

Professional Coach Development Programmes

Postgraduate Certificate in Coaching

Postgraduate Diploma in Coaching

Masters in Coaching



Professional Coach Development Programmes

Coaching is a versatile, high impact tool and is increasingly being used in the workplace to grow and release potential, increase motivation and boost productivity. Coaching is seen as a significant intervention to create a capable and resilient workforce able to adapt to new challenges and thrive in today's tough global economic climate.

This new Masters programme designed by coaching professionals and those engaged in coaching research, offers the region's only postgraduate awards in coaching. Details of the three stages of the award can be seen in the programme framework opposite; you can exit the programme at each award stage or complete continuous study through to a Masters in Coaching. The individual modules of learning can also be completed as a continuous professional development, without completing the academic assessments.



The programme

On this part-time MA in Coaching course you will integrate your prior work and life experiences with the theoretical concepts underpinning coaching practice. You will expand your knowledge and understanding of theories and then relate that understanding to the skills and approaches necessary to develop professionally as a coach. This will help you to research and inform your models and modes of coaching practice. To be an effective coach

we believe it is important to attend to your personal and emotional development as a coach. With this in mind, we do not just teach coaching skills or promote 'one best model' of coaching.

The course is delivered by a team of experienced practising coaches, who are engaged in research into coaching and who have a passion for coaching as a profession. In addition to being an academic qualification, this is a

practical course: preparing you for professional coaching practice and through compilation of a portfolio, individual accreditation with the Association for Coaching.

This programme is aimed at internal or external coaches, consultants, coaching psychologists, counsellors, managers and senior executives, human resources, development or leadership professionals from the voluntary, public and private sectors.

PG Certificate Coaching Year 1 September - May

Understanding Coaching

- Defining coaching, developing as a reflective practitioner, coaching skills and practice, coaching identity, using the GROW model

Psychological Dimensions of Coaching

- Psychological theories underpinning coaching, neuroscience in coaching, tools and techniques in coaching, establishing a coaching contract, introduction to supervision

PG Diploma Coaching Year 2 September - May

The Coaching Organisation

- Developing and implementing a coaching strategy, creating a coaching culture, team coaching, providing coaching supervision

Professional Coaching Practice

- Leadership, transition and career coaching, using positive psychology in coaching, using transactional analysis and mindfulness in coaching

Masters in Coaching Year 3 September - June

Coaching Research

- Critically synthesise a body of knowledge relevant to coaching; focusing on a specific area of personal or organisational coaching practice that is of interest to you. You will conduct research and make recommendations for change and improvement.
- Completion of a dissertation including a reflection on how your research contributes to enhanced organisational or personal coaching practice.

Postgraduate Certificate in Coaching

September – May

60 credits at level 7

Programme Aims

- Demonstrate a critical understanding of coaching as a development approach, including the theories that underpin different coaching approaches and the implications of applying these approaches in a range of situations
- Demonstrate an ability to apply appropriate coaching approaches across a range of complex situations and an awareness of the implications of this practice on self, others and the organisation.
- Demonstrate coaching skills, facilitating personal development and self awareness in others and

enabling autonomy, choice and personal responsibility in the coachee.

- Develop and demonstrate through critical reflection, an understanding of self and an awareness of how personal values and behaviours impact on their engagement with others; ensuring their practice is ethical, constructive and sensitive in a range of diverse environments

This programme is suitable for anyone wishing to achieve their first coaching qualification. You may already be operating as an organisational or an independent coach, a manager or technical professional wishing

to learn how to use coaching in your day to day interactions and management of others; or a people development specialist looking to integrate coaching into your own or your organisation's practice. Please see the programme structure for outline of content. You may have a first degree in another discipline or perhaps extensive experience of managing and leading others. We welcome applications from people at all stages of their career and it is not always necessary to have a degree, as long as you have an appropriate level of experience.



Postgraduate Diploma in Coaching

September – May

60 credits at level 7

Programme Aims

- Demonstrate critical understanding and knowledge of a range of contemporary coaching functions and of how coaching contributes to organisational performance; including the theoretical underpinning of these coaching functions
- Be able to create, justify, apply and evaluate an appropriate strategic coaching function that supports business or organisational development; taking account of the implications for business or organisational practice
- Be able to evaluate the effectiveness of own coaching interventions through critical reflection on coaching practice and produce a coach development plan.
- Demonstrate reflexivity in practice by demonstrating awareness of ethical, cultural, social, relational and boundary issues related to own coaching practice.

This programme is suitable for experienced coaches who are looking to expand their coaching knowledge and their repertoire of coaching approaches. Examining aspects such as the use of transactional analysis, positive psychology and mindfulness in coaching and a range of applications of coaching such as leadership, career and transitions coaching (the professional coach module); this enables you to expand your coaching practice and learn from those who combine coaching with other psychological or well being approaches. Also considered on this programme, the wider organisational aspects of coaching such as coaching strategy, coaching culture, team coaching and supervision (organisational coaching module); enables a wider understanding of how coaching can be integrated into organisational contexts and applied across a range of people development interventions. You may have already completed a postgraduate certificate in coaching or related discipline, or may be an alumni of our previous coaching programme, or may wish to learn about the broader aspects of coaching, without completing the assessments at this level.

“Allowed me to stand back and see what coaching was, what it could be, how it could develop for myself, as well as the benefits for the individual.”

Coaching programme alumni

Masters in Coaching

September – June

60 credits at level 7

Programme Aims

- Demonstrate critical knowledge and a deep understanding of a specific area of coaching theory and how this is applied in a business or organisational context.
- Demonstrate a comprehensive understanding and critical evaluation of established methods and techniques of research and enquiry through application to their own research into complex coaching issues/projects.
- Conduct research into a specific area of coaching theory and/or practice
- Present findings of coaching research and interpret new knowledge that may be used to inform practice.

- conduct research in an ethical manner, demonstrating an understanding of the ethical and cultural issues raised by their research

In this programme you will engage in significant coaching research. Using appropriate research methodologies and data collection methods, you will critically synthesise a body of knowledge relevant to coaching; you will focus on a particular area of coaching that has stimulated your interest during the taught programme. On successful completion of this module, you will be able to demonstrate the ability to conduct research and organise the findings into a comprehensive and explicit structure that is critically assessed and linked to the conclusions drawn. This is done by

you investigating an organisational issue related to coaching or an individual practice issue and making recommendations for change and improvement. In addition, you will critically reflect on how your research contributes to enhanced organisational and personal practice.

You may have completed the postgraduate certificate and diploma in coaching or another related discipline, or you may have had significant coaching experience and wish to move straight into this coaching research project.



Programme Philosophy and Approach

The programme is grounded in relevant theory and significant coaching practice. There is significant theoretical underpinning such as relevant psychological skills and concepts and learning theory. A model of practice, personal and team reflection is sustained throughout the programme. The developing coach engages in peer coaching as a coach and coachee. In addition, the individual will also coach colleagues from their own organisation or practice arena. Learning through experience is facilitated through structured feedback and reflection and can often provide the most significant learning.

The programme is delivered by a team of experienced practising coaches, who are engaged in research into coaching and who have a passion for coaching as a profession.

The ethical behaviour and professionalism of the coach is fundamental to the coaching programme which adheres to the ethics and standards of the main accreditation bodies: The International Coach Federation, The European Mentoring and Coaching Council and the Association for Coaching.

The programme is also mapped against the International Coach Federation competencies and the Corporate and Executive Development Centre is a member of the Association for Coaching. This ensures that the programme has professional credibility backed by academic rigour.



How will I be assessed?

You will be assessed in a variety of ways in line with the philosophy of developing you as a reflective coaching practitioner, operating within professional ethical guidelines. The aim of each assignment is to help you to learn and develop from your on-going practice and through engagement with the wider coaching community.

Examples include: Reflective essays considering your developing coaching identity; assessed coaching practice; a strategic recommendation for implementing coaching in a case study organisation and a sample audio recording along with a reflective analysis of some your work with clients.

"It's a massive part of the organisation now, coaching, it's well and truly embedded into the culture."

Coaching programme alumni

The Teaching Team

The Masters in Coaching programme taught at Newcastle Business School is facilitated by experienced coaching professionals including Ruth Leggett and Dr Amy Stabler.



Ruth Leggett

Ruth joined Newcastle Business School in 2007. Prior to this, Ruth had over 20 years experience in the public and private sector as an organisational and management development specialist. This included working as a leadership development coach and facilitating coach training programmes. Since joining NBS, Ruth qualified as a professional coach in 2009 and has been the programme leader for the previous coaching programme for the last 6 years. Also operating as an executive coach on behalf of the Corporate and Executive Department, Ruth works with senior leaders and managers from a range of sectors and professions to enable them to achieve personal goals and fulfil their potential.

"My work as a coach began whilst working with trainee managers and graduates in a large corporate environment; helping them to navigate their way through organisational life and supporting them with their personal development. This was the most rewarding aspect of my development work and I continue to believe in the power of coaching as an impactful intervention. I see coaching as an approach that enables the client to have a safe space to reflect and explore their thoughts and feelings and to identify opportunities for more positive patterns of thinking, feeling and behaving. Successful coaching generates self belief, improves competence and helps re-energise individuals.

"When working with developing coaches, I feel it is important for them to gain clarity on their own identity as a coach and to facilitate their learning through a process of personal development. I gain a great deal of satisfaction from seeing participants in the programme discover and formulate their own coaching approach and grow personally and professionally."



Dr Amy Stabler

With a background MSc in Integrative Psychotherapy, Amy has practised as an internal and external coach for individuals and teams since 2001. Early in her coaching career, she co-designed, developed and facilitated a European-wide coaching skills development programme for senior managers at Kraft Foods plc. More recently she developed an organization-wide coaching strategy at South Tees NHS Foundation Trust, where she created and led a large internal coaching network. Her doctoral research included an evaluation of coaching as an organisational culture development process, and critically appreciative methods for coaching teams in difficulty. She joined Newcastle Business School in 2016 and has experience of running a private coaching practice as well as being employed as a coach as part of her role.

"Having coached people from a range of cultures and professional backgrounds in my career, I have found that creating a high quality coaching relationship is central to my approach. It is deeply satisfying to see people confront their fears, take control of their personal and professional lives, own their strengths and become more effective and fulfilled as a result of sharing in a coaching relationship with me, and with other coaches I have developed.

"How each of us develops into a coach is unique, and involves changes to our way of being with others, as much as ways of doing. My philosophy is to coach rather than train new and developing coaches, and to be open to learning alongside them. I seek to create a vibrant learning environment, with plenty of activities and meaningful outcomes. I'm particularly interested in how coaches evaluate their practice and maintain their moral compass, and look forward to debating these issues with participants."

Entry requirements

Applicants for the Postgraduate Certificate will ideally have an undergraduate degree or level 6 qualification in business, management or related subject to be eligible to join this level 7 programme. Alternatively, you may have an unrelated degree, but a minimum of 3-5 years organisational experience in a leadership role. It is also important to have a passion for using coaching as part of your future practice.

Applicants for the Postgraduate Diploma will ideally have a Postgraduate Certificate (or equivalent level 7 qualification), in a related discipline and experience of practising as a coach. We also welcome alumni from our previous level 6 coaching programme and applicants who can demonstrate through a short interview and a coaching CV that they have achieved the equivalent coaching knowledge and experience equal to the learning outcomes of the Postgraduate Certificate.

Applicants for the Masters in Coaching will ideally have completed the Postgraduate Diploma (or equivalent level 7 qualification) in a related discipline and extensive experience of practising as a coach. It is important that you have an interest in researching an aspect of your own or your organisation's coaching practice. We also welcome applicants who can demonstrate through a short interview and a coaching CV that they have achieved the equivalent coaching knowledge and experience equal to the learning outcomes of the Postgraduate Diploma.



Fees

Fees are £3,000 for each award stage of the programme

How to Apply

To apply, please use the standard University application form which can be obtained via the following:

northumbria.ac.uk/study-at-northumbria/courses/postgraduate-certificate-coaching-dtpcaj6

For an informal discussion about the programme or more information about entry requirements and other details, please contact:

Tel: +44 (0) 191 243 4874

E Mail: ruth.leggett@northumbria.ac.uk or amy.stabler@northumbria.ac.uk

Equality and Diversity

Northumbria University is committed to providing an environment in which diversity is valued and encouraged, where there is equal access to opportunities and services and in which all prospective and existing students are treated fairly, with equity, dignity and mutual respect.



For further information contact

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