

Qualify as an  
Executive Coach and  
Mentor at Level 7

ILM Approved  
2023



**inspired2learn**  
COACHING & MENTORING



**ILM Level 7 Certificate or Diploma for Executive  
and Senior Level Coaches and Mentors**

- **Achieve an internationally recognised qualification**
- **A practical course supported by a wealth of learning materials and led by you**
- **Get started straight away – plenty of private study materials to help you**
- **Post graduate level study and qualification**
- **Flexible assignment deadlines to fit your busy schedule**
- **Plenty of support and coaching supervision**
- **Personal tutor to guide you throughout**
- **The option to upgrade to a Level 7 Diploma**
- **Learner membership of the Association for Coaching**
- **On line subscription to Coaching at Work magazine**

You should expect to commit to approximately 300 learning hours over a year – this is based on our many years of experience in supporting coaches with this qualification.

## Our fully supported package:

Course fees include the following:

- A personal tutor to guide and support you to achieve your qualification
- On line access to a wealth of coaching resources via the ILM and inspired2learn websites
- A selection of published coaching or mentoring books (paperback or Kindle)
- On line subscription to Coaching at Work, plus Association for Coaching learner membership
- Plenty of invaluable guidance and feedback with assignment writing and your coaching portfolio
- All fees and assessment for your ILM qualification
- A huge library of recorded webinars and a menu of live virtual workshops

## How is the qualification structured?

All ILM qualifications are awarded by the City and Guilds of London Institute, founded in 1878 and incorporated by Royal Charter. The ILM Level 7 Certificate for Executive and Senior Level Coaches and Mentors is registered on Ofqual's Regulated Qualifications Framework. There are three units of study:

- 1. Understanding the Principles and Practice of Effective Coaching and Mentoring at an Executive or Senior Level** (One written theoretical assignment.)
- 2. Undertaking Coaching or Mentoring at an Executive or Senior Level** - submission of a detailed coaching or mentoring diary for 20 coaching hours (60 for the Diploma – Unit 702), plus your reflective learning log
- 3. Reflecting on Your Ability to Perform Effectively as a Coach or Mentor at an Executive or Senior Level** (One written assignment)

## Enrolment and payment

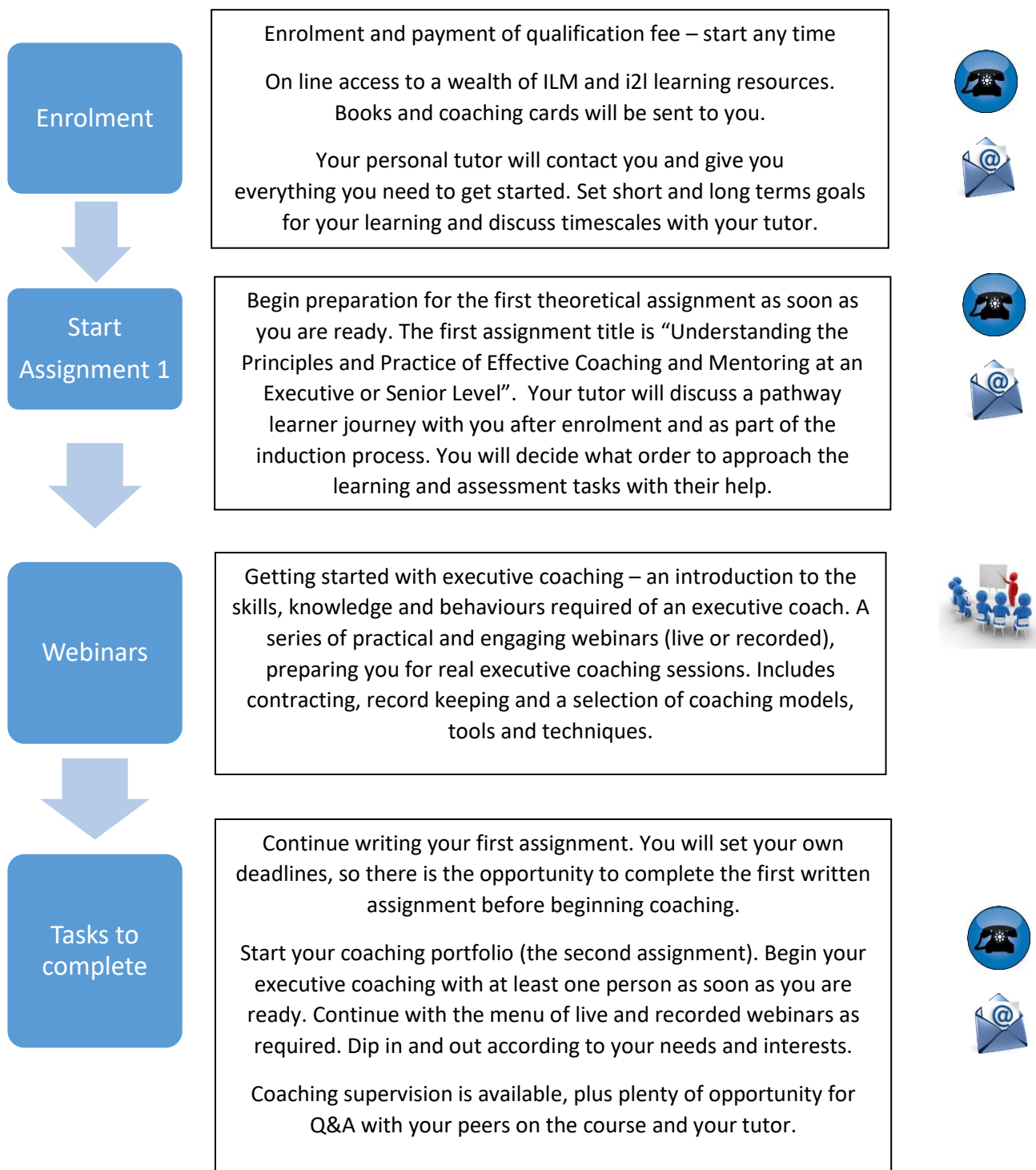
**Are there any entry requirements?** There are no formal entry requirements, although participants must have access to senior strategic senior leaders to complete the practical coaching work. The course is a post-graduate level qualification and includes independent research, reflection and preparation of three large assignments. If you are not sure if the course is the right academic level for you, call Clare on 01380 888013. This qualification is learner led and you will not be spoon fed, so you need to be capable of planning your time against other competing demands and happy to ask for support whenever you need it – we will be with you every step of the way with advice and guidance.

**How do I enrol?** We will send you an enrolment form. You can start the course any time. You will complete the course in 12 months. You set the pace and some take less time, depending on work commitments. Work at a pace that suits your lifestyle and with your final deadline in mind.

**What are the payment options?** You have the option to pay the full fee in advance or set up a payment plan. This qualification is available using the MOD's Enhanced Learning Credits (ELCAS number 7065).

## How is the training structured?

In order to achieve the ILM Level 7 qualification, you will undertake private study supported by a wealth of resources. You will need to complete a minimum of 35 hours of formal learning, which includes coaching triads and live or recorded webinars. You will complete three written assignments, including 20 hours of coaching for the Certificate (60 for the Diploma) and a reflective coaching portfolio. You can then set your own pace for completion of the practical coaching sessions. Your personal tutor will be there to guide and support you every step of the way, but you will not be spoon fed. There is plenty of written and personalised advice to help you.



Webinars

Immerse yourself in further inspiring training – learn more advanced tools and techniques. Develop greater flexibility in your approach to executive coaching, with plenty of opportunity for Q&A, advice and sharing of experiences.

Join a coaching triad (optional), where you will practice your coaching with peers and receive feedback.



Tasks to complete

Continue writing your first assignment at your own pace.

Build your executive coaching hours and put into practice your learning from the webinars. You will be given a detailed template to help you with your coaching portfolio and learning reflections. Plenty of written and personalised advice. Coaching supervision available as required.



Webinars

Add to your coaching toolkit. Build your confidence with more advanced approaches. Practice with like-minded people in a supportive learning environment through coaching triads. Plenty of opportunity for Q&A, advice and sharing of experiences.

By now you will be completing your 35 hours of training.



Finishing your ILM L7 qualification

Finish writing the theoretical assignment, if you haven't done so already.

Complete the portfolio assignment with your executive coaching hours, plus a detailed reflective diary of all coaching sessions and your learning journey.

Once you have completed your coaching hours, you can start the third and final written assignment. Assignment 3 requires you to reflect on your ability as an executive coach and create a professional development plan for the year ahead. This is included in the portfolio submission



Achieve your ILM Level 7 qualification



Congratulations!

You are now a fully qualified Executive Coach and Mentor.

## What our students say

When you choose to qualify as a coach and mentor through inspired2learn, you will be assigned a personal tutor and will receive ongoing and unlimited supervision advice and support. This is a unique feature of our course, which is particularly popular with students.



*"I am really appreciating the speedy response to queries and the interactive approach to assignment writing. I appreciate the flexibility of the learning and support approach which feels very personal to my circumstances"* Joy, Derby



*"Thank you for your training and support, and thank you for starting me off on this incredible journey!"* Anne, Bath

For more testimonials got to <https://www.inspired2learn.co.uk/34/ILM-Coaching-Mentoring-Courses/>

## About inspired2learn

Established in 2002 by Clare and Barrie Smale, inspired2learn has a proven track record in the provision of coaching and ILM coaching qualifications to the public, private and charitable sectors.

Inspired2learn Coaching is led by Clare Smale, an experienced coach, supervisor, facilitator and NLP Master Practitioner. Clare is a member of the European Mentoring and Coaching Council, Association of Coaching Supervisors and the Association for Coaching. She is the published author of *The A-Z Coaching Handbook*, *The Step by Step Guide to Coaching* and *Transform your goals with VISION*. Clare has also contributed to numerous publications and the book *WeCoach!*.



Clare has a deep, personal commitment to the success of her students:-

*"A HUGE thankyou to you for your support with the ILM qualification assignments. I am a much better coach as a result of your input and supervision."* Catriona, Swindon.

**inspired2learn**

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Tel: 01380 888013

*"Thank you so much for all the books and the coaching cards, Clare. The books are brilliant and I'm astonished by the amount of high quality resources available to students on this course. It definitely does 'inspire to learn!'"* Liz

*"Your webinars are really awesome and my learning is taking hold as I'm revisiting with you. Thanks so much to i2l for the incredible learner support. I've never felt like here's your material, good luck with it all now."* Vanessa

*"I have learnt so much thanks to your excellent teaching, guidance, supervision and support. Attending the workshops at the start of my course really got me engaged and built my confidence and I met great people who have also been a real support. The materials you provided to support my learning and assignments are excellent; I'll continue to use them. Your personal care and attention has made me feel very fortunate to have found your training provision. Thanks very much for everything."* John



## Course Content

**The syllabus** for your qualification is one of the most highly regarded and regulated in the UK, written by the ILM (City & Guilds group), approved by Ofqual and providing credits on the Regulatory Qualifications Framework. Our coaching courses don't just deliver the approved and regulated syllabus – we also provide a valuable skills development journey that is grounded in best coaching practice. Designed and delivered by Clare Smale, a professional master coach and supervisor, you will have access to a wonderful menu of learning opportunities. Explore the work of many different authors, influencers and experts in coaching. Find your own style and approach.

**You will have access to a huge range of materials.** Gain theoretical knowledge, learn practical tools, practice coaching behaviours and spend time with other learners for peer support. All of this is available to you remotely and with flexibility. The minimum requirement is for 35 hours of logged formal learning activity, which you can approach through live webinars, webinar recordings and co-coaching. In addition to tutor support, you will also be supervised by an experienced coach supervisor.

**The coaching tools, techniques and approaches** we give you, can be used in many different types of coaching and are extremely adaptable. For example:

- GROW and CLEAR coaching models (plus others such as OSKAR, DREAM and LAZY)
- Goals setting tools and approaches
- NLP coaching tools – working with values, beliefs, identity, purpose and behaviours
- Psychological safety and state management – for you and your client
- Masterclasses in more advanced approaches
- The ethical use of diagnostic tools, including a variety of psychometrics
- Effective contracting, including templates and other paperwork to help you if you want to have a coaching business
- Ethical practice and competency frameworks, from a range of professional bodies
- Gain our **Diploma in NLP Coaching** (optional)

**Learn the skills, behaviours and knowledge** to support life coaching, executive coaching, performance coaching, career coaching and workplace coaching. Hopefully you get the general idea by now ☺ – so much of what you will learn can be adapted into multiple situations, whatever your background and coaching ambitions.

There are regular live webinars that discuss a huge range of coaching approaches. These are recorded so you can watch them in your own time and a current menu is provided on the

next page. With well over 100 hours of optional taught content, you won't be short of things to learn when you study with us!

After registration with us, you will receive a bundle of books and coaching cards, delivered to your door. You will also have password access to the Institute of Leadership & Management learning resources, student access to the Association of Coaching learning resources and also a huge library of tools, techniques and templates on the inspired2learn website.

Webinars don't need to be watched in a particular order – it's OK to dip in and out. Each webinar recording lasts 90 minutes unless stated otherwise. There is no follow up work, although hopefully you'll be inspired to do some extra reading or research. Most webinars include breakout room activities which aren't recorded. You are encouraged to do these activities yourself, or if you prefer to save time, you can skip forward.

If you are new to coaching, you will probably begin with Learn2Coach Module 1 and work down the list.

- **Module 1 - for beginners** – these webinars cover many of the essential skills, knowledge and behaviours that will get you started on your coaching journey
- **Module 2 - creating your coaching toolkit** – the core models that you will need, plus a few of the best coaching tools to get you started
- **Module 3 – supporting your development** and reflections with models and theories – some topics to get you thinking and reflecting upon your professional practices
- **Module 4 – extending your coaching toolkit** - practical tools and techniques to use in coaching sessions
- **Module 5 – coaching demonstrations** - genuinely 'live' and unscripted coaching sessions with Clare – shared with permission from the coachees
- **Module 6 - masterclasses** – more advanced webinars - these assume you have a good grasp of the basics and some experience upon which to build.
- **Advice and guidance** – webinars to specifically help with assignments

New titles are added each month and you will be sent regular updates to this list of webinar resources.

**Diploma in NLP Coaching** – these webinars (**shown in brown**) build a knowledge and understanding of specialist NLP principles and tools for use in coaching. You will let us know when you have watched them all and we will send you an optional short written assessment. On successful completion of this you will receive our certificate for a Diploma in NLP Coaching - issued by inspired2learn in recognition of this specialist element of your

learning and practice. From the selection **shown in brown** below, you will need to complete 20 hours of webinars plus approximately 2 hours of written work (to be submitted).

*"I would just like to thank you for all your support throughout the ILM coaching qualification. I found the webinars really helpful and allowed me to connect with learners at a time I was feeling isolated. Your responsiveness to assignment submissions was a huge source of motivation and kept the momentum going. I can't recommend I2L enough and am hugely grateful that I chose you for this qualification. Everything has been very smooth and supportive, and I feel I have learned a lot from both the theory and the coaching hours and reflective learning. I do struggle with self study and theory, but found with I2L there was a helpful set of resources and templates available, as well as physical support, so this minimised the issues I find with self study. I now have clarity on the distinctions between coaching and mentoring, and a language and set of tools I didn't have before. I have a deeper experience and am better able to articulate my feelings about coaching. I am also more aware of the need and value of supervision, co-coaching and continual learning, as well as the professional bodies, ethics and competencies. I am able to market myself differently and coach with more confidence."* Michael, November 2020

*"I think I'm hooked! Really enjoying the webinars. Thank you."* Nicola, October 2021

*"Thank you for a great session – really useful to develop my tool bag and have knowledge of different models. It is very interesting talking to coaching colleagues from very different professions (great knowledge sharing)."* Patrick December 2021

*"I think the webinar recordings are fab, I am hooked on them and getting so much out of them."* Emma, April 2022

## **Our ambition is to be the most well-regarded and reputable provider of ILM coaching qualifications in the UK.**

We are ethical and authentic in our support for coaches and the coaching profession. We love sharing our experience, knowledge and enthusiasm for coaching and we care about the outcomes and experiences of our clients and learners. We offer high quality teaching, experience of a wide variety of coaching models, approaches and resources, plus plenty of advice and support. At inspired2learn we are fully invested in our own CPD and learning and we continually seek opportunities to broaden our depth of knowledge and experience so that we can be at our best to support you.



As a learner on a coaching programme with us, you will be able to experience a variety of tools, techniques and methodologies and then decide what suits your style, context and clients. We will support you to be the best coach you want to be (ethically and professionally), rather than insist on a 'right way'. We promote the work of all the professional coaching bodies in the UK and are truly independent. inspired2learn is a training provider member of the AC and Clare is individually accredited with the EMCC as a Supervisor and Master Practitioner coach.

# Webinar menu

A taster – this is being updated regularly

<b>MODULE 1 – for beginners – plus some essential reminders for all coaches</b>	
<b>Insurance hints and tips</b>	A free AC webinar about insurance (GDPR, security and other legal advice).
<b>The business of coaching</b>	The ethical requirements for insurance and a professional will, plus legal requirements such as GDPR. Plenty of useful Q&A to review at the end and some essential practices to put in place before you begin coaching.
<b>Introduction to coaching</b>	<b>Introduction to coaching</b> & listening skills. No handouts needed
<b>Introduction to Mentoring</b>	Follows on nicely from the above. <b>How does mentoring differ from coaching?</b> Which skills and behaviours do they share and which are exclusive to one or the other? What are the ethical implications and power dynamics of this?
<b>Coaching Questions</b>	An introduction – what makes a good coaching question?
<b>Listening skills</b>	A quick introduction – no preparation or handouts required.
<b>Advanced listening skills</b>	Essential content for beginners - the difference that makes the difference
<b>Deep listening</b>	An inspiring and thought-provoking webinar <b>with Oscar Trimboli</b>
<b>Contracting</b>	The written, verbal and psychological contract
<b>Chemistry meetings</b>	What makes a good chemistry meeting, plus some of the pitfalls.
<b>Rapport NLP content</b>	<b>What is it? Why is it important? How to build rapport.</b>
<b>Ethics</b>	On completion of the webinar, further info will be sent to you about your legal obligations and ethical advice

<b>Coaching models</b>	Coaching models & introduction to coaching questions – how to manage a coaching conversation using a variety of simple frameworks such as GROW
<b>Step by Step - Practicalities</b>	Preparing to coach a new client – checklist of things to get ready, before, during and after coaching. Handouts available, including the Step-by-Step Guide to Coaching (sent to you on enrolment)
<b>The GROW Model</b>	An exploration of the history and phases of the GROW model and how to use it in coaching. Ideas for questions at each stage of the GROW model. iGROW and T-GROW. Handouts for GROW questions and the well-formed outcome tool
<b>The CLEAR model</b>	An exploration of the phases of the CLEAR model and how to use it in coaching. Ideas for questions at each stage of the CLEAR model. A focus on the contracting and listening phases, which are the main points of difference between GROW and CLEAR Handout for CLEAR questions
<b>Identifying development needs</b>	A quick tour of tools and techniques for identifying client development needs before your first coaching session or as a coaching programme unfolds – you might also like to watch the masterclass on psychometrics (see below)
<b>The Advice Trap</b>	Handout available. Find out more about Michael Bungay Stanier’s book ‘The Advice Trap’ and lessons for effective coaching. What is wrong with giving advice? What type of advice monster is your advice monster? Have you experienced the 6 foggy-fiers in coaching?
<b>The well-formed outcome</b> NLP content	A popular and simple goal setting tool from NLP, which includes the Cartesian coordinate questions. Modules 11, 18, 19 and 28 sit nicely alongside this topic. Handout available.
<b>Using Coaching Cards</b>	hints and tips – you will need a pack of coaching cards which include pictures. These are available from inspired2learn and there are others on the market if you prefer.
<b>Getting Ready to Coach</b>	A three hour webinar – viewing time without breakout rooms is approximately 2hours. Lots of interesting Q&A. Ideas and advice for the first coaching session – keep things simple with a model and the basics. The well formed outcome. Templates and record keeping for the portfolio.

**10 Traps for coaches**

Based upon a chapter in Coaching with NLP for Dummies, explore 10 potential traps for coaching conversations and how you might overcome them.

## MODULE 2 – Creating your coaching toolkit – a few essentials

<b>Goal setting</b> NLP content	<ul style="list-style-type: none"><li>• Goal maps</li><li>• Affirmations</li><li>• Making goals compelling</li><li>• Visualisation and time lines</li><li>• Neurological levels</li><li>• Heroes and Heroines</li><li>• Present state and desired state planner</li><li>• GREAT and CREATE models</li><li>• The arguments for not setting goals</li></ul>
<b>The well-formed outcome</b> NLP content	A popular and simple goal setting tool from NLP, which includes the Cartesian coordinate questions. Modules 11, 18, 19 and 28 sit nicely alongside this topic. Handout available.
<b>Using Coaching Cards</b>	hints and tips – you will need a pack of coaching cards which include pictures. These are available from inspired2learn and there are others on the market if you prefer.
<b>The Coaching Wheel.</b> NLP content	Also called the Wheel of Life, this is an immensely popular coaching tool and there's no shortage of further information on the internet, including free templates and guides.
<b>Neurological Levels</b> NLP content	A quick delay for admin at the start ofn the recording, then quickly into a brief overview of NLP and an introduction to the neurological levels model. Bring along a topic / goal to explore using the 6 levels. Clare Smale will coach you through the levels and show you just one of many ways to use this great tool. Finish with a discussion of other uses of the neurological levels tool plus a brief Q&A at the end. See also the masterclass recording. You might like to watch the other webinars about this topic in Module 4.

## MODULE 3 – supporting your wider development and the reflective logs - principles, theories and other general topics

<b>The Drama Triangle</b>	Find out more about how to use this model when reflecting upon your coaching relationships. How do the victim, rescuer and persecutor roles play out when we coach? Essential viewing in the early days of your coaching portfolio (units 501, 502, 701 or 702), giving you a model on which to reflect. Also useful for Units 500 and 703.
<b>RAG rating self-assessment and reflective models</b>	Introducing several models for reflective learning, all of which are useful for your portfolio and reflective practice. The RAG rating exercise is explained in a little more detail, with guidance on how to get the best from it for both assessment purposes and also for your professional development and CPD.
<b>Ethical Dilemmas</b>	Handout available with a long list of common ethical dilemmas for discussion – plenty of links in this webinar for additional on line resources
<b>Psychological Safety NLP content</b>	No handouts required for taking part. Follow up handouts available. Find out more about the components of psychological safety and the importance of vagal tone.
<b>VAK for beginners NLP content</b>	An introduction to how sensory information can support you to ask better questions and create rapport. <b>1 hour</b>
<b>Supervision</b>	The normative, restorative and formative functions of supervision plus the 7-eyed model – a quick tour of both – essential viewing before you book your first supervision session
<b>Communication Skills for Coaches</b>	No handouts required – introducing a few key communication models
<b>7 Principles</b>	A review of Peter Bluckert’s 7 principles for effective coaching. No handouts needed.
<b>PPP Framework</b>	Philosophy, Purpose and Process - explore your coaching and draft your coaching profile. Also very relevant for supervisors.

<p><b>The presuppositions for successful coaching</b> NLP content</p>	<p>Taken from NLP, there are around 9 presuppositions that could underpin successful coaching – these can help you to manage your coaching mind-set, including being non-judgemental in coaching sessions. A quick recap of the 4 pillars of NLP followed by plenty of discussion about the presupposition statements. They often create some interesting debate!</p> <p><i>“I can see how sitting with each of the 9-13 statements could be productive. I like how you indicate that they are subjectively true, although that may not make them objectively true OR compatible with our value system. I also appreciate your honesty that we are going to form judgements and that coaches are not trying to be automatons but, rather, recognize when we make judgements and try to let them go and not allow them to form the basis of our work with people.”</i> Don, September 2021</p>
<p><b>The Chimp Paradox</b></p>	<p>Based on the book of the same name, find out more about the chimp, human and computer brain and how we might pay attention to them in our coaching</p>
<p><b>The 5 steps of building professional rapport</b></p>	<p>Based on the book of the same name, find out more about this practical structure, including the ACHIEVE coaching model.</p>
<p><b>Coaching Culture</b></p>	<p>How to embed and maintain it – a panel discussion and Q&amp;A, hosted by the Trusted Coach Directory in January 2022</p>
<p><b>Giving Effective Feedback</b></p>	<p>The pros and cons of giving feedback in coaching and how this sits on the coaching / mentoring continuum. The purist approach, with feedback on self as a coach, compared to various structured approaches that are available to give feedback to coachees on behaviour.</p>
<p><b>NLP &amp; Rapport</b></p>	<p>A three hour workshop for an organisational cohort of coaches. Covers contracting questions, an introduction to NLP and the NLP approach to rapport – what does it mean and approaches for developing connected coaching relationships</p>

## MODULE 4 – extending your practical toolkit

<b>Coaching state</b> NLP content	Managing your state for coaching and helping coachees to be at their best. An introduction to neuroscience. Best Way Forward handout required, plus local of control questionnaire as an optional extra. For follow up, watch the modules on psychological safety and listening skills
<b>A live coaching experience</b> NLP content	A small amount of preparation required. You will listen to this webinar as if you are the coachee, undertaking coaching activities along the way. Clare will also explain a little of each activity. You will need two handouts (the CLEAR model and well-formed outcome) plus your coaching cards.
<b>Introducing the NLP coaching approach</b> Part 1	4 pillars presuppositions sensory acuity, Satir positions, NLP communication model
<b>Introducing the NLP coaching approach</b> Part 2	Disney Strategy Presuppositions of NLP Milton and meta model of language – quick intro
<b>NLP for Coaches</b>	Three separate recordings make up this workshop. Topics include the NLP communication model, the 4 pillars of NLP, the well-formed outcome (with handout) and the difference between the blame frame and the outcome frame. The presuppositions are touched upon briefly.
<b>neurological levels tool</b> NLP content	<b>A coaching session using the neurological levels tool</b> , combined with the principles of the present state/desired state approach. Handout needed for the present state – desired state planner. A reminder of some of the neuroscience associated with effective goal setting.
<b>Neurological levels 3 Ways</b> NLP content	In this webinar recording (hosted on YouTube) Clare delivers a webinar for the Trusted Coach Directory. See also the masterclass recording below.



<b>Neurological Levels</b>	A masterclass recorded in two parts. The first part is missing due to technical difficulties. fabulous and adaptable coaching tool – a practical webinar showing how the tool might be adapted for different topics.
<b>Cartesian Coordinate Questions</b>	Four great questions which examine different perspectives and dimensions. Frequently used as part of goal setting, but applicable to any coaching scenario. Simple but challenging.
<b>Virtual Coaching</b>	If you wish to take part in the activities you will need a dictionary and a box of random objects from around your home (15-25 approx). Handouts available for random word generation and the magic metaphor activities.
<b>Good endings</b>	How to close a coaching relationship – hints and tips. A good webinar to watch after this would be evaluating coaching – coming soon
<b>The Miracle Question</b>	The miracle question is a ‘thing’. It is a goal setting question used in therapy and coaching, taken from the solutions focus approach.
<b>The Johari Window</b>	– handout available – a fantastic tool for exploring relationships and communication with clients. Also a useful self-assessment tool for your coaching practice.
<b>FACTS model</b>	<b>Challenging coaching</b> Coming soon
<b>Stakeholders</b>	Working with power-interest matrix to identify stakeholders in coaching and how to plan the best level of communication. Handouts required.
<b>ABC Technique</b> NLP content	A series of questions to help get your coachee unstuck and into a more positive and resourceful place. Based upon Meta Model 2 in NLP, the questions are designed to achieve a shift in mind set and can be used quickly or over a longer coaching session. A process with a clear formula, adapted from the book ‘Coaching Made Easy’ (Liebling & Prior). Handouts required.
<b>Using psychometrics in coaching</b> NLP content	A quick tour of some of the best known psychometrics and how you might ethically use them as a coach. Links and suggestions for further reading and support. No preparation necessary (option to explore a free MBTI personality profile on line). No handouts required.

<p><b>Transform goals with VISION</b> NLP content</p>	<p>Follow Clare's VISION model to bring goals alive. Quick links and ideas for coaching, plus a couple of practical activities. No preparation necessary and no handouts required.</p>
<p><b>The Disney Strategy</b> NLP content</p>	<p>A great NLP coaching tool for creativity – best used in situations where the client wishes to develop a goal, project or an idea. Use both divergent and convergent thinking. One handout needed, showing the three phases of the tool and examples or questions task in each phase.</p>
<p><b>Creating Coaching Superheroes</b></p>	<p>A fun approach to uncovering your coachee's superpowers. Adaptable to common coaching topics such as confidence, reliance and the imposter syndrome. Practical webinar – bring along paper, pens and pencils – get creative</p>
<p><b>Coaching with an empty chair</b> NLP content</p>	<p>Three ways to use an empty chair when you coach – perceptual positions, ask an expert and systemic coaching</p>
<p><b>Giving effective feedback</b></p>	<p>A debate of the role of feedback in coaching, plus some models to help structure effective feedback.</p>
<p><b>Ikigai – a Japanese model for coaching to purpose and balance</b></p>	<p>What is the reason for jumping out of bed in the morning? A great coaching tool for finding motivation to change, identifying goals or making bigger life /work / business decisions.</p>

## Module 5 - Live Coaching Demonstrations

1 hour, followed by 30 minutes of Q&A from those observing. Clare's coaching is aligned to the CLEAR coaching model and is unscripted. The topic wasn't known in advance. A written contract and preparation document was sent to the coachee before the session. The verbal contracting phase with the observers / participants isn't shown. The coachee has given full permission in writing for this recording to be shared with you. The aim of these live demonstrations is to provide a real time coaching experience - it's not intended to be a 'perfect' coaching session, but instead a natural and fluid coaching conversation where Clare can demonstrate a little of her personal style and approach. The Q&A at the end should be particularly useful in understanding the way the session evolved and the impact for the coachee.

<b>Demonstration #1</b>	<b>Karen</b>
<b>Demonstration #2</b>	<b>Sarah</b>
<b>Demonstration #3</b>	<b>Helen</b>
<b>Demonstration #4</b>	<b>Lucy</b>
<b>Demonstration #5</b>	<b>Jamie – working with a values hierarchy</b>
<b>Demonstration #6</b>	<b>Emily – a three hour workshop, beginning with an Q&amp;A about the ILM L5 for 30 minutes and then moving into the set up for a coaching demonstration. The demonstration is an hour and the topic of work-life balance uncovers deeper emotions for the coachee. The Q&amp;A at the end discusses note taking, resisting rescuing / advice modes, the use of listening and silence and holding an emotional issue in the coaching space rather than counselling or therapy. Thank you to Emily for allowing me to share this demonstration with you all 😊</b>

<b>Module 6 - Masterclasses – more advanced topics and discussions</b>	
<b>The Hero's Journey</b> NLP content	The first few minutes are missing (introduction and an activity to discuss who your hero / heroine might be). The Hero's Journey – what is it? How to use it for personal and professional development – for yourself and others. Coaching questions – using the 12 steps as a coaching tool. Handouts available
<b>Journaling</b>	With guest presenter Andrew Gibbons. Optional preparation and handouts
<b>Expert coaching panel discussion Inst L&amp;M</b>	<b>Learn to coach series with the Institute of Leadership &amp; Management</b> in collaboration with the Trusted Coach Director. Clare Smale is one of four coaching experts for a panel discussion and Q&A. No preparation or handouts required.
<b>Expert talks Inst L&amp;M</b>	<b>Learn to coach series with the Institute of Leadership &amp; Management</b> in collaboration with the Trusted Coach Director. Clare Smale is one of three coaching experts, presenting the topics of listening, rapport and ..... No preparation or handouts required.
<b>Clean language</b>	An introduction to clean language and an opportunity to experience clean coaching questions – references for further reading and links to live demonstrations videos. Handouts available
<b>5% questions</b>	<b>Coaching, supervision &amp; reflective practice.</b> A simple but effective tool, using a series of statements / question to help your coachee with a reflective written activity. Coach the person not the problem or the goal. Also a useful framework for your reflective practice and a supervision too.
<b>Clean Language and Coaching Cards</b>	Similar to the above, but with the use of coaching cards woven into the activities. Lots of Q&A and a slightly different set of activities. A longer webinar than the one above and at a slightly gentler pace (plus more content). Handouts available

<b>Interview with Clare, by Ryan Hartley</b>	<p>Clare is interviewed by Ryan about her journey to becoming an experienced coach. What inspired Transform your goals with VISION and the state of play in coaching today. Clare’s coaching with Ryan a few years ago, resulted in the birth of Ryan’s business name; <i>Always Better than Yesterday</i>.</p> <p>Also available on Spotify at <a href="https://open.spotify.com/episode/42Bkl4sQMdFrHLE6YXo1wM">https://open.spotify.com/episode/42Bkl4sQMdFrHLE6YXo1wM</a> and Apple: <a href="https://podcasts.apple.com/us/podcast/ep-81-interview-sessions-with-clare-smale/id1424969217?i=1000478364672">https://podcasts.apple.com/us/podcast/ep-81-interview-sessions-with-clare-smale/id1424969217?i=1000478364672</a></p>
<b>Somatic Coaching</b>	<p>An introduction to coaching somatically. No handouts needed. Head, heart, gut and physical intelligence. Cross reference with other tools and techniques in coaching - apply somatic principles quickly. Take part in practical activities and become more somatic in your approach</p>
<b>Clutterbuck’s Challenges for 2021</b>	<p>A discussion of David Clutterbuck’s key challenges for 2021 – 7 key areas presenting in a brief article on LinkedIn December 2020. An exploration of all 7, plus Q&amp;A at the end</p>
<b>Unlearn what?</b>	<p><b>Barriers to great coaching</b> – what have we been taught in childhood or other areas of life that no longer serve us well in our coaching. How does our ego get in the way of great coaching</p>
<b>Systemic Coaching</b>	<p>What is systemic coaching? Approaches, questions and a quick introduction to constellations</p>
<b>The 7 Coaching Conversations</b>	<p>The 7Cs and sailing the 7 Cs – three coaching / supervision frameworks for multiple applications to complete your reflections as a coach and to use with coaching / supervision clients</p>
<b>The 7Cs</b>	<p>A webinar for Wiltshire Council (&amp; Partners) Coaching Group, shared with permission. Explores the 7Cs of reflective practice (see also webinar above). A tool for you to use in personal reflection such as journaling or supervision, but also a coaching tool to support your coachees to reflect on a variety of topics</p>

<p><b>The 5 senses and 32 receptors</b> NLP content</p>	<p>Exploring VAKOG, coaching with head, heart and gut and finishing with a challenge – how might our 32 receptors enable us to better embody our coaching practice? Handouts available. A more advanced webinar which assumes a working knowledge of NLP and a good understanding of coaching.</p>
<p><b>Eye accessing cues</b> NLP content</p>	<p>1 hour, exploring this NLP ‘theory’ and how it might be useful in coaching. Handouts available</p>
<p><b>Submodalities</b> NLP content</p>	<p>A handout in advance is useful for this webinar. An advanced exploration of VAKOG the 5 modalities</p>
<p><b>Gestalt Coaching</b></p>	<p>An introduction to the core concepts and theories of Gestalt Coaching. Links with NLP and other coaching methodologies / theories. A discussion of the relevance of Gestalt to all coaches and the need for specialist training when using a Gestalt approach.</p>
<p><b>Beliefs – friend or foe</b></p>	<p>What are the advantages and disadvantages of our beliefs – how do they support and limit us in our coaching practice. Some thoughts and suggestions for tools when supporting clients with limiting beliefs. No handouts needed.</p>
<p><b>The LAZY coaching model</b></p>	<p>The first few minutes of this recording are missing, but only the quick hello followed by the first breakout room discussion ‘what are the advantages of being a lazy coach?’ This webinar presents some core ingredients of achieving coaching mastery through being LAZY, signposting many different coaching approaches and core behaviours.</p>
<p><b>Finite and Infinite Coaching</b></p>	<p><b>Is it all about the goal?</b> This webinar will introduce you to the work of James Carse and his book Finite and Infinite Games. A philosophical debate about coaching style (including yours) and plenty of opportunities to discuss the book’s principles in breakout rooms. This isn’t a webinar about tools and techniques, but instead your coaching philosophy and purpose. Some great reflections at the end.</p>
<p><b>Inquiry Based Coaching</b></p>	<p><b>Dr Stephen Duns</b> facilitates a wonderful discussion about the 4 ways of knowing, levels of learning and the synergy that is needed in coaching. How can we help coachees find recurring patterns that no longer serve them and make meaning? Why should we check out our assumptions as coaches? Handout available.</p>

<b>Challenge in coaching &amp; Supervision</b>	What does challenge mean? How do coaches and supervisors challenge? What is the language of challenge, the feelings and outcomes? A professional discussion with three experienced coaches and supervisors – led by Katie, with contributions from Clare and Emma. Handouts available.
<b>Transference and Countertransference  For Coaches &amp; Supervisors</b>	<p><b>Dr David Harvey</b> gives a brief overview of the theory of analytic approaches and specifically transference and countertransference – what this means and how we can use it in an accessible applied way in coaching and supervision to help others in their work relationships and contexts - drawing on the CAT model. 1 hour with David, followed by 30 minutes as a learning group for reflection.</p> <p>David is a Consultant Clinical Psychologist and Cognitive Analytic Therapist. He has presented and published on topics of workforce development, leadership and system functioning. In his NHS role he is currently the Clinical Director of a commissioning hub supporting the transformation and integration agenda across health and social care.</p> <p>Further reading is available.</p>
<b>The 7 Steps of Effective Coaching</b>	Based on the book of the same name, find out more about this practical structure, including the ACHIEVE coaching model and a discussion of coaching maturity.
<b>Nancy Kline’s Thinking Environment</b>	An introduction to the Thinking Environment™ approach from Nancy Kline’s work, including her Incisive Questions™ and participant feedback after the practical exercise
<b>Is there a contribution that the coaching profession can make to the world?</b>	With Dr Stephen Duns
<b>The Chimp Paradox</b>	A model for managing your performance and choices with the Chimp, Human and Computer – a skill that requires practice. Learn how the model can better manage your coaching state (and completion of your qualification!) and support your clients to take care of their chimp and achieve results. An introduction with references for further reading and viewing.

<b>Sympathy, empathy or compassion?</b>	<p>What is the role of each in coaching?</p> <p>Links to other webinars include the Advice Trap, Advanced Listening Skills, the Drama Triangle and Contracting</p>
<b>Modelling</b>	<p><i>Learning from the excellence of others</i></p>
<b>Credentialing</b>	<p>Clare Smale, Bill Moore and Eva Ritchie will discuss their experiences of credentialing (accreditation) across these three professional bodies. Find out more about the different approaches and their pros and cons. The aim of this webinar is to simplify the options and give the benefit of our experiences. We don't advocate one approach above another and offer information rather than recommendation.</p>
<b>The Complexities of the divides</b>	<p>A deep dive into the multiple hats that you wear as a coach, especially if you are coaching internally. How does this impact upon contracting and power dynamics? A debate of ethical considerations and professional / robust approaches to contracting where relationships can be like a spider's web of connections.</p>



<b>Qualification support</b>	
<b>Qualification kick start</b>	Are you feeling overwhelmed and maybe getting behind schedule? Don't worry as you're not alone. Hear from other learners who have lost their way and some great advice and motivation to get going again. A mix of L5 and 7 learners with generic support. A reminder of how your qualification is structured, how to tackle the different tasks and the importance of little and often.
<b>Level 7</b>	
<b>Meet the team – top tips</b>	Meet the ILM L7 tutor team of Clare, Bill and Andrew. We share some insights into the qualification and a few of our top tips for success. The first 8 minutes or so offers a general introduction to our coaching journeys and wider backgrounds (you could skip this bit), followed by an exploration of what works for learners and strategies for completing the qualification successfully.
<b>Unit 700</b>	Assessment advice (new standards) Level 7 assignment 1
<b>Unit 700 AC 1.2</b>	Advice tutorial for one specific assessment criteria
<b>Unit 700 AC 2.1</b>	Knowledge, skills, behaviours and practices in executive coaching. A bespoke workshop for an in-house client, shared with permission. There are a few places where info shared is relevant to that client only, so a few quick sections you can skip. We explore AC 2.1 in detail plus some bonus content on neurological levels.
<b>Units 701 and 703 Executive coaching</b>	Assessment advice (new standards) Level 7 – general advice for collecting the portfolio evidence during the coaching hours – recommended viewing before beginning your coaching hours
<b>Units 701 and 703</b>	Advice for compiling and submitting the final portfolio (new standards)

<b>Executive coaching</b>	
<b>Unit 701 and 703</b>	This recording is from a 3 hour workshop, with Q&A about the portfolio at the beginning and the end. No need to watch the whole recording – skip to the bit you need. The middle section introduced the Thinking Environment approach from Nancy Kline’s work, so you might like this too
<b>Level 7 Q&amp;A Executive coaching</b>	General advice and queries – let by questions from learners, including the theoretical assignment (Unit 700) and the portfolio (Units 701 and 703)