



Developing a coaching culture is ideal if you have some prior knowledge and experience of coaching, whether formally qualified or not.

This course encourages you, as a manager, to take an interest in developing your people, their wellbeing and the organisations you work in through the use of a coaching approach. However, it also has a broader value if you are a professional or volunteer supporting other people and, although you don't need to be employed to benefit from this course, you will need to have access to people you can use to practice your new skills and behaviours.

Learning outcomes

On successful completion of this course, you should be able to:

- **assess & progress** your own practice as a coach and advocate coaching in an organisational setting
- **explain & demonstrate** active practice in core skill areas required for an effective coaching approach
- **explore new & emerging practices** using a variety of different media to apply a coaching approach
- **record & reflect** with candour on your experience of coaching, communicating and working with others
- **adhere to ethical standards** in coaching
- **create a plan** to enhance coaching culture in an organisation you know.

As a practice-based course, many of the tools and techniques can be used to help provide structure and a framework, and to help your coachees clarify their thinking and define their goals.

Where do I start?

To get the most from this course we recommend you follow the signposted route through it. The individual units are listed on the home page and each unit begins with the learning outcomes and then is further divided into subsections to help you study them as self-contained pieces of learning.

We also recommend that you have a look at the Practice-Based Assignment section early on too, as it will help you understand what is required and enable you to plan and prepare for this as you progress through the course.



Course code BG200

What is the key content?

There are eight units in this course and whilst they have been written to provide a 'flow' through the activities and tasks, you have the freedom to move freely around the course. We also encourage you to engage with all of the sections within the units and to complete the activities as they help to embed your learning and support your development.

- **Unit 1 – Me and my coaching** assesses what you have to offer and pitches a vision for your coaching future
- **Unit 2 – My coaching community** explores the organisational culture and opportunities for using your coaching skills in different situations
- **Unit 3 – Relationships, boundaries and transitions** looks at the nature of coaching relationships and how you connect with others in the right way at the right time, recognising the importance of remaining non-judgmental and coaching ethics
- **Unit 4 – Conversation matters** examines the power of effective questions as you develop a bank of questions to support your practice
- **Unit 5 – Deep listening, gentle challenge** enables you to practice active and authentic listening and explores push and pull techniques for your conversations
- **Unit 6 – Minding our language** shows how you can harness power in your coaching conversations to help teams talk, give feedback and how to use storytelling with candour and courage
- **Unit 7 – Reflecting on and in coaching cultures** considers the benefits of coaching as a reflective opportunity and introduces you to the coaching supervision model
- **Unit 8 – Learning and growing together** furthers your understanding of the 'cycle of reflection' and provides you with an opportunity to compare your experiences with other practitioners

Relating your study to your work

The overall aim of the course is to help you be more effective. To get the best out of the course, we encourage you to continually relate your study to your practice at work. Your work context and all aspects of your organisation and the people there form a rich learning environment. You learn by comparing the ideas from the course with what is happening in practice and, while the actions of others are useful for learning, the most important area for reflection and learning is your own practice!

Is the course assessed?

All our CREATE courses are assessed in one way. This is through a Practice Based Assignment (PBA) which you complete to demonstrate how you have applied, or are intending to apply, the theories and models you have learnt. Once completed and successfully passed you will receive a digital badge and a course completion certificate which you can download as a record of your learning.



Learning support

CREATE courses are specifically designed for self-paced independent study. However, expert advice is provided by our Learning Advisors who are available to help you with any problems you may experience in understanding the course material, accessing the available resources, or completing the Practice Based Activity. You can contact them at any time by sending a message within your course to 'My Learning Adviser'.

Sharing your experiences with other people studying the course

The 'My forum' element within each CREATE course enables you to exchange thoughts and ideas with other learners and sharing experiences, from different perspectives can broaden your knowledge, expertise, and skills. However, as learners choose to start and finish at any time the number of learners engaged with the course may vary, so it is worth checking back.

How much time do I need?

All our CREATE courses have been carefully designed to take about 20 hours of study and enable you to work at your own pace with the flexibility to study at times to suit you. Completing the course in an intensive period is possible, but you will get more out of the course if you take time to undertake the activities and relate the concepts to your own context by trying things out and reflecting on the outcomes.

How much will it cost?

Our CREATE courses cost £350 each. You have access for 18 months to give you plenty of time to work through the material at your own pace and to allow time for practice and self-reflection. This also means you can revisit the materials as often as you like to help you apply the concepts and models.

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