

Autumn 2025

Sandown

BUSINESS SCHOOL

A new science of coaching



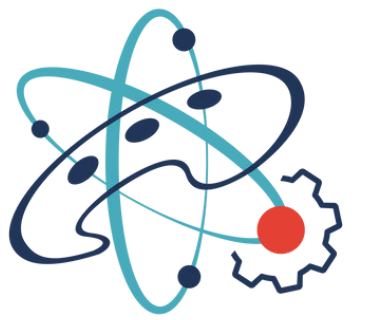
Professional Coaching Academy Prospectus

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



Globally Accredited Advanced Practitioner Diploma in Coaching

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 2025 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 2025 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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Sandown Business School attracts those wanting to self-develop and be more confident in who they are following our highly developed Coaching Pathway to become professional coaches.



Why Sandown Business School?

Because we are raising the bar in coach education and training.

We are using cutting edge sciences to build inner transformation and our students are seeing the results.



**Are you tired of running on a treadmill not getting you to where you really want to be?
What will self-confidence bring to your life? Come and explore your potential.**



Ready to build and integrate all your experience, wisdom, knowledge and practice into making you the best version of a coach you can be?



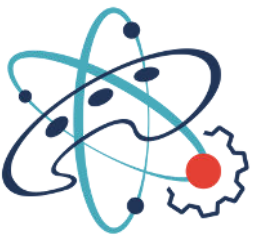
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Module 1 - Foundations

- 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

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 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 - 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

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.

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 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

- 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 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 - Autumn 2025

Advanced Practitioner Diploma in Coaching (AU25)

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 October 2025 and concludes July 2026.

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, Guest Speaker Event, 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	14 October	1900-2130
Tutor Group #1	21 October	1900-2100
Module 1	1 November	0830-1300
Accreditation Camp	11 November	1900-2030
Pro-Bono Set up	18 November	1900-2000
Webinar 1	25 November	1900-2030
Observed Practice#1	2 December	1900-2100
Module 2	13 December	0830-1300
Webinar 2	6 January	1900-2030
Observed Practice #2	13 January	1900-2100
Module 3	17 January	0830-1300
Observed Practice #3	27 January	1900-2100
Mid-Point Tutor	3 February	1900-2100
Essay #1	6 February	
Module 4	7 February	0830-1300
Guest Speaker Event	17 February	1900-2030
Observed Practice #4	24 February	1900-2100

Programme Schedule	Dates	Time Zone: GMT
Module 5	7 March	0830-1300
Supervision #1	17 March	1900-2100
Module 6	28 March	0830-1300
Webinar 3	14 April	1900-2030
Supervision #2	21 April	1900-2100
Module 7	2 May	0830-1300
Observed Practice #5	12 May	1900-2100
Supervision #3	26 May	1900-2100
Module 8 - Assessment	6 June	0830-1300
Essay #2	12 June	
Observed Practice #6	16 June	
Supervision#4	23 June	1900-2100
Final Submissions	3 July	
Tutor Group #3	7 July	1900-2100
Accreditation Camp	14 July	1900-2030
Awards & Finales	25 July	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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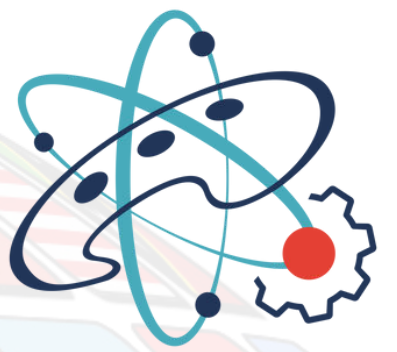
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The Next Generation of E-Learning



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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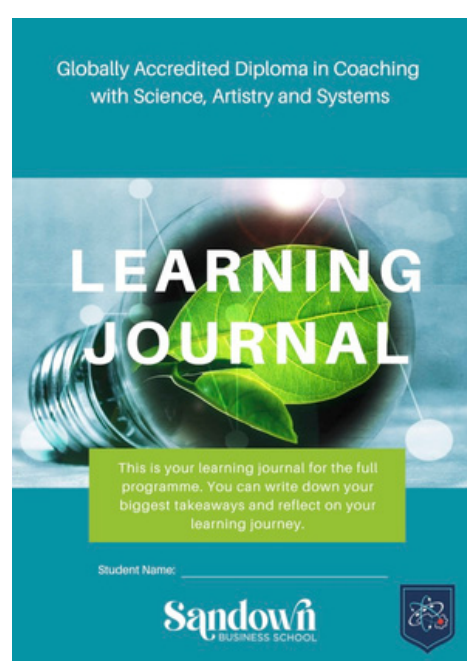


Our **Signature** Workbooks and Learning Materials



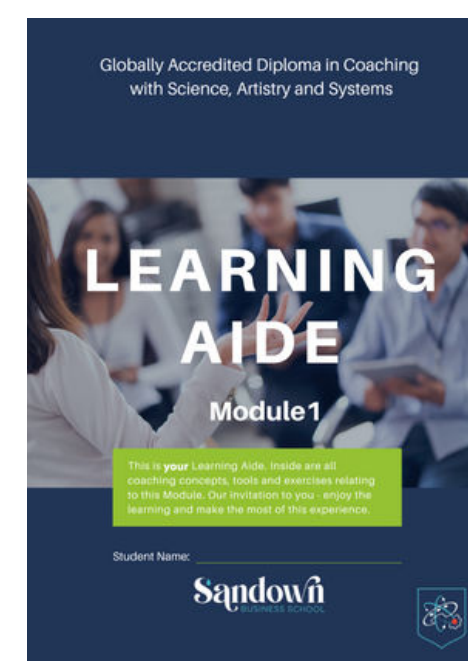
Our **Workbooks** and **Learning Materials** are two of the many ways in which our programmes set us apart from other coach training organisations. We are not just seeking to 'impart' knowledge about coaching, how to be a good or even great coach, what coaching skills are and how to use them. Instead, 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).



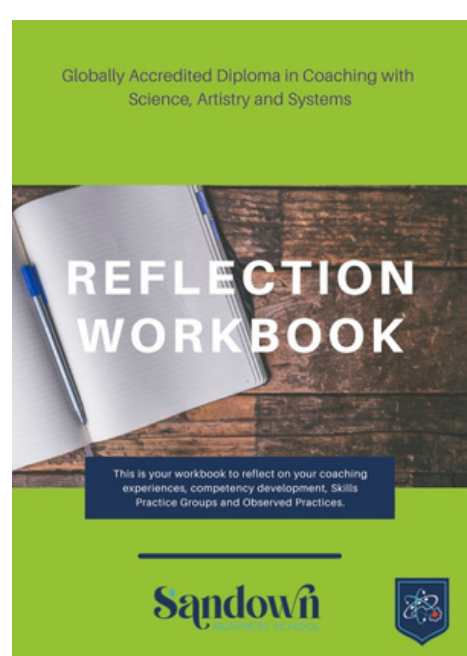
Our **Learning Journal** follows all the evening events, provides questions, reflective suggestions and seeks to build the reflective practice 'muscle' to ensure our students are adopting best practice.

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



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



Coaching offers for all our students

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. We also have some capacity at different times of the year for you to work with either Pheona or Richella - but they have a waiting list - so get in early.

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....

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 development, business and/or professional goals using different styles and approaches. As we know, groups provide engagement and safety with a real opportunity for learning - whatever you're 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.



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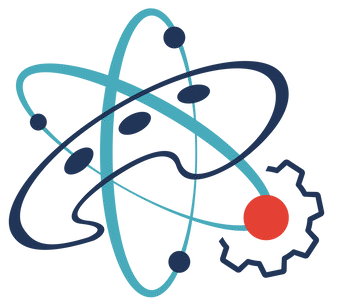
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Professional Qualification

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 are 10 hours of Mentor/Coaching (ICF) or 3 hours of Coach Supervision (EMCC and AC). Remember there are additional requirements for each accreditation body - such as the relevant number of 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

This course does not require any former qualifications in coaching. We appreciate, however, you are 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 want to achieve the full 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.



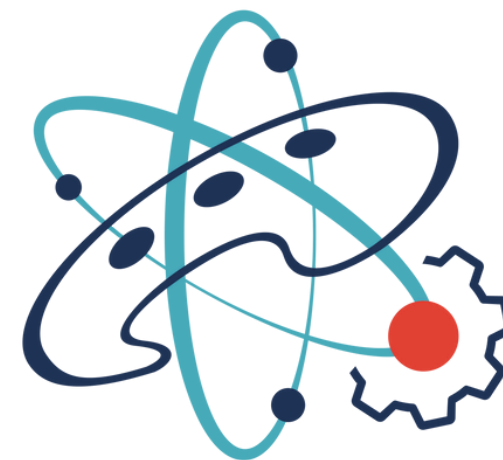
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Come and learn the truth about who you are as a coach; how to be in 'flow' as a coach and finally design the kind of Coach, Supervisor and/or Leader you are and want to be.

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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