

Autumn 2025

Sandown

BUSINESS SCHOOL

A new science of coaching



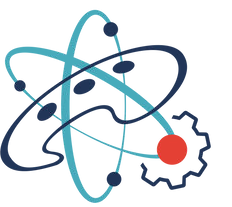
Professional Coaching Academy Prospectus

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



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 find 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

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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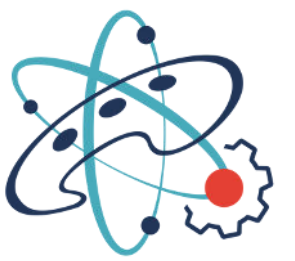
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Guest Speaker Events

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.

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 plus 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 ICF application, after making sure you meet all their 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 - Autumn 2025

Master Diploma in Leadership Coaching & Mentoring (AU26)

Modular programme: Saturday am & Tuesday pm

Programme Highlights: 270 hours over 13 months (plus 60 hours pro-bono & paid coaching hours). Starts in October 2025 and concludes October 2026. We routinely reduce sessions in August due to holidays.

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, plus the addition of an EQi.2.0 psychometric.

Programme Schedule	Dates	Time Zone: GMT	Programme Schedule	Dates	Time Zone: GMT
Programme Launch	14 October	1900-2130	Supervision #2	21 April	1900-2100
Tutor Group #1	21 October	1900-2100	Module 7	2 May	0830-1300
Module 1	1 November	0830-1300	Observed Practice #5	12 May	1900-2100
Accreditation Camp	11 November	1900-2030	Supervision #3	26 May	1900-2100
Pro-Bono Set up	18 November	19.00-20.00	Essay #2	29 May	
Webinar 1	25 November	1900-2030	Module 8	6 June	0830-1300
Observed Practice#1	2 December	1900-2100	Webinar #4	16 June	1900-2030
Module 2	13 December	0830-1300	Supervision#4	23 June	1900-2100
Webinar 2	6 January	1900-2030	Module 9	4 July	0830-1300
Observed Practice #2	13 January	1900-2100	Webinar 5	14 July	1900-2030
Module 3	17 January	0830-1300	Q&A #2	21 July	1900-2030
Observed Practice #3	27 January	1900-2100	Observed Practice #5	21 July	1900-2100
Mid-Point Tutor	3 February	1900-2100	Module 10	25 July	0830-1300
Essay #1	6 February		Essay #3	21 August	
Module 4	7 February	0830-1300	Webinar #6	1 September	1900-2030
Q&A	10 February	0830-1300	Module 11 - Assessment	12 September	0830-1300
Guest Speaker Event	17 February	1900-2030	Observed Practice #6	22 September	
Observed Practice #4	24 February	1900-2100	Guest Speaker #2	22 September	1900-2030
Module 5	7 March	0830-1300	Pro-Bono Future	29 September	1900-2100
Supervision #1	17 March	19.00-2100	Final Submissions	2 October	
Module 6	28 March	0830-1300	Tutor Group #3	6 October	1900-2100
Webinar #3	14 April	1900-2030	Accreditation Camp	13 October	1900-2030
			Awards & Finales	24 October	0830-1300

We appreciate that even with the best intentions, life can get in the way. Therefore, we 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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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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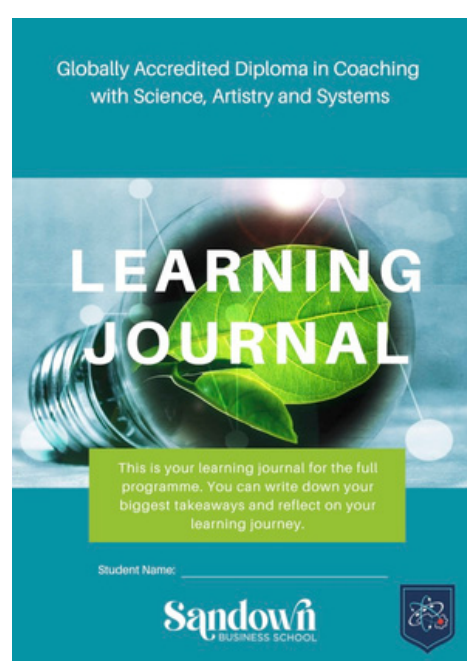


Our **Signature** Workbooks and Learning Materials



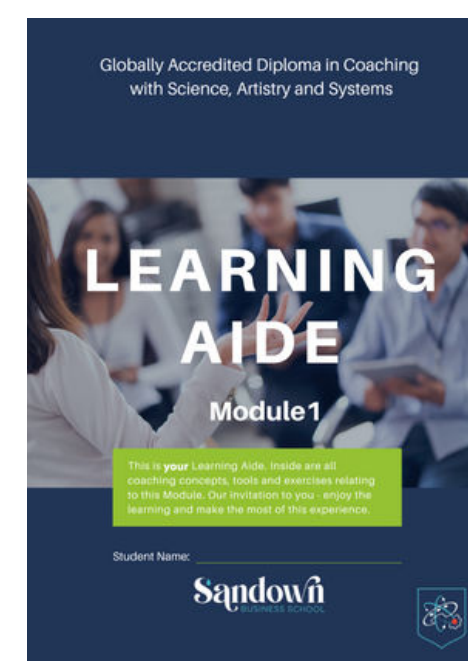
Our **Workbooks** and **Learning Materials** are two of the many ways in which our programmes set us apart from other coach training organisations. We are not just seeking to 'impart' knowledge about coaching, how to be a good or even great coach, what coaching skills are and how to use them. Instead,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



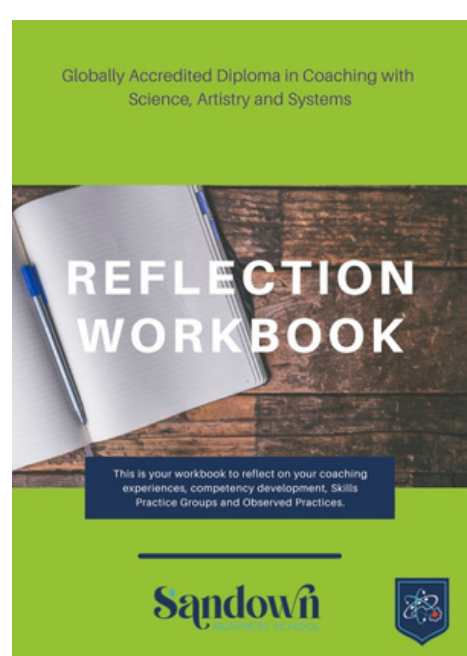
Our **Learning Journal** follows all the evening events, provides questions, reflective suggestions and seeks to build the reflective practice 'muscle' to ensure our students are adopting best practice.

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

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 3 hours of individual Coach Supervision plus 8 hours of group supervision. Remember there are additional requirements for each accreditation body - such as 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

This course have no formal qualification entry requirement.

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 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 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.



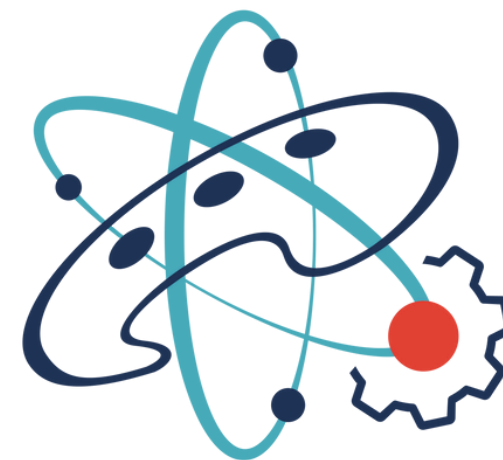
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Come and learn the truth about who you are as a coach; how to be in 'flow' as a coach and finally design the kind of Coach, Supervisor and/or Leader you are and want to be.

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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of ETHICS