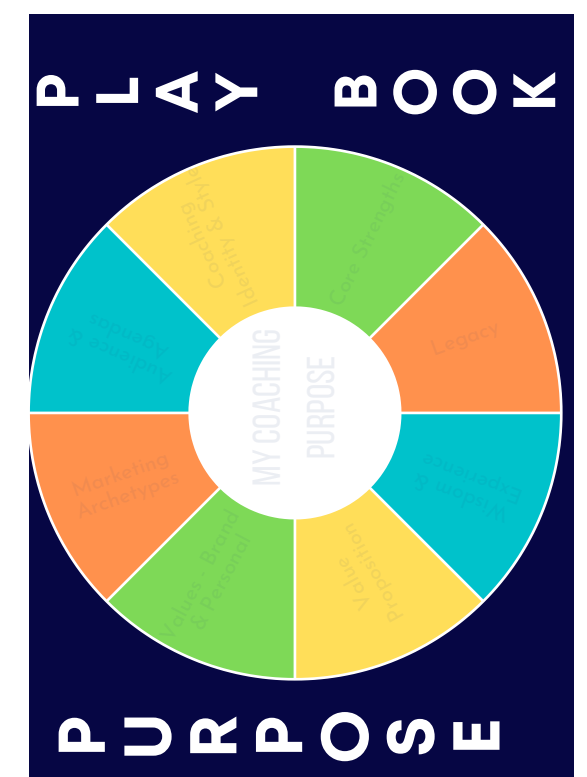
*Our **Learning Aides** are a highlight of every programme. We offer additional content to support each Module. This has proven to enrich and deepen the student's knowledge & understanding. We also provide additional ways of learning; questions, quizzes & review materials to ensure our students are embodying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



Special School Discount

Group Coach Mentoring & 1-1 Mentor Coaching



7 x 1-1 structured **competency focused** sessions of Group Mentoring with one of our ICF, EMCC and AC Coaches. plus 3 x 1-1 Mentor Coaching.

OR

10 x 1-1 Mentor Coaching - all requirements of the ICF

These sessions are extra and should form part of your credential pathway.



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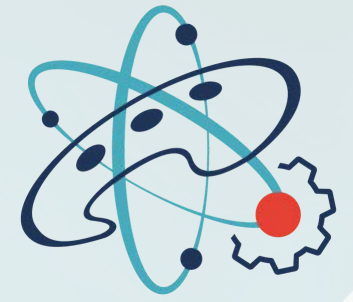
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Catalysts for Personal and/or Professional Development



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 Supervisor

"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 each group has 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 ensure you are part of the next group.



ACTP Coach Mentoring package. Level 2, PCC

We have put together a student package to enable a smooth pathway through to applying for ICF accreditation. By completing this package the only additions required are: 1.Ensuring you have the right numbers of hours for accreditation; payment to the ICF for their accreditation 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 x 2 by ICF MCC/PCC Trained Marker Assessors.
- Reviewed by a Mentor Coaching panel .



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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

This course leads to the following qualification:

Master Diploma in Leadership Coaching & Mentoring with Science, Artistry & Systems

This qualification allows successful graduates to practice as a coach. You will have your 10 hours of Mentor/Coaching which has been included in the coach training hours of this programme or 10 hours of Coach Supervision. Remember there are additional requirements for each accreditation body - such as the relevant number of experience in coaching hours and for the ICF - they require you to sit an exam. Please check their respective websites for further information.

Accreditation

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

This programme's hours enable you to apply for any of the following:

ICF Level 2 - PCC

EMCC - Practitioner/Senior Practitioner (EQA)

AC - Master Coach/Master Executive Coach

In addition to our programme you will need a set number of hours of coaching experience (number of hours depends on the accreditation body you choose). You will also need to go through each accreditation body's process for accreditation. Please see their respective websites for further information.

Entry Requirements

These courses have no formal qualification entry requirements. 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 confirm that this course is right for you and your needs.

Course Duration

The Master Diploma course runs over 13 months. There are learning activities most weeks either with Tutors, peers, invited guests or your own study, reflections and research.

Check your course programme schedule to determine which days your course will be 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 thirteen 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.



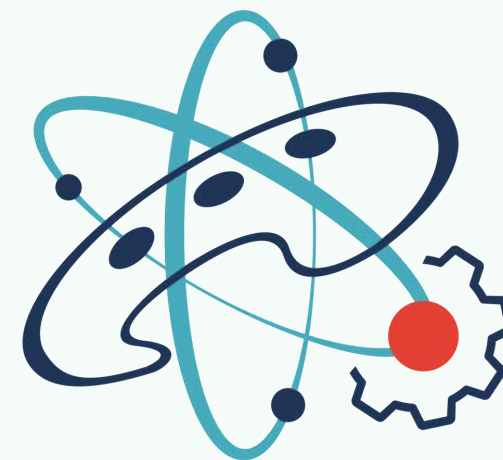
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Come and learn the truth about who you are as a coach; how to be in 'flow' as a coach and finally design the kind of Coach, Supervisor and/or Leader you are and want to be.

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:

You can speak to us on:

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