

tracy sinclair in partnership with Coaching Pacific presents



## Executive and Organisational Coaching Certificate (EOCC)

### Pathway to ICF ACC credential

“The EOCC programme is excellent! I would recommend the programme without hesitation. It is a life changing opportunity to seize!”

*Lara, independent consultant*

“This programme provides a well balanced mix of learning and practice. The experienced facilitators offer depth of experience and support. The course includes elements of fun which enhances the learning experience.”

*Molly, Head of OD*

“Tracy is an absolutely amazing trainer (and coach!). She has a very relaxed, calm approach which makes you feel incredibly comfortable and secure, even when pushed outside your normal comfort zone. Tracy genuinely cares about your experience of learning and always inspires you too”.

*Rachel Cooper, Learning and Development Advisor, Amnesty International*

Coaching is a collaborative, personalized process that facilitates new thinking to cause positive change

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## 67.5 Hours of ICF Coach Specific Training

## Who's this programme for?

### Leaders

For **senior leaders** with expertise in your management areas who are now ready to raise your game in leading others: to grow your team and empower your people. Or **new leaders** ready for effective processes and masterful people-skills; working with dramas and problems every day? Prepared for a focus on your vision and your planning beyond the everyday problems and dramas. The Executive and Organisational Coaching Certificate amplifies your existing skill-set, providing you with understandings, structures and processes which enable you to grow your own leadership and to grow your team.

### Consultants

Leverage a coaching style to positively engage your clients and effectively manage client relationships. Support your clients with the agility to respond to global market trends in developing **coaching culture** and cultural change.

### Coaches

**New to coaching** with an aptitude for those people skills which allow you to coach others to their identified goals? Or an **experienced coach** looking for an ICF credential or for the affirmation of proven processes to support your practice? Or an **internal coach** looking for professional development or who is now planning their own coaching or consulting business. This training will deliver the structures, processes and skill-set development which you need to move you onwards in your coaching journey.

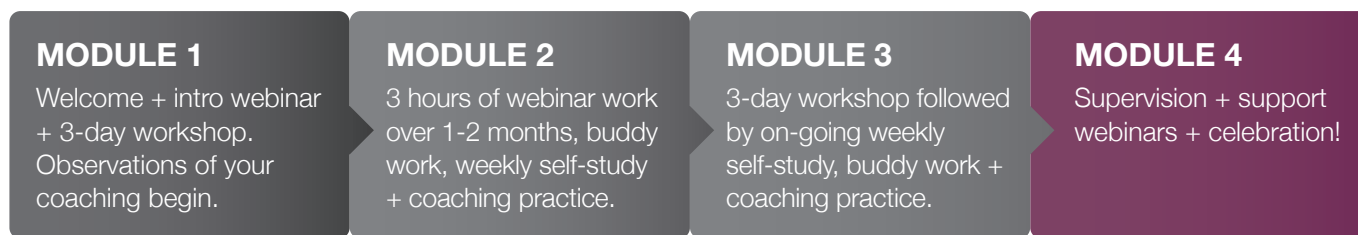
### HR Professionals

Develop your expertise, build engagement, or coaching culture initiatives; take what you are learning into your workplace and magnify change processes inside your organization and beyond. Build your understanding of how the human brain operates for new ways of working.

# 4 months learning process



2 x 3-day face to face workshops + 5 webinars + self study = 67.5 ICF ACSTH hours



Methods include: self-study, facilitated whole group sessions, webinars, practical coaching demonstrations and practices, coaching assessments, small group and paired work, real goal setting and practical work. On the job practice.

## EOCC programme content

### MODULE 1

**Intro Webinar :** Intro to whom, how, what of programme, answer your questions + discussion on coaching in the leadership landscape.

**EOCC Workshop Day 1 :** Getting to know you, logistics: comfortable to begin. Learning Tips, Definitions and a video! Coaching demonstrations + you stretch your coaching muscles. (All coaching practices will be relevant to your unique situation).

Coaching core principles, habits of effective coaches, coaching foundations. Communication skills – listening is first. Speaking with Clarity, three things to apply every time you speak, + introduce all aspects of clarifying. You complete day 1 with an overnight assignment.

**EOCC Workshop Day 2 :** Energising review of Day 1, then back to communication skills. Today we master speaking with Clarity. Deeper into the three things, incorporating all aspects of clarifying + we cover in depth, with practical exercises, feedback, permission, acknowledgement and questions. Practice in relevant to you scenarios + we introduce the Coaching Conversation Cycle and you bring all your communication skills together.

Your trainers begin observing your coaching (Competency Observation process). You will get individual feedback, verbally and in writing. More trainer demos, more practice in pairs or small groups, plus a pertinent video. Fun with practical acknowledgement. Beginning the Coaching Conversations Route. We close the day with your overnight assignment.

**EOCC Workshop Day 3 :** We begin with a review and questions. Learn complete structure for whole coaching conversations. You use both your developed communication skills and the Coaching Conversation Cycle within the Coaching Conversations Route. Introducing SMARTER and PURE goals.

We introduce creating and reviewing actions and you leave Live Days 1, 2, 3 ready to go out and coach. We consider Connect and Coach Opportunities, and a video will inspire you to work with your “coaching buddy”. More demos, your own practice, and development observations from your trainers. There will be an assignment as we move to module 2.

### MODULE 2

Two x 90-minute webinars across a 1-2-month period including learning review and new content, regular self-study, buddy work and on the job coaching practice.

**EOCC Webinar 1 : Introduction to Formal Coaching - 1.5hrs.** We will explore elements of a formal coaching series or engagement, including the introduction or chemistry session. Time is also allocated for participants to ask questions and share how their in-role coaching practice is progressing.

**EOCC Webinar 2 : Accelerator Sessions - 1.5hrs.** You will discover how to anchor a coaching package within the structure of a series of regular individual coaching conversations. Time is also allocated for participants to ask questions and share how their in-role coaching practice is progressing.

### MODULE 3

**EOCC Workshop Day 1 :** Develop understanding of models that support critical elements of coaching such as agreements, ethics and mental health. The science and art of goal setting and goal generation within a coaching engagement.

**EOCC Workshop Day 2 :** Deepen your understanding of how neuroscience underpins great coaching skills and develop your own presence as a coach by increasing self-awareness. Working with processes of change and how to enable the optimal coaching conditions for effective and sustainable change to occur.

**EOCC Workshop Day 3 :** Explore the differences of team and performance development coaching. Learn how to complete a formal coaching series and refine your skills as a successful coach or coaching leader within an organisation as we explore formal feedback tools, developing coaching cultures within organisations and establishing ROI and ROE.

### MODULE 4

Two x 90-minute webinars across a 1-2-month period including learning review, supervision and support in terms of your ongoing development as a coach.

ICF ACSTH ACC Credential process (from here):

- + 10 hours mentoring
- + 100 hours coaching logged
- + Coach Knowledge Assessment

This process requires further investment; please contact us at: [tracyjanesinclair@gmail.com](mailto:tracyjanesinclair@gmail.com)

# Your EOCC team



## Tracy Sinclair

**Leading your training team in the UK**  
Tracy is a Professional Certified Coach (PCC), a Coaching Supervisor, Coach Mentor and ICF Assessor. Tracy was the UK International Coach Federation President for 2013-14, and currently sits on various UK, EMEA and Global ICF working groups to promote and enhance professional coaching. Tracy serves as an ICF Global Board Director and is the Global Chair for 2018.

Tracy is a well-known facilitator, trainer and leadership development expert and an experienced Corporate Executive and Board level coach, within the UK and internationally.

Tracy's clients describe her as "insightful, intuitive, professional, powerful and warm" and Tracy says: "I love to work with organisations, individuals and teams who want to be at their best. Transformational positive change and learning is achieved through a conversation that results in you thinking and acting differently. I will have that conversation with you!"

Following a successful corporate career holding senior leadership positions within EMEA Operations for Bank of America, international Operations for Lloyds Register Quality Assurance and Quality consultancy for American Express, EMEA; Tracy has worked in leadership development and coaching (since 1997) with clients including Goldman Sachs, Greene King, BMW, Amnesty International, Nokia, Fuji Bank, Legal & General, BP, Ford, GSK, ABN AMRO, Standard Chartered and Unilever.

Tracy develops leaders' own coaching capability as a core leadership skill; she is an expert in Non-Verbal Intelligence and works with people to tap their full performance potential. Tracy is dedicated to the development of the coaching profession and community.

Tracy also enjoys consulting in schools, teaching coaching, non-verbal intelligence and communication skills; leading successful language-teaching research on accelerated learning and motivation; and a "Leaders of the Future" programme at one of the UK's foremost co-ed Independent schools.

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## Hilary Oliver

Hilary works as an executive and leadership coach, and as a facilitator, trainer mentor coach and supervisor. She has been coaching professionally for more than a decade in the UK, Europe and world-wide and works with executives of small- and medium-sized businesses as well as large multinational organisations.



She is a former board-level director with more than 30 years of experience in a wide range of business sectors and executive positions including sales management with IBM UK Ltd. She spent several years as a Human Resources Director of a Pan European technology company. Hilary has developed highly effective skills in coaching, coach supervision and mentoring, and is also a powerful facilitator and trainer. She was the 2012 UK President of the International Coach Federation and is currently Immediate Past Chair of the ICF Global Board.

Hilary is a Professional Certified Coach (PCC), International Coach Federation and a Certified Coach Supervisor with Coaching Development.

## Mary Britton

Mary is a talented coach, coach-supervisor, trainer and mentor. Mary is ACC with ICF, with a reputation for good humour, insight and strategic thinking. Mary has an ability to stimulate real learning and lasting change with her provocative, stimulating questions.



Co-founder, Co-director and co-creator of Coaching Pacific and all of our programmes Mary has trained for Cause Ltd and RCS (now NLG). Mary also speaks at global conferences including APAC Korea (2014) and ICF Australasia (2016). Mary is a trained Coaching Supervisor, a member of the Association of Coaching Supervisors, and offers mentoring for coaches seeking ACC with ICF.

Mary has a BA (Massey), a dip Te Reo Maori (TWA) and is a trustee for Te Puna O Te Ao Marama in Whangarei.

## Why EOCC?

We have the ICF stamp of approval with our ACSTH. We have an MCC on our co-creation and development team.

Because we are experienced in assessing applicants for credentials we understand how to prepare you, better than anyone, for your credentials – at every level: ACC, PCC and MCC.

We are committed to your growth. We work with you to deliver a well-qualified group of excellent coaches who finish this programme ready to coach well. We always include advanced coaching techniques.

We have trained numerous individuals and organisations and we have developed our programmes and materials based on the principles of conciseness, clarity and generosity which characterise great coaching conversations.

### Programme Dates 2018 :

**Workshops are in The Netherlands**

**All webinar times are in UK time.**

### April to September 2018 Schedule

#### Module 1:

- Kick-off webinar: 9 April (10am-11am UK time)
- 3-day f2f workshop: 17-19 April (8.30am-5.30pm)

#### Module 2:

- Webinar 1: 14 May (10am-11.30am UK time)
- Webinar 2: 11 June (10am-11.30am UK time)

#### Module 3:

- 3-day f2f workshop: 9-11 July (8.30am-5.30pm)

#### Module 4:

- Webinar 1: 30 July (2pm-3.30pm UK time)
- Webinar 2: 3 September (10am-11.30am UK time)

### Your Investment :

**EOCC programme:**

**€3,670** (plus VAT).

#### For groups:

please contact us and we will discuss and offer an appropriate discount.

#### Payment plan:

please contact us and we will discuss and offer a payment plan.

#### Special discounts for ICF credential seekers:

please contact us and we will discuss and offer an appropriate discount for follow-on group and 1:1 mentoring packages.

# What can you expect from EOCC?

This highly practical programme covers what coaching is, how it has developed and why it is a critical skill for today's leaders.

We learn where coaching fits in the leadership landscape, dive deeply into the communication skills of listening, speaking with clarity, the 5 core elements of speaking, learning structures for conversations, goal setting theory and practice application, accelerating momentum with coaching sessions, discovering the processes of change for people, understanding perspective, how to develop self-awareness and the neuroscience supporting all of these.

We also learn some team coaching, performance coaching and informal coaching techniques. And work on how to develop a coaching culture, measuring ROI and working with feedback tools.

The programme is delivered in a combination of face to face, distance learning, self-study, practice with fellow students and has participants delivering formal coaching in their professional practice.

## AND THE KEY BENEFITS?

This programme builds robust coaching and leadership skills to the level which can achieve a globally recognised credential. The programme delivers 67.5 hours of International Coach Federation approved coach specific training hours.

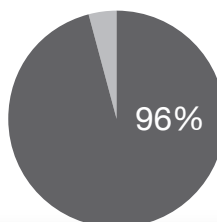
It develops the participant's self-awareness and general leadership skill set. These are transferrable skills. Participants will gain knowledge, skills and confidence in building teams who think independently and creatively; teams who will embrace the habits and principles of coaching from experiencing coaching.

## Why coaching works

There are an estimated **53,300 professional coaches** across the world bringing in an annual income close to **\$2.3 billion** each year

How has coaching grown so rapidly?

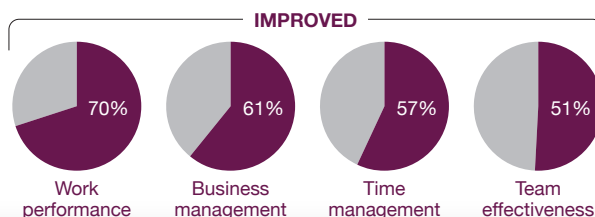
**Because it works!**



In fact 96% indicated they would repeat the process given the same circumstances that prompted them seeking a coach in the first place.

### INCREASED PRODUCTIVITY

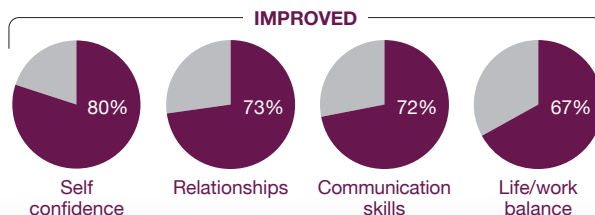
Professional coaching explicitly targets maximising potential and in doing this unlocks latent sources of productivity and effectiveness. At the heart of coaching is a creative and thought-provoking process that supports individuals to confidently pursue new ideas and alternative solutions with greater resilience in the face of growing complexity and uncertainty.



### POSITIVE PEOPLE

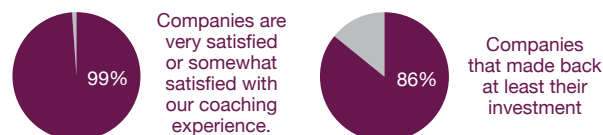
In the face of uncertainty caused by workforce reductions and other factors expectations remain very high.

Restoring self-confidence and self-trust to face the challenges is critical to meet organizational demands.



### RETURNS ON INVESTMENT AND ENGAGEMENT

The Leader using coaching generates learning and clarity for forward action with a commitment to clear measurable outcomes. Investing in training using coaching principles offers a good return on investment for individuals leaders and for their organisations.



Source: ICF Global Coaching Client Study. Formed in 1995 the International Coach Federation (ICF) is the leading global coaching organisation, with more than 30,000 members. Setting high professional standards, providing independent certification and building a network of confidential coaches.

[www.coachfederation.org](http://www.coachfederation.org)



## Contact us

**Tracy Sinclair, PCC**

Email: [tracyjanesinclair@gmail.com](mailto:tracyjanesinclair@gmail.com)

Phone: +44(0) 7920 407 582

[www.tracysinclair.com](http://www.tracysinclair.com)

Tracy Sinclair in partnership with Coaching Pacific Ltd

Director of Coaching Pacific: Mary Britton

Director of Training: Linley Rose MCC

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