



**80% of organisations are now using coaching to improve performance\***

The ILM Level 3 Certificate in Coaching is designed for those who have responsibility for developing their team members. The focus is on using coaching as an improvement tool to help managers improve the performance of their staff to very high standards.

The programme is accredited by the Institute for Leadership and Management – a premier awarding body with almost 100 years' combined experience in the field of leadership and management in the UK and internationally.



\* Source: Chartered Institute of Personnel & Development survey in 2004

**...start something !**

## Aims & Objectives

This programme has 2 explicit objectives:-

1. to provide managers with an understanding of coaching and how it can help them improve the performance of their team
2. to develop managers' coaching skills

In addition, successful delegates will be entitled to become Associate Members of the ILM (AMInstLM). It is possible to then progress to Level 5 Diploma in coaching or an ILM Management qualification.

## What will you cover?

Specifically, this programme will help managers to:-

- understand what coaching is and how it can help them to develop your team
- understand good coaching practice and the skills and behaviours of a good coach
- understand the barriers to effective coaching and develop some strategies to overcome them
- learn how to prepare for coaching sessions
- develop their interpersonal skills for coaching including questioning, listening and giving feedback

## Structure

The programme includes 30 guided learning hours plus 6 hours of practical coaching in the school as follows:-

- A 1 hour induction session
- 7 x 3 hour workshop sessions
- An practical, fun away-day
- A one-hour 1:1 coaching session with the course coach
- A minimum of 2 hours tutorial support
- 6 hours of practical coaching in your school

The cohort size will be 6-12 people to optimise your involvement.

## How is my learning assessed?

The certificate is a formally assessed programme in line with the requirements of the ILM. Participants will be expected to complete 2 assignments:-

- A Work Based Assignment. This will be a written assignment that should take about 2-3 hours to complete and be about 750-1000 words.
- A Coaching Diary recording personal development, details of 6 hour coaching practice, the away-day and your reflections on this.

## Fun Guarantee

**We are passionate about experiential learning and making learning fun – whatever else happens this programme will make you laugh out loud!**

## Who Are We ?

**if-development** – We are ex-business leaders with expertise in the field of leadership in both education and private sectors. We specialise in coaching and helping others to coach. We are accredited by the ILM and are members of the European Coaching & Mentoring Council.

## Money-back Guarantee

**If you are not happy at the end of this course, we will give you your money back!**

**To Contact Us:** email us at [coach@ideafreaks.co.uk](mailto:coach@ideafreaks.co.uk) or call us on 01873 890511

For more information on this and other ways in which we can help you please check out our website: [www.ideafreaks.co.uk](http://www.ideafreaks.co.uk)