

# Virtual Practitioner Diploma in Executive Coaching

Accredited by: ICF ACSTH, EMCC Practitioner level, AC Recognised Course

## Are you an experienced manager, coach, trainer or consultant who wants to add Executive Coaching to your skill set?

As an experienced professional who draws out the ability of others, you may have learned that you have an aptitude for coaching and would like to develop those skills further. Perhaps you want to complement your HR or OD function by extending your coaching skills. Or, you may be a life coach who wants to learn more about how to coach executives.

If any of these statements is true, then the Practitioner Diploma is for you providing 60 Accredited Coaching Hours

### The Executive Coaching Journey

- ◆ Held over a series of 3 two-day modules plus a Live Action Coaching Day, participants work with the AoEC's comprehensive coaching model of Beginnings, Middles and Endings to mirror the Executive Coaching process.
- ◆ By taking the Practitioner Diploma in Executive Coaching you will discover how to:
- ◆ Build a strong professional client relationship based upon trust, respect and rapport
- ◆ **Draw upon a significant body of psychologically grounded coaching skills to promote client development, encourage breakthrough and deepen understanding**
- ◆ Align coaching to the business and organizational context
- ◆ **Manage effective closure to exceed client, coach and**

sponsor expectations

### Module 1

#### Beginnings: Engaging the Client You will:

- ◆ Develop a clearer understanding of contracting with client, coach and sponsor
- ◆ Study key coaching frameworks and models to clarify goals and objectives
- ◆ Enhance your listening and questioning skills in practice sessions with direct feedback
- ◆ Start to develop your own personal, unique coaching framework
- ◆ Clarify your understanding of ethical guidelines and professional standards  
Establish peer coaching relationships to promote coaching practice

### Module 2

#### Middle: Deepening the Understanding You will:

- ◆ Consider emotions in coaching
- ◆ Clarify the boundaries of coaching and other management activities

- ◆ Introduce creativity into coaching practice
- ◆ Experience supervised coaching practice
- ◆ Get a clear understanding of the importance of ethical guidelines and professional standards
- ◆ Be alert to both explicit and tacit information and its impact on coaching outcomes

### Location

From the comfort of your own home using Zoom.

### Fees

**DBWC Members:** Get 10% discount when you sign up latest by 9<sup>th</sup> February 2021 (AED 21,240 + 5% VAT).

**Standard Price for Virtual:** AED 23,600 +. 5% VAT for all modules and the assessment day.

**Instalments for Virtual:** Get 5% discount of the standard price when you pay in 4 instalments (AED 5,605 + 5% VAT) per module. Balance to be paid 4 weeks before each module.

**Non-Refundable Deposit:** AED 3,500 + 5% VAT is payable upon

**2021 Dates**  
**Module 1:** 19 -20 February  
**Module 2:** 12-13 March  
**Module 3:** 9-10 April  
**Assessment:** 21 & 22 May  
(Each day 8 Participants)

**Times**  
09.30 am-5.00 pm  
each day (GST).



## Module 3

### Ending: Successful Review and Closure you will:

- ◆ Employ solutions-focused coaching tools to achieve **beneficial outcomes for coachees**
- ◆ Understand coaching in a leadership or organisational context
- ◆ Explore the role of challenge in coaching
- ◆ Manage the 'psychology of endings' providing healthy closure for the colleague being coached, the coach and the stakeholders(s)

### Achieving your Coaching Qualification

The Practitioner Diploma Programme is an AC recognised course and is accredited by:

- ◆ European Mentoring and Coaching Council: Practitioner level
- ◆ International Coaching Federation: provides 60 accredited coach training hours (ACSTH)

### Your evaluation process includes:

1. Completion of the three modules + Assessment Day.
2. An individual coaching tutorial after Modules 2 and 3 to embed the personal learning
3. Participation in six group discussions (three tutor led) by webinar – two after each of the three modules in order to deepen the understanding
4. Completion of an online programme to provide further development and support
5. Having a minimum of two practice clients over the duration of the programme
6. Successful participation in and completion of the work or the Assessment.

### Academy of Executive Coaching

8 Northumberland Avenue, London WC2N 5BY  
**+44 (0)20 7127 5125**

### The Assessment Day (Closure and Ongoing Development):

1. Presentation of your unique and developing Coaching Framework and Model, your 'signature presence'
2. **Submission of a reflective essay on your personal learning journey**
3. Live demonstration of your coaching which is evaluated against ICF and EMCC based criteria

### Please register your interest at:

<https://www.aoec.com/international/aoec-uae>

For more information, contact:

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## Your AoEC Faculty



**Leila Rezaiguia, MA Chartered MCIPD, PCC, ORSC, NLP, STC**  
Leila is Co- Founder & Managing Partner, Kompas and Head of AoEC UAE. She is a highly sought-after multi-lingual Executive, Systemic Team Coach and ICF Mentor Coach with over 23 years working with leading organisations and individuals to enhance productivity, maximise performance, and accelerate growth. She is renowned for her high energy, enthusiasm, passion, fun-loving nature, and her love for empowering, connecting and working with people from diverse cultures.



**Ebru Goksu Yildirim, BEc, PCC, CPCC, ORSC, NLP, STC**  
Ebru is a Kompas Associate and AoEC Faculty in the UAE. She is a bi-Lingual Leadership, Executive, Relationship Systems Coach and ICF Mentor Coach with over 20 years working with individuals and teams by staying true to her life-purpose of 'unlocking potential'. She is an empowering, creative and growth oriented who is passionate about people and maximising their potential. She works with her clients by focusing on their 'being and doing'. She truly believes this is the path to transformation.

[www.aoec.com/uae](http://www.aoec.com/uae)