

# Wise Goose

Brochure: Coach-Mentor Training Programmes 2017-18



## Welcome

*“At Wise Goose we aim to develop coaches who are effective, authentic and wise, who can help their clients to adapt and flourish in an increasingly complex and changing world.” Helen Sieroda Director - Wise Goose*

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Our coach training courses are designed for people who love learning, care about developing people and care about creating a vibrant future for the world we live in.

The curriculum is broad and deep, underpinned by psychological research, action research and leading-edge coaching theory and practice. It's a comprehensive, integrated approach that encourages you to apply learning immediately in all areas; work related, leadership or personal 'life' coaching.

The programme leads to a valuable accredited qualification benchmarked against highest international coaching industry standards, but even if you don't go on to work as a professional coach you will still acquire life changing expertise that can build your success transforming work and personal relationships. So, whether you want to become an accredited professional executive coach or train to gain skills to enhance your current role we hope you'll be inspired by what you find in this brochure.

We never forget that undertaking a training in coaching is an important investment of time, energy and money. We want you to feel confident that you are making the right choice so you'll find details here of course structure and content, a breakdown of hours, fees, accreditation and more. We want to make it as easy as possible for you to compare Wise Goose to other providers and have done our best to be comprehensive and clear.

If you want to find out more we invite you to join one of our **Free Taster Days**. If you have any questions or would like to be put in touch with one of our graduates to find out about their experiences, please contact us on 01647 432693 or 07787 531901 or email [helen@wisegoose.co.uk](mailto:helen@wisegoose.co.uk)

*We look forward to hearing from you.*



Director

*“The ambience was just right, the team really have worked hard to make today such a success, I enjoyed every aspect of the day and feel re-energised and focused on making a real change to my professional career” Taster Day Participant*

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## Why Choose Wise Goose?

*“The course was beyond all my expectations; I particularly appreciated the mix of theory and practice and all the rich discussions and interaction. I would definitely recommend it to others.”*

*Fiona Williams Advanced  
Programme Graduate*

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Here are some of the ingredients that make the magic happen:

### *The People*

The best thing about Wise Goose is the people! We believe learning is richer in mixed groups and welcome applicants from a range of sectors. Individuals and organisations are attracted by our synthesis of in-depth coaching skills, personal development and inquiry into integrity, deeper values and responsibility in coaching. We don't believe in 'one size fits all' and encourage you to apply what you learn within your own unique identity and style as a coach.

### *The Place*

Our venue in Dartmoor National Park provides an inspiring environment that supports our experiential approach to learning. Our central London venue is in the heart of MORE London at London Bridge, a dynamic and accessible location.

### *Experiential Learning in Small Groups*

'Learning by experience' enables you to integrate learning fully. There are plenty of opportunities for observed practice and high quality feedback. Groups are no more than 18 with plenty of time for lively discussion and reflection.

### *Peer Learning Groups*

These small groups provide a collaborative self-directed learning community that is supportive, challenging and fun!

### *The Team*

Our training is delivered by experienced highly regarded coaches working with a range of clients and organisations who are also skilled, enthusiastic trainers.

### *Leading Edge Approach*

We believe our ability to hold the tension between developing competencies necessary for coach expertise, while including psychological perspectives and a 'network' view places us at the leading edge of coach education. We draw on action research, psychological approaches (including positive psychology and psychosynthesis) mindfulness and systemic thinking.

## Programme Overview

*'A refreshing take on training, I especially love the way trainers follow the group needs and energy.'*

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Our Advanced Professional Programme is delivered in four modules over a 12 month period. Between training modules you participate in peer learning and peer coaching practice. The full programme takes about 300 hours to complete. A breakdown of hours can be found on page 15.



Module 1 introduces the field of coaching and lays solid foundations for your coaching journey. You can apply what you learn right away. This module in **Core Coaching & Mentoring Skills** may be taken as a five-day stand-alone course. If you simply want to gain basic attitudes and skills in people development to use in your life and current job this may be the course for you. Allow 55 hours to complete including independent coaching practice, reading and written work.

In Modules 2, 3 and 4 you develop expert knowledge and in depth understanding of the art and practice of coaching. Through the Advanced Programme modules you gain the competencies and perspectives you need to become a professional coach and refine your unique, signature coaching style. This longer course is suitable for people who want to become a professional coach, as well as coaches with basic training who wish to extend their knowledge and skills. It is also suitable, for those who wish to integrate a high level of expertise in coaching and developing people within a current role, or undertake a personal development journey while developing outstanding people skills.

*"By facilitating profound self-inquiry, coaching allows individuals to open up to possibilities that may have seemed impossible, actively reshape their decision-making processes and find greater fulfilment for themselves and the communities they serve." RSA*

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## Course Content



*'Great course, great teachers. It was really useful to have so many practical exercises right from the start in order to put theory into practice.'*

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### Module 1- Foundations in Core Coaching & Mentoring Skills

Module 1 introduces basic competencies, models and theory of coaching & mentoring and applies these to real life situations at work.

#### Module 1a COACHING FOUNDATIONS

##### Weekend 1

##### Getting Started

3 days

Cornerstones of Coaching  
The scope & limits of coaching  
The coaching partnership: building rapport and creating insight  
Establishing client focus: contracting; using GROW  
Maintaining Momentum: Effective questioning & feedback skills  
Appreciative Inquiry: clarifying values & challenging strengths

#### Module 1b COACHING FOUNDATIONS

##### Weekend 2

##### Inviting insight

2 days

Establishing a coaching contract: levels of contracting & an introduction to ethics  
Developing insight: & awareness: effective challenge & feedback; accountability  
Designing goals, plans and actions  
Understanding Self: developing coach awareness & presence  
The action research cycle  
Consolidation & looking ahead: feedback; appraisal; evaluation

In addition to the five training days, you are expected to complete a portfolio of work in your own time (see page 9 for details).

## Module 2 – Values and Vocation

In Module 2 you will learn how to help clients create meaningful change and develop the self-awareness and confidence to challenge the gaps between the values we say we hold dear and patterns of behaviour we actually enact – a key skill for supporting leadership with integrity.

**Module 2a VALUES & VOCATION**  
**Weekend 3**  
**Mapping Meaning**  
**2 Days**

- Positive & transpersonal psychology in coaching
- Creating meaningful work: using the 'Map of Meaning'
- Negotiating tensions and between values
- Using creative, imaginative and kinaesthetic techniques
- Maintaining Momentum: Addressing blocks, barriers, ambivalence & paradox

**Module 2b VALUES & VOCATION**  
**Weekend 4**  
**Insight to Action**  
**2 days**

Reviewing & evaluating progress  
Maintaining momentum: clarifying intention, and revisiting goals  
Marshalling client resources  
Developing coherence between values & actions, understanding leadership issues  
Coaching in organisations  
Establishing a coaching business

## Module 3 – The Challenge of Change

A desire for change lies at the heart of most coaching conversations. During this module you learn to understand and work effectively with change and develop strategies to address stuckness and resistance.

**Module 3a CHALLENGE OF CHANGE**  
**Weekend 5**  
**2 Days**

Neuroscience & Change  
Strategies for working with the 'emotional brain': recognising resistance  
Working with inner multiplicity: subpersonalities, 'gremlins & loyal soldiers'  
Understanding unconscious processes: coaching 'iceberg' issues  
Mindsets & meaning systems

**Module 3b CHALLENGE OF CHANGE**  
**Weekend 6**  
**2 Days**

Developing awareness & insight through story: changing the stories we live  
Using story, myth and metaphor to map the coaching journey  
Developing awareness of self as coach and connection with 'others'  
Case studies & stories: leadership issues

## Module 4 – Wider Networks

Coaching always takes place within systems and networks. In this module you will focus on these wider relationships and interdependencies and learn how to address the context or network in which we and our clients live and work. You'll look at wellbeing in the workplace and deepen understanding of ethical practice in coaching.

<p>Module 4a WIDER PERSPECTIVES Weekend 7 Understanding Context 2 Days</p>	<p>Module 4b WIDER PERSPECTIVES Coaching Futures Weekend 8 3 Days</p>
<ul style="list-style-type: none"><li>• Wellbeing in the workplace: factors that impact wellbeing, role of leader</li><li>• Positive workplaces: addressing stress &amp; developing resilience; line managers competency indicator tool; case study</li><li>• Practices for effective, ethical coaching at senior and strategic level</li><li>• Cultivating an ethical perspective: coaching 'in good faith for a good society'</li><li>• Managing endings</li></ul>	<ul style="list-style-type: none"><li>• Systems perspective in coaching</li><li>• Networks: mapping relationships,</li><li>• Leadership issues: level three accountability</li><li>• Including wider stakeholders in the coaching conversation</li><li>• Portfolio Presentations; self and peer assessment</li><li>• Endings &amp; Celebration!</li></ul>

## Breakdown of Hours

The complete **Advanced Professional Programme in Coaching & Mentoring** is covered in four modules usually taken over a 12 month period. This comprises of a total of 18 days giving 126 contact hours with the Wise Goose staff team.

It takes about 350 hours to complete through a comprehensive mix of teaching, discussion, classroom and independent practice, personal study and reflection.

This includes undertaking in your own time, participation in a peer learning group, required reading and written work, these contribute approximately 175 hours independent study and reflection time. An additional 60 hours independent coaching practice between modules is necessary for AC diploma (or 40 hours for ILM certificate). We also require you undertake 2 hours supervision with an allocated coaching supervisor (not for Foundations) this is included in the course fee.

### Module 1- Foundations in Core Coaching & Mentoring Skills

If you opt to take the Foundations in Core Coaching Skills & Mentoring Skills as a standalone course you will need to allow about 55 hours to complete; 35 contact hours plus an additional 20 hours independent study & practice.

## Working in a peer learning group

*“At the start, I wanted staff to tell us what to do in our learning group. Figuring it out for ourselves felt messy!*

*Working together, we co-created a space for learning, sharing resources, creative dialogue and action – it was so powerful. We learned about ourselves, each other, collaboration, leadership, and how to apply coaching in different settings. I’m a convert, self-directed learning can be challenging but is totally worth the effort!”*

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Learning groups are an important part of the programme. You work in a group of six to eight people. The group provides a collaborative environment for peer learning and is a place to practice listening and feedback skills. Learning Groups model coaching by providing support and challenge through relationships based on trust, openness and respect. This is both challenging and enriching giving you the opportunity to develop outstanding feedback and assessment skills which are essential in professional coaching.

The group self-organize and hold each other accountable for progress, in them you will be expected to:

- Discuss and agree individual learning goals
- Assess each other’s work
- Explore the process of working together as well as content covered

## What Work Will I Have to Produce?

*“Presenting our portfolios was an amazing experience; affirming, challenging and inspiring. A real celebration of all that hard work and a chance to identify clear next steps in my development as a coach.”*

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Throughout the training you will build up a portfolio of work showing your theoretical understanding, self-development and application of practical skills. This includes:

Required for all modules:

- Learning journal showing self-awareness personal and professional growth
- Evidence of required coaching hours, client log and feedback log
- Assessed coaching sessions
- Evidence of engaging with reading/research
- A written personal definition of coaching exploring values, beliefs & attitudes
- Online Strengths Questionnaire with analysis and reflection

Required for Modules 2-4

- Transcript and analysis of a recorded coaching session
- Evidence of coaching and supervision
- Case Study

## How will my work be assessed?

Assessment has been designed to be congruent with the coaching process and our participative philosophy of learning. In coaching, responsibility for learning lies with the client who is held accountable for carrying out agreed tasks between sessions. Similarly, you are expected to take responsibility for your work between modules.

Your portfolio will be self and peer assessed in your learning group, who along with staff will act as examiner for the course. Clear instructions to help you complete required work are provided and staff will be on hand to give support you and answer your questions. Validators monitor portfolio standards and the rigor of the assessment process. Students are expected to complete all work within 24 months of starting the programme.

## Are Wise Goose Training Courses Recognised?

Our training is accredited with Association for Coaching (AC) at their top level AADCT 'Accredited Advanced Diploma in Coach Training'. This level of accreditation shows that you have received an advanced training that develops expert knowledge in the art and practice of coaching. We are proud to be delivering a programme that has been recognised as providing training at ACs highest level.



The Association for Coaching is a leading independent, and not-for-profit professional body dedicated to promoting best practice and raising coaching standards worldwide. The AC Advanced Diploma is recognized globally, and is relevant to those who work beyond the UK and Europe. A high value 12-month AC Student Affiliate Membership is included in the course fee.

Wise Goose is also an Institute of Leadership & Management (ILM) Recognised Provider. Both our Foundations and Advanced courses are endorsed meeting ILM quality benchmarks on programme delivery, coaching content, resourcing and assessment.

ILM are the European market leader in leadership and management qualifications and the UK's largest coaching & mentoring awarding body. An added bonus to students is access to a wide range of learning resources, development tools publications, latest leadership & management news through trial ILM membership.



### Why does Training Accreditation matter?

One of the key questions prospective students bring to our Free Taster Days is about training accreditation. Having professional accreditation offers reassurance to buyers of coach training; it shows that, as a training provider, we have taken the time and care to meet accreditation criteria and demonstrated our commitment to developing excellence in our student coaches and ensuring our course meets high quality standards.

Accreditation demonstrates that we deliver a comprehensive programme and that we are committed to professional, ethical and rigorous coach practice. It provides evidence that the level of knowledge, practical experience and application of coaching competencies are all benchmarked against international industry standards and recognised best practice.

## The Wise Goose Team

Our training is delivered by skilled, enthusiastic team, all are experienced trainers and coaches with unique strengths and diverse styles, who work with a variety of clients and organisations. Their experience spans coaching, education, business, leadership development, theatre, ethics, action research and psychology. Wise Goose is a member of the Association for Coaching and can guarantee that any employee, associate or anyone else acting on our behalf as a coach or mentor is subject to and has agreed to abide by the joint AC and EMCC [Global Code of Ethics](#).



**Helen Sieroda (Director)** has been coaching and mentoring at senior levels for over 20 years in Sweden and the UK. She is an ICF (International Coach Federation) Associate Certified Coach and a U.K. Council for Psychotherapy registered psychotherapist. She holds an MSc in Responsibility in Business Practice and is an affiliate of Exeter University's Centre for Leadership Studies Professional Network and a partner of [Gameshift](#). Helen is Wise Goose core trainer supported by other members of team.



**Diana Whitmore** is a pioneer of Transpersonal Coaching, has created innovative coaching and mentoring programmes and teaches coaching to MSc level. She trained in Psychosynthesis with Dr Roberto Assagioli and has worked in the field of Transformative Psychology for over 35 years teaching and training internationally. She is president and co-chair of the Psychosynthesis Trust and Founder of award winning charity Teens and Toddlers and Growing2gether. An inspiring trainer and speaker, Diana co-leads with Helen on the Foundations Module.



**Jane Abraham** worked with the European Centre for Environment and Human Health advising on Government policy, good practice and research on work and health, translating this into business needs; she developed a widely acclaimed healthy workplace programme in collaboration with Ginsters; and as Regional Coordinator for Health, Work and Wellbeing she worked on behalf of the Government and Dame Carol Black. She is interested in the relationship between responsible business practice, employee engagement, improved performance and healthy, happy staff.



**Josie Sutcliffe** is an entrepreneur, ILM accredited executive coach and Leadership Mentor, has an MA in theatre studies and former Head of the Theatre Department at Dartington College of Arts. As a director, performer and lecturer, her theatre career has taken her across Europe and to the USA. Convinced that theatre and business are a great partnership she co-founded Theatre4Business and is director of two Open Programmes at Cranfield University School of Management.

For more members of our team see <http://wisegoose.co.uk/associate-members/>

## Devon Training Venue

*“Great venue, lovely setting to concentrate in.”*

*“A lovely and inspiring venue.”*

*“SO worth the journey!”*

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Our training venue is the Barefoot Barn Chagford 35 minutes from the M5 and 45 minutes from Exeter Airport with low cost flights to London City Airport, Belfast, Manchester, Newcastle and beyond.

**Chagford** [www.visitchagford.com](http://www.visitchagford.com) is a pretty and vibrant town set in an area of outstanding beauty, on the edge of Dartmoor National Park. The venue has stunning views and offers opportunities for practicing outdoor walking coaching; drinks and refreshments are provided and there are fabulous cafes a 5 minute walk away where you can enjoy a delicious lunch. There is plenty of free car parking at the venue. We can also suggest places to stay at reasonable rates, contact us for more information.

## London Training Venue



Our London venue is in the heart of the city opposite More London Place, a couple of minutes' walk from London Bridge station with its excellent transport links. A stone's throw from the river and close to Hayes Galleria there are a range of cafes, restaurants and shops nearby.

**Course Dates 2017 to 2018**

LONDON	2017 London Intake
Foundations in Core Coaching & Mentoring Skills -Module 1	1a: April 8,9,10 (3 days) 2017 1b: May 20,21 2017
Professional Programme in Coaching & Mentoring Modules 2, 3 and 4	2a: July 15,16 2017 2b: Sept 16,17 2017 3a: Oct 28,29 2017 3b: Dec 2,3 2017 4a: Jan 20,21 2018 4b: March 10,11,12 2018 (3 days)

DEVON	2017 DEVON Intake
Foundations in Core Coaching & Mentoring Skills -Module 1	1a: August 25,26,27 (3 days) 2017 1b: September30, October 1 2017 (Note date change)
Professional Programme in Coaching & Mentoring Modules 2, 3 and 4	2a: November 18, 19 2017 2b: January 13, 14 2018 3a: February 24, 25 2018 3b: April 14, 15 2018 4a: May 19, 20 2018 4b: June 29, 30 Jul 1 (Fri-Sun) 2018

## Course Fees

*“The trainers brought great breadth of knowledge and experience; they are passionate, enthusiastic and committed. I really liked the way their values were intertwined throughout.” Business Development Manager*

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A limited number of early bird places are allocated on a first come first served basis. Once these places have been taken the full price will be payable.

Module 1, Foundations in Core Coaching & Mentoring Skills may be taken as a standalone course.

Please Note due to differences in operating costs there is a different fee structure depending on whether courses are delivered in Devon or London. Do make sure you check the correct fee for your preferred location. Courses are not residential and accommodation is not included. We also run an instalment scheme contact us for details. **VAT will not be added to these fees.**

LONDON	Early Bird 'London Launch' Special price 2017 only	Full Price
Full Advanced Diploma Programme Modules 1-4 (18 contact days)	£3,990	£4,950
Foundations in Core Coaching Skills - Module 1 (5 contact days)	£1,800	£1,950

DEVON	Early Bird	Full Price
Full Advanced Diploma Programme Modules 1-4 (18 contact days)	£3,250	£3,550
Foundations in Core Coaching Skills - Module 1 (5 contact days)	£1,150	£1,250

**Fees include** course materials, all classroom tuition, 12 months Association for Coaching Student Affiliate Membership, 2 x one-one supervision sessions (only on full 1 year professional programme) and assessment. ILM enrolment fee if required (currently £69) is extra. Please note that if you enrol for the Foundations and at a later date decide to continue on to the one year professional programme an additional £69 ILM enrolment fee for the Advanced Programme will be payable as ILM class it as a separate course. If you enrol for the one year course from the beginning only a single payment of £69 will be necessary.

A deposit of £500 will secure your place. Balance must be paid at least 6 weeks before the start of the programme or if paying in instalments all payments must be made by the due dates. Full details will be sent with offer letters.

Once registered, you become responsible for payments on the due dates. If your place is sponsored by your employer invoices can be sent directly to their offices. For more information please see our Terms and Conditions.

## Entry Criteria

We recognise that each participant brings unique experience, skills and qualifications and with this in mind our criteria for entry are as inclusive as possible. The following will be considered

- Relevant life/work experience
- An ability to reflect on and learn from your own actions
- Commitment and motivation to complete the programme
- Enthusiasm for participation in a peer learning community
- A willingness to further develop self-awareness and skills

## Who should apply?

Our programmes typically include people from a range of sectors: leaders, therapists, educators, managers, business people, HR professionals, independent consultants and entrepreneurs who want to include coaching skills in their professional portfolio and are looking to take their communication skills to the next level.



Our courses are intended for:

- People with little or no prior experience of coaching or mentoring who wish to gain knowledge of coaching and develop their skills, competence and confidence
- Those who want to use a coaching approach within their current role
- Individuals who see this as the start of their journey towards becoming a professional 'master' coach
- Leaders with an interest in increasing business impact and performance by developing others through coaching and mentoring
- Coaches seeking new perspectives who are ready to take their work to new levels of excellence while gaining valuable qualification benchmarked against highest international coaching industry standards.
- Organizations seeking to develop leaders, improve performance and staff well-being or develop a coaching culture

*"Overall the course stimulated me into a realistic vision of how I would use coaching in the future. The presenters gave us a good insight into how coaching can be used in a wide variety of settings; business, education, charities and public services."*

*Christine Malseed – Director Farm Angels*

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## Next Steps — How to Apply



To take the first step on your journey towards becoming a professional coach, contact [helen@wisegoose.co.uk](mailto:helen@wisegoose.co.uk) or call 01647432693 to request an application form.

The application process is designed to enable you and the Wise Goose team to ensure you have realistic expectations and understand the demands of the programme. The application process includes the following:

- Completion of the Application Form including a brief personal statement describing how you intend to apply the training.
- CV

Applications are open throughout the year and our team will be very happy to discuss the training options and to support you through your decision-making process.

Thank you for finding our more about Wise Goose, we hope you feel inspired to take the first step on your coaching journey and look forward to working with you.

### Contact Details:

Wise Goose Limited  
Innovation Centre  
Exeter University  
Devon  
EX4 4RN  
United Kingdom  
Tel: 01647 432693 or 07787531901  
Email: [helen@wisegoose.co.uk](mailto:helen@wisegoose.co.uk)

*“The course has been extremely well delivered and is beneficial to all parts of my life – thank you!”*

*Advanced Programme Graduate*

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