# Delivered by Sian Taylor & Debs Hirst Coaching Professionals and Facilitators

### The Qualification: An Introduction

The ILM 5 coaching and mentoring qualification is a professional development programme designed to enhance an individual's coaching and mentoring skills. It focuses on equipping participants with the knowledge, techniques and confidence needed to effectively support and develop others in a professional setting.

#### Is it for me?

#### Are you....

A **leader of a team, business or organisation** looking to enhance your approach?

A **HR** or **OD professional** looking to develop a coaching culture within your organisation?

An **Individual** looking for a self-development programme to advance your career?



# If you have answered 'yes' then this may be the qualification for you.....

- ➤ The ILM 5 Coaching and Mentoring qualification will give you a solid foundation of knowledge and techniques that are essential for supporting and developing others.
- For leaders, HR and OD professionals, it will equip you with the tools to successfully implement and build a thriving coaching culture.
- For those looking to advance their career in the world of coaching and mentoring, you will gain an internationally recognised qualification that gives you credibility in the professional field.
- Being a qualified coach equips you with the skills and techniques to facilitate a meaningful and impactful conversation, helping your coachee to unlock their full potential.





### **Benefits of coaching**

The benefits of coaching both for an individual and organisation are many. In our experience of working with leaders and organisations these are some of the common benefits:

Improved Performance – Studies have shown that employees who receive coaching are

more likely to perform better in their roles. Coaching helps the individual to set achievable goals, identify areas for improvement and develop ways to improve their performance.

#### Increase Employee Engagement -

Coaching has been linked to higher levels of employee engagement. When employees feel empowered, supported and challenged (through coaching)

they are more motivated and committed to the organisation.



**Enhanced Leadership Development** – Coaching is integral to supporting leaders to develop their style, approach and identity. It provides a safe space for exploration and feedback and allows leaders to hone their abilities to become more effective leaders.

**Improved Communication and Collaboration** – Communication is the root cause of many issues and conflict. Through coaching, individuals learn how to communicate effectively, resolve conflict and work together towards common goals and objectives.

Increased Confidence - Imposter syndrome, spinning multiple plates, transitioning into a new role can overwhelm employees leading them to constantly second guess themselves and not reaching their full potential. Coaching enables coachees to take a step back and find ways to build confidence in themselves, leading to greater satisfaction and effectiveness in their role.

**Increased Job Satisfaction** – Employees who receive coaching often report higher levels of job satisfaction. Coaching is proven to help individuals feel valued, supported and invested in.

**Developing Talent** - Coaching can help employees maximise their potential, work autonomously and take greater responsibility at an accelerated pace.

**Retaining Talent** – Coaching helps employees to feel more connected to their work, leading to increased staff retention and loyalty.

**Inclusive Approach** – Coaching is an individualised approach, tailored to the unique needs and aspirations of the individual, therefore having an inclusive and impactful approach.





It is becoming clear that coaching has a positive impact on business and organisations, as well as the individuals receiving coaching. Recent studies have found that.

"The coaching industry is expected to grow at a compound annual growth rate of 7.6% and will be worth an estimated \$27.5 billion by 2026" - (Forbes) Securing its position as the second-fastest-growing global sector, according to PricewaterhouseCoopers (PwC)



And while the popularity of the profession grows, so does its reputation and impact. Research by Harvard Business Review found that.

"Coaching boosts productivity by 44%" and an ICF study claims that "coaching clients report a median ROI of 788%"





The Qualification: What is involved

#### **ILM Minimum requirements:**

16 Learning credits and a minimum of 42 guided learning hours (see below)

## Breakdown of required elements and learning hours:

InductionHalf Day4 x WorkshopsFull Day3 x Coaching Development GroupsHalf DayCoaching Supervision2 hours1 x Diary and Assignment Surgery1 hour3 x 1-1 Tutorials1.5 - 2 hours

**Self-Directed Learning for Assessments** 

Assessment

### (Through Lois Burton Ltd ILM Centre)



- **▶** 18 hours of coaching with 2-3 coaching clients.
- Reflective coaching diary that includes a written account of each coaching session (all 18 hours)
- Written coaching assignment
- > SWOT analysis

### **Support:**

### (Ongoing support from programme tutors)

- > 3 x 1-1 tutorials
- > Feedback on observed coaching practice
- Ongoing feedback on coaching practice and assignments
- > 2 hours of coaching supervision.





### The Qualification Experience: How we will work with you

As coaching professionals, we are **passionate about high quality coaching and development** and want to ensure all participants on our programmes have what they need to make this an impactful learning experience.

We will work with you to identify how you learn best and adapt the programme to meet everyone's needs.

This is an interactive programme where you will learn from us, but also from each other. Psychological safety is vital to learning and we will create a space where you feel able learn and comfortably contribute. We will provide both support and challenge to give you the depth and stretch you need to leave the programme a confident coaching professional.

#### How we have worked with others:

"Debs and Sian listened carefully to the needs of the team and created a bespoke programme of workshops. During these workshops they developed the trust of participants and ensured that all were heard, using practical and memorable models, case studies and a variety of activities, while encouraging sharing and self-reflection.

They used a coaching style to enable participants to find solutions to issues that were discussed, and actions were agreed and owned by team members. Sian and Debs created a space where empathy, humour, and appropriate challenge enabled a positive change in the culture of the team. They collaborated with the management team in a flexible way, adjusting their plans as they progressed and depending on the team's situation." Manchester Metropolitan University

Further references available on request





A bit about us.....

**Debs** (www.debshirstcoaching.co.uk)



My background is in organisational development, spending over 20 years working in local government, **supporting individuals, leaders and teams to develop and grow** through development programmes and tailored 1-1 support.

My first experience of coaching was being coached when I returned to work after maternity leave. I was wrestling with my new identity as a working mum. Exploring this with my coach was a game changer for me and gave me the confidence to be myself and recognise my potential. **From that moment I was** 

hooked on coaching!

I became a qualified coach in 2012 and initially used my skills as an Internal coach and also to **enhance my leadership style and approach**. Along with my fellow colleagues in OD I recognised the huge impact coaching has on individual performance, which ultimately leads to a more productive working environment. It was that impact that led me to develop a coaching framework across the organisation to embed a successful coaching culture.

My focus in recent years has been to support individuals, teams and organisations at all levels and across all sectors. I work with individuals by providing Executive Coaching and I work with teams / organisations by developing practical and bespoke learning programmes to support organisational needs as well as the needs of the individuals in the organisation.

One of my biggest passions is supporting others to develop their coaching skills. Whether that is supporting leaders to develop a coaching style and approach or individuals who want to become qualified coaches. Since 2019 I have been facilitating short courses for leaders as well as ILM 5 coaching qualification programmes. Working with lots of different organisations including the University of Manchester and Greater Manchester Mental Health Trust. I am also a qualified Coach Supervisor and love working with qualified coaches on their continuous professional development.

I am **incredibly passionate about coaching** and all the incredible benefits it brings. I truly **believe there can't be enough coaches in the world!** Being a coach is such a privilege and with that comes responsibility – one of the reasons I am also extremely passionate about coaches having the right level of training and ongoing support – something I know is achieved through the ILM programmes.

Being a coach, facilitator and coach supervisor gives me a fantastic insight into all aspects of the coaching world. I feel incredibly lucky to work in a profession that makes a difference and one that I genuinely love.....and I love being able to share that with others through the programmes I run.





**Siân** (www.siantaylorcoaching.co.uk)



My earliest experience of coaching was through a 'Coaching Skills for Managers' course that I attended when I was given my first opportunity to line manage another member of staff. But it was when one of my own line managers who had a coaching style and approach to performance management, that I began to really understand the **profound impact coaching can have** for someone. He helped me build my confidence and self-esteem during a time when I had huge doubts about my own abilities, and because he took a coaching approach, I felt valued and respected, and supported through some difficult and incredibly stressful situations.

I am a scientist by training and much of my career has been within research and innovation, within a large corporate environment as well as academic institutions and the NHS. **Using** coaching skills has been an essential part of how I have managed teams and worked with colleagues.

I qualified as an Executive Coach in 2017 and chose to become a professional coach 7 years ago, so that I could focus on working with individuals, groups, and teams. Alongside my leadership and executive coaching, I have developed and facilitated engaging and interactive programmes and workshops, evaluated leadership development programmes, and supported culture change programmes across a number of sectors.

Working with people who wish to develop and deepen their own coaching skills is a joy. I know from experience that the ILM programme offers the opportunity to learn from experience, practice in a safe space and apply knowledge in an authentic way. Being able to share what I have learnt on my own coaching journey feels a privilege to do. I find it incredibly rewarding to help and support others to become coaches, who in turn can help and support those people they are connected to.





# **Next Steps**

Our next ILM 5 Certificate in Coaching and Mentoring Qualification will be starting in **January 2025**. Please find the programme schedule below.

We will be taking a **hybrid approach to the delivery**. Full day workshops will be in person at a **central Manchester** location **and** the half day workshops will be held on **Zoom**.

We have also included the proposed assessment schedule and the programme fees, which includes and early bird discount for bookings made by the 30 September.

#### **Programme Dates:**

Induction	Tuesday 28 January 2025	9.30-12.30	Virtual
Workshop 1	Tuesday 11 February	9.30-16.00	In Person
Coach Development 1	Thursday 06 March	9.30-12.30	Virtual
Workshop 2	Tuesday 08 April	9.30-16.00	In Person
Coach Development 2	Thursday 01 May	9.30-12.30	Virtual
Workshop 3	Tuesday 20 May	9.30-16.00	In Person
Coach Development 3	Thursday 12 June	9.30-12.30	Virtual
Workshop 4	Tuesday 08 July	9.30-16.00	In Person

#### **Proposed Assessment Schedule:**

1st drafts and 1st tutorialBy end of August 20252nd submission date and tutorialBy end of October 20253rd tutorialBy end of December 2025Final Deadline31 January 2026

#### **Programme Fees**

#### £2200\* per person

£2000\* per person early bird discount if booked by 30 September 2024

\*fees include all course materials and registration with ILM

#### Applying for a place on the programme

To register your interest please email <a href="mailto:debs@debshirstcoaching.co.uk">debs@debshirstcoaching.co.uk</a>





### Still unsure if this the right programme for you?

Why not come along to one of our **Introduction sessions** where you can

- > meet us
- > learn a bit more about the programme
- > ask any questions that might be on your mind

We will also be doing a short demonstration (with each other) so you can **see coaching in action!** 

The session will be held virtually (on Zoom) on the dates below:

18 September 2024 – 12.00-1.30pm 05 November 2024 – 10.00-11.30am

To book a place please email sian@siantaylorcoaching.co.uk



