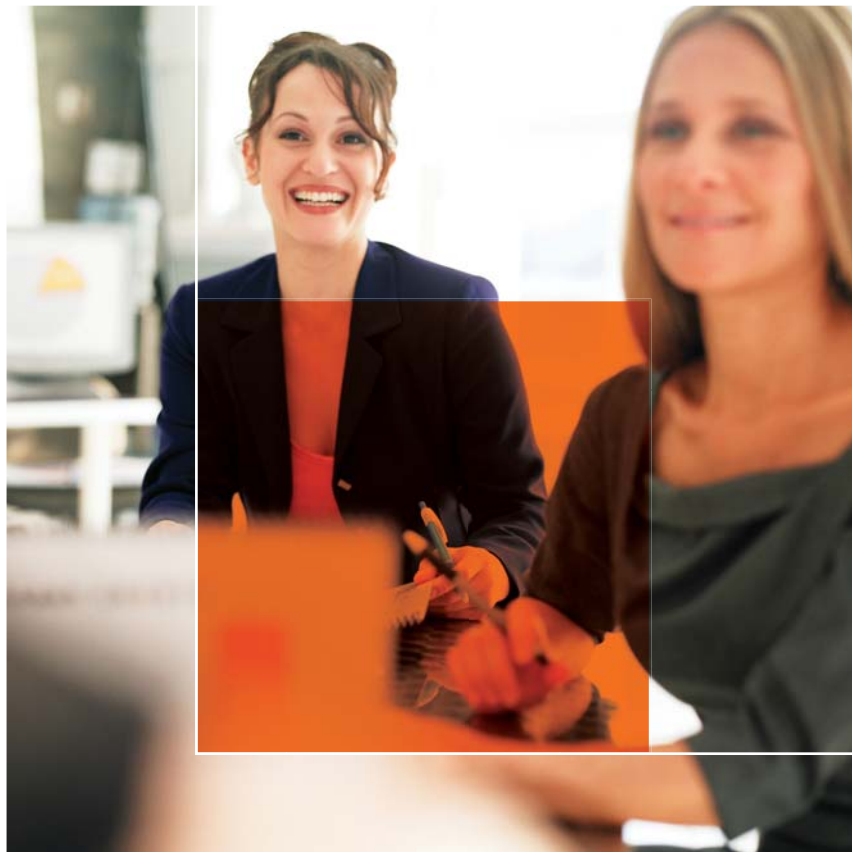


# FOUNDATION IN COACHING



Programmes are all flexible-learning format to fit around work and life needs and are supported by workbooks and video tutorials. Learners also have access to a huge range of other web-based resources. Support options include an online support community (£12 for one year), single webinar-tutorials (ca. £10) and ongoing mentoring groups, typically of ten weeks and with a maximum of 12 learners only (ca. £100).

The programme is designed by Professor Angus McLeod, PhD who has designed and developed coaching programmes with over 15,000 executive registrations since 2004. It is available in three versions:


- CFUM Unmarked
- CFCS Qualification from the AMA Coaching School and externally endorsed
- CFCN Open College Network qualification at level 2 worth 2x credits

## Who Is The Programme For?

The single-Unit programme is mainly for supervisors and team-leaders who need to manage and influence others. The programme is also a very useful starting point for further coaching skills with more practical learning, also available from AMA Coaching School.

## Assessment, Evaluation and Follow-through

The unmarked programme (CFUM) is not assessed but the other two are. Assessments involve a number of learning experiences guided by 'learning logs' with a typical contact time of between 12-20 hours. The Learning Journey depends upon the learner but might be expected to continue for between 45 and 60 days at most.



**Develops understanding about core skills in coaching to help staff to identify and enhance their existing competencies.**

## Why Should You Consider This Programme?

This is a level 2 programme (v. 2010) with a fully up-to-date set of core competences and understandings about coaching. It prepares supervisory staff and team-leaders for coaching-styles development within an organisation and helps proactive individuals to enhance and to try on new skills to manage and better influence others.

## The Programme Outline

There is one Unit only which has the following outcomes:

- Understand why coaches should not take on the responsibilities of the coachee.
- Understand the importance of the quality of the coaching dynamic.
- Understand why confidence is so important to the achievement of success.
- Understand the importance of trust in the coaching relationship.
- Understand the practical effects of self-reflective silence on both coach and coachee.

Delivery is of course flexible, with the learner working at their own pace. The content is fresh and up to date with mixed media content. For learners doing the qualification versions, there are AMA Coaching School and Open College Network options, with both providing credits against further Units. All versions lead to the qualification 'Foundation in Life & Executive Coaching'. All learners have access to next-level programmes from AMA Coaching School at level 4 with 4 or 5 further Units.

## How Does The Programme Work?

The Programme could not be more flexible regarding business and home-life needs. The Learner works when they want to. It consists of a workbook, supporting video tutorials and the 'learning logs' – these are questions to stimulate personal introspection and learning and these also form the basis of the assessment. The qualification versions are awarded at level 2 on satisfactory completion of the Unit and accompanying assessments. Tutors are qualified and experienced with the Quality Control performed by both Internal Verification and External Verification procedures to National Standards of Process and Care.

## About Angus McLeod Associates & AMA Coaching School

This Programme has been designed by Professor Angus McLeod, Principal of the AMA Coaching School and a well-regarded author on coaching and leadership and for his international masterclasses in coaching.



## Assured Excellence

The National Skills Academy for Manufacturing (the Skills Academy) is a beacon of security for employers. All providers delivering the Skills Academy's products have successfully completed a thorough validation process, proving their competence to deliver world-class subject knowledge through leading-edge training and techniques tailored to the manufacturing sector. This ensures they deliver the best content in the most powerful and cost-effective way possible, so that programme members receive the best value training to world-class standards.

