

the Forton Group

Professional Leadership Coach Training Programme

to achieve the Associate Certified Coach (ACC) and Professional Certified Coach (PCC) qualifications accredited by the International Coach Federation

Executive summary

Coaching is a key skill for leaders to develop. It's also a key tool: for developing leaders, and for creating a leadership culture. Research shows that leaders are more effective when they adopt a coaching style. They are personally more influential, and encourage innovation and accountability in the people they lead.

Leadership coaching has personal benefits and builds capacity in the organisation. The Forton Group definition of leadership is about being personally successful, and enabling success in others; where leadership is required at personal, team, and organisation levels, and in society.

Coaching leaders requires specialist skills and an understanding of the factors for great leadership. It demands commitment and focus from the coach. Leadership coaching pays close attention to the complex ways in which organisations interact and operate, at individual, team and group levels.

Leadership coaching requires professional coaching skills and high levels of integrity. The Professional Leadership Coach Training Programme is accredited as coach specific training by the International Coach Federation (ICF). We operate to high standards which meet the ICF requirements:

Programme design standards

- Leadership capability is core
- The eleven specific ICF coaching competences are covered at every stage
- Current research in coaching and leadership is integrated

Programme delivery standards

- Credentialed Coaches with leadership experience and strong facilitation skills
- Flexible delivery options

Examinee standards

Examinees are required to show an understanding of the ICF ethics and provide evidence of the following applied professional coaching skills as a minimum:

- 50 hours logged coaching experience
- 60 coach-specific training hours
- 10 observed coaching hours



Accredited Coach Training Program
International Coach Federation

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igniting
excellence in
leadership

THE PROFESSIONAL LEADERSHIP COACH TRAINING PROGRAMME

Overview

The Professional Leadership Coach Training Programme delivers training at two levels:

- Level one (three modules) trains to Certified Leadership Coach
- Level two (two further modules) trains to Professional Leadership Coach

Students with prior coach-specific training may be entitled to credits on some course elements (details on request). The modules are flexible, fitting around busy schedules. Training is classroom based and via teleclasses (a ratio of circa. 3:1 classroom to distance learning). Coach Mentoring and Supervision is provided at both levels.

Our approach to coach training

The programmes are co-led by highly experienced coaches working interactively with students. Our approach caters for individual differences:

- personality types
- talents and strengths
- learning styles
- leadership styles
- strengths

We deliver the training by using a mix of

- theory
- demonstration
- practice
- review and discussion

We draw on real life examples, specially-commissioned film, commercial film clips (under licence) and the latest in leadership training materials. Learning is engaging, stimulating and above all, fun.

Course materials

Participants are provided with a comprehensive set of digital and printed learning materials to support their development:

- Workbooks
- Handouts
- Learning Journal
- Student Guide
- Folder
- Coaching notepad

“I draw on the skills learned on the Forton Group Leadership Coach Training Programme on a daily basis – coaching is an invaluable tool for me as an HR professional, helping me to engage with individuals at all levels. I chose this particular course as it focused on leadership coaching; furthermore the trainers have also held, or hold, leadership roles. For me, this provides more substance and lots of real life examples to learn from.”

Nicola Woods, Head of HR, moo.com



OVERVIEW

The goals for the full programme

The Forton Group offers professional leadership coach training: a systematic grounding in the skills, principles and ethics of leadership coaching. As an ICF Accredited Programme we train to a professional level of competence.

- Train coaches to a professional level of leadership coaching competencies
- Supply the tools and practices for effective leadership coaching
- Enable participants to achieve an internationally-recognised coaching qualification

Programme benefits

- Participants are equipped with the tools to coach leaders
- Coaches and clients learn the art of leadership
- Leadership coaching impacts and benefits are demonstrated (ROI)
- Accredited to international standards
- Designed by and for people with senior leadership experience

We train motivated and committed people to become leadership coaches, fully capable of coaching others to build their career, enhance their performance and, most importantly, deliver on their leadership potential.

Certified Leadership Coach qualification

The Certified Leadership Coach qualification is awarded by the Forton Group to students who successfully complete the programme's first three modules.

Vital components of coach training excellence are: quality training hours, significant coaching experience and observed coaching.

These modules meet the 60 hours coach-specific training and the 10 hours of observed coaching required by the International Coach Federation to achieve their 'ACC' level credential (Associate Certified Coach).

Ignite Leadership Coaching Skills

Two-day in-person course, plus: four one-hour teleclasses to support workplace skills application.

Developing Course in Leadership Coaching

Three-day in-person course, plus: four one-hour teleclasses and four live one-hour supervision sessions.

Advanced Course in Leadership Coaching

Three-day in-person course, plus: six 1-hour coach supervision sessions.

Professional Leadership Coach qualification

Two further modules take leadership coaches to a professional level of coaching. These modules meet the standards of coach-specific training required by the International Coach Federation's to achieve their 'PCC' credential (Professional Certified Coach).

The Coaches' Journey:

Five days in person residential course plus teleclasses and coaching supervisions

Final Destination:

This is a two-day in-person review and exam preparation workshop

Professional Leadership Coach: exam

Students are examined to the PCC level by live (telephone) coaching and by an online exam.

ICF Credentialing

The Forton Group commitment to our students is that we will provide practical support when they submit their ICF Credential application.

THE FIVE MODULES: OBJECTIVES

1. *Ignite* Leadership Coaching: The Foundation Course

Ignite Leadership Coaching is a foundation course suitable for new, and experienced coaches alike. It is also for leaders wishing to learn a coaching style of leadership. Through the theme of vision, *Ignite* introduces the four core elements of the Professional Leadership Coaching Model:

- The skills of coaching
- The steps of the coaching conversation
- The principles of being coach-like
- The field, or the world, of the client

Overview

- Leadership coaching: what it is; what it isn't
- Applying the coaching model
- Resourceful leaders: identify and access resources for success

Benefits

- Personal and leadership effectiveness
- Enhanced business performance
- People supported during times of change
- Teams aligned with business strategy
- Challenging targets achieved

“...They have a totally different approach than I've ever seen before: Not only to the class, but to the way they develop trainers... It absolutely supports my personal mission of making a deep contribution to the way organisations and leaders operate, and this company's value system closely matches my own.”

Carl Dierschow – www.dierschow.com

2. Developing Course in Leadership Coaching

This 3-day course adds depth to the core leadership coaching skills. Through the theme of values, a higher level of leadership coaching is achieved.

Participants receive a copy of *The New Leaders*, by Goleman, Boyatzis & McKee.



Overview

- Review the Professional Leadership Coaching Model and coach in greater depth on many elements
- Increase emotional intelligence, capacity and resilience
- Learn how to build rapport
- Coach with, and for, values
- Review and plan your development as a coach
- Use coaching skills & principles to lead
- Understand coaching frameworks from within and outside organisations

Benefits

- Deepen your core coaching skills
- Increase emotional intelligence
- Develop as a coach
- Know what it takes to coach other leaders
- Develop and grow as a leader
- Understand coaching frameworks

3. Advanced Course in Leadership Coaching

Through the theme of authenticity, the Advanced Course looks at the 'ideal self'. It develops coaches to the Certified Leadership Coach standard and prepares them for their ICF exam at ACC level.

Overview

- Review your progress as a coach
- Plan your coaching skills development
- Understand your 'authentic' self
- Coach to the principles and ethics

- Understand the ICF exam requirements
- Deepen knowledge of the coaching model

Benefits

- Develop your personal awareness
- Improve your influencing skills
- Understand and be able to use coaching skills in a more powerful way
- Develop as an emotionally-intelligent coach and leader

4. Professional Level: The Coach's Journey

This five-day residential course looks at leadership coaching through the eyes of the 'Hero's Journey' inspired by the work of Joseph Campbell. Coaches are taken on their own leadership adventure and experience coaching at the different points along their journey.

Overview

- Coach to ICF 'Professional Certified Coach' standards
- Develop leadership capabilities

- Understand and utilise the 'field' of the client: the structures and domains that enable or limit access to resources

Benefits

- Coach with creativity and depth
- Coach others to their fullest potential
- Coach for empowering beliefs
- Coach with and through paradigms
- Realise your leadership potential

5. Final Destination Course

Final Destination is a two-day refresher, preparing candidates for the Professional Leadership Coach exam (internally assessed).

Objectives

- Review the coaching model
- Confirm your understanding of the ICF competences
- Receive feedback on your coaching from senior coaches
- Explore ethical considerations and situational examples

Benefits

- Be fully prepared for your exam
- share learning with other candidates
- Get feedback on your coaching skills



Train the Trainer: 'T³'

The T³ programme comprises: five days of classroom work, plus: four hours teleclass training; four hours observed teleclass delivery, six hours of mentoring and observed delivery of the *Ignite* course.

T³ Overview

Participants experience the Ignite Course for two days and then learn how to deliver the individual elements of it. As well as teaching back the material, they build skills in facilitation and feedback; learn how to cater for different styles, and work collaboratively with other tutors.

Learning objectives

- Prepare coaches to deliver the *Ignite* Leadership Coaching course
- Use a facilitative training style
- Adapt to different adult learning styles
- Work as a collaborative co-leader
- Demonstrate the different steps of the Leadership Coaching Model to course participants

Course materials are supplied under licence, to graduates of the T³ programme. We also licence organisations, so that this course can be delivered in-house.



The Forton Group Leadership Coaching Model
© the Forton Group

Creating a coaching culture in your organisation

The Forton Group has a successful track record of creating and supporting coaching cultures inside organisations. We have helped to build some of the largest internal coaching pools in the world, including selecting external professional coaches and training internal coaches to a professional standard.

Our pyramid model is based on our experience of the need for a coaching mix:

- **External coaches:** professional coaches with business and leadership experience combined with objectivity and greater independence from the organisation; typically a few people coaching senior leaders
- **Internal coaching community:** professionally trained and qualified people delivering coaching to staff usually outside their own team.
- **The coach approach:** greater numbers of leaders and managers using coaching skills to develop and support their own people to be successful. For example in performance reviews, team-building and project management situations.

This approach has been successfully used to -

- Provide professional coaches
- Run coach selection programmes
- Create coaching & mentoring programmes
- Develop HR professionals
- Support health and safety initiatives
- Engage and develop senior leaders
- Train trainers to deliver coaching skills
- Support managers to be more effective
- Encourage young people with leadership potential
- Develop high-potential people



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About the Forton Group

The Forton Group is a specialist leadership consultancy with regional offices in central England, Toronto Canada and Brisbane Australia. We support organisations to add value through better leadership, stronger business partnerships and improved employee engagement, delivering individual and team excellence.

Our individual and team leadership coaching services are used by organisations including major organisations to create internal coaching cultures to world-class standards. We tailor in-house programmes to clients' own leadership and values frameworks.

We are particularly strong on measuring the business impacts of our programmes, as people put their skills into practice: showing evidence of significant cost reductions and real business growth.

Our Associates are qualified coaches and experienced professionals who have worked in organisations of similar size and structure to those of our clients. We ensure their ongoing professional development through coaching and associate training days.

"I came on the course to develop my coaching skills and came away with a whole new range of practical tools and advice to work with. The course facilitators were highly knowledgeable, engaging and extremely experienced. Their excellent delivery and stimulating course design ensured that a group of people with different backgrounds and experience levels worked together but also achieved their individual expectations from the course."

*Emma Warren,
Managing Director Portfolio Directors Ltd*

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igniting excellence in leadership

Our Customers

Since 2003, more than 1500 people have experienced our training and coaching services.

Our customers come from across industry sectors and from most functions in the organisational spectrum including: young leaders, coaches, engineers, IT specialists, healthcare professionals, managers, trainers, senior leaders and CEO's.

Experienced leaders and coaches find our approach particularly valuable, as we respect and build on prior experience.

Our Leadership Development Services

As well as accredited coach training programmes, The Forton Group offers consultancy, personal and leadership development services including:

- Leadership and cultural change
- Leadership diagnostic tools
- Leadership training
- Emotional Intelligence training
- Advanced presentation skills
- One-to-one leadership coaching
- Team building
- Team coaching
- Careers counseling
- Action Learning networked across organisations