

PwC's Academy in collaboration with:



Diploma for Professional Coaches & Mentors

Go pro. Elevate your skills. Obtain formal credentials.

Join us

PwC's Academy in collaboration with Bluesky International is offering the Diploma for the fourth consecutive time.

The aim of the programme is to provide participants with the theory, practice, toolbox, information, support, and learning materials to build coaching skills with a business focus. It is accredited with the European Quality Award (EQA) of the European Mentoring and Coaching Council (EMCC) and is one of the first programmes in Europe with the integrated individual coaching accreditation process (EIA).

The successful programme graduates will be awarded the Bluesky International EQA programme certificate and the EMCC European Individual Accreditation (EIA) at the Practitioner level.

Coaching is about a systemic approach to the Client, having in mind their working environment, business challenges, level of motivation, values and expected results.

The key to effective work is building a relationship grounded in trust, while adhering to the Code of Ethics and acting for the benefit of the Client.

Our approach to coaching

Acting for the benefit of the Client means for the coach a conscious acceptance and understanding of the Client's needs and development goals. The coach knows the Clients themselves are the best source of inspiration and solutions, which they reach in the course of the coaching sessions.

A coaching relationship ensures confidential Client-oriented cooperation, so that the Clients can fulfill their own vision of success.



Who is it for

- Business coaches who want a more thorough grounding in coaching methodology and general improvement of their coaching skills
- HR Directors or Training/OD Consultants who want to expand their knowledge and skills
- Psychologists and Occupational Psychologists specialising in assessment/development who want to enhance their coaching capacity
- Line Managers who want to coach more effectively as part of their management and leadership style
- Retiring executives who wish to add Executive Coaching to their portfolio of consultancy activities or to make it their main offering
- Aspiring coaches from a related professional background such as counselling, psychotherapy, teaching, business psychology etc.

The programme is addressed mainly to those of the above who are interested in obtaining formal, internationally recognised coaching credentials.



Programme details

Duration:	10 months
Workshop days:	6 (three 2-day workshops) over the period of 6 months
Workshop dates:	Induction Module 1: 29 & 30 January 2020 Module 2: 8 & 9 April 2020 Modules 3 4: 17 & 18 June 2020
Time commitment:	on average 20 hours per month
Accreditation:	EMCC Practitioner Level (accreditation process included in the programme)
Enrolment requirements:	<ul style="list-style-type: none">• Fluency in English• 2 years and 2 months of coaching mentoring experience prior to joining the programme (with the minimum of 70 hours of paid pro bono organisational coaching mentoring prior to joining the programme)
Fees:	Early-bird fee for enrolments before 10 January 2020: €3.500 (+VAT) Regular fee: €4.000(+VAT) *the fee includes the cost of the EMCC EIA accreditation process and assessment Registration Deadline: By 13 January 2020



Programme structure and format

The Diploma for Professional Coaches and Mentors is a comprehensive programme and consists of:

- Three 2-day workshops
- One hour individual coaching supervision session with a professional coaching supervisor
- Sixty hours of coaching practice (approximately 30 hours during the workshop and 30 hours in the workplace)
- Active work in small groups
- MasterMind Groups
- Observed coaching sessions
- Individual study and reflection learning
- Individual guidance and support in completing the required BI EQA portfolio and fulfilling the requirements of the EMCC EIA accreditation



Assessments and Workload

The emphasis throughout the programme is on the practical application of knowledge. Assessments include:

- Essays
- Reflective practice assessment and portfolio assessment
- Practice assessment (an observed session of coaching practice on Module 4)
- EMCC competency self-assessment

The total workload during the programme is estimated to be 200 hours in a 10-month period.

Accreditation

On successful completion of the programme, including assessment of practice and portfolio, successful participants will be awarded the Diploma for Professional Coaches and Mentors as well as the EMCC EQA Practitioner standard.

Benefits

Upon completion of this programme, the participant will gain:

- A sound understanding of the theory and practice of coaching
- Highly developed self-awareness and awareness of impact on clients
- Competence and confidence using advanced coaching capabilities in a business environment
- An integrative understanding of their own unique approach to coaching – putting their “signature” on their coaching practice
- A close network of coaches who will have journeyed alongside each other on the course – for support and learning
- An internationally recognised coaching accreditation

Workshop's key themes

Module 1

- Introduction to the programme
- Presentation of participants: presenting self in metaphor
- Definitions of coaching and mentoring
- Creating MasterMind Groups
- Key competences for coaching and mentoring
- Boundaries for working safely (Code of Ethics + Introduction to Preparing for the Coaching Conversation)
- Visualising your ‘future perfect’ as a coach
- How people learn and develop
- Business benefits of coaching and measuring success
- Coaching in Management and Leadership
- Models and strategies for leadership / people development
- Coaching / mentoring continuum
- Getting started with practice: coaching models
- Coaching practice sessions
- Creating the environment for coaching
- Managing diversity
- Values, beliefs and attitudes
- Your impact on others and self-management
- Reflective practice
- CPD and Supervision
- Peer mentoring and networking

Module 2

- Managing the contract: Preparing for the Coaching Conversation:
 - “Chemistry” meeting with the coachee / mentee
 - Working with stakeholders – multi-level contracting
 - Confidentiality
 - Working as an internal | external coach
 - Managing expectations
 - Closing conversations
 - Ending the coaching relationship
- Building the relationship
 - Rapport building
 - Language and communication style
 - Empathy and trust
 - Managing own and others’ emotions
 - Encouraging independence
- Enabling insight and learning
 - Whose agenda?
 - Learning styles and use of reflection to learn
 - Levels of listening and the use of silence
- Outcome and Action Orientation and Evaluation
 - Goal setting and Success Criteria

Module 3

- Approaches to enrich coaching practice (choice of two sessions for the module):
 - Career Coaching | Mentoring
 - Leadership Coaching | Mentoring
 - Transactional Analysis (TA)
 - Positive Psychology (PP)
 - Cognitive Behavioural Coaching (CBC)
 - Motivation and Perception Theory
 - Creativity - Innovation - Divergent Thinking and use of metaphor and symbolic modelling
 - Analytical thinking and use of intuition
 - Mindfulness
 - Neuroscience
- Skills Clinic
- Observed Practice Session
 - Opportunity to Showcase your Practice!
- Working with diversity and culture in business
- Developing and sustaining a coaching culture in an organisation
- Developing a personal model of coaching / mentoring

Criteria for gaining EIA

EIA Criteria in addition to Programme Portfolio to be completed within 10 months of programme start date:

- 3 years experience of coaching / mentoring with your start date evidenced, for example, by a dated invoice or email for your services as a coach / mentor
- 100 hours of coaching / mentoring since the start of your practice (pro bono and paid coaching | mentoring)
- 10 clients since the start of your practice
- CPD of 16 hours in the 12 months preceding your EIA application
- 1 hour supervision for each quarter of practice (provided during the programme by coach supervisor and peer supervision)
- Membership of a professional body (for example EMCC)

Programme facilitators and coach supervisors:



Dr Lise Lewis CFCIPD MBA

Lise has a Doctorate in Executive Coaching and is an EMCC accredited Master Coach and Coach Supervisor. She is the past President of EMCC Global (2011- 2017) and currently EMCC Global Special Ambassador. Her contributions to the coaching profession include a number of key roles such as contributing to the creation of the EMCC accreditations for professional practice in coaching, mentoring + supervision, Adviser for WABC Chartered Business Coach programme, Assessor for Middlesex University Neuroscience of Leadership programme, Founder of the Global Mentoring and Coaching Alliance (AC, EMCC, ICF).

Lise has extensive experience in executive and team coaching as well as developing and delivering accredited coaching | coach supervision programmes. Lise works mainly with senior business people wishing to grow and improve their personal effectiveness and leadership capability. Her client list includes, among many others, AOL, ARAMCO, Brabantia, British Transport Police, EDF, Euroclear, Home Office, Metropolitan Police, PricewaterhouseCoopers, West Yorkshire Police.

Lise's book entitled Relational Leadership: Why Feedback Fails and How to Make it Meaningful will be published February 2020. Lise is a popular international keynote speaker and presenter on a diverse range of coaching related topics.



Nicole Heracleous

Nicole is a Senior Manager in the Advisory department of PwC Cyprus. She holds a BSc in Management with specialization in Accounting and Finance from the University of Manchester (UMIST (UK)). She is a qualified Chartered Accountant (ICAEW) and an accredited Executive Coach under the European Mentoring and Coaching Council (EMCC). She is also an approved Human Resource Development Authority (CyHRDA) trainer (ΣΕΠ002878).

She has an experience of 14 years working on areas such as audit, recruitment, global mobility, learning & development, culture transformation, Diversity & Inclusion and wellbeing. Nicole has experience as a Trainer and facilitator in Leadership and Management Development programmes and as a Coach and Development expert for Leadership and Management Development programmes.

Her areas of expertise include Executive Coaching, Leadership Development & Training, Learning Strategy, Training Needs Analysis and Consultation, Curriculum Design, Learning Technologies, Executive Recruitment, Change management: culture change, people transformation, organisational development.

For more information and registration please contact:

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