



# WISE GOOSE

*Coaching For Our Times*





**WISE GOOSE**

*Advanced & Foundations Coach Training*



“People, Planet, Profit” this values based triple bottom line was created back in 1995 by John Elkinton who describes his work as pro-business and pro-future. Twenty years on as the call for ethical, responsible business grows, it’s becoming mainstream to have social and environmental purpose core to strategy, supported by purpose-driven leaders.

Today people increasingly seek meaningful work with relevance to the wider community. Organisations that use business to address issues of social justice, environmental sustainability and well being, attract and inspire employees, engage stakeholders and build resilience to market challenges. Coaches can help individuals and organisations close the gap between these ideals and reality to deliver extraordinary outcomes. Whether you are interested in personal, executive, well being or other coaching themes, you will be welcome on our courses if these values and purposes resonate with you.

Our programmes are at the leading edge of a ‘pro-business pro-future’ vision of coaching, we believe the field of coaching has the potential to become a ‘noble profession’. We hold conventional personal, performance and executive coaching approaches in a wider context - transforming the way we see ourselves and our place in the world, contributing to human flourishing and building a better world - creating success with a soul.







# *Creating Purposeful Work With Coaching*

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## Introducing Wise Goose Coaching

With Wise Goose you will learn to engage in coaching conversations that dig deep for what is important and meaningful, spur creativity and encourage experiments on multiple tracks. As a coach you'll learn how to spark deep curiosity, shift conversations from what's broken to what's possible and create success that is purposeful and often transformational.

Professionally endorsed, they lead to a valuable accredited qualification. The curriculum is underpinned by psychological approaches, action research, leadership theory, coaching models and plenty of practice. You will...

- Experience a systemic, 'networked' approach addressing the wider context and broader trends impacting client
- success. This is an essential ingredient for working effectively with leaders in uncertain and complex times in urban, virtual and rural contexts.
- Apply frameworks and strategies designed to be effective in a variety of personal, work and leadership roles. These are informed by a sound grasp of the psychology of change and relational practice.
- Increase self-awareness, the ability to critically evaluate your effectiveness against recognised competency frameworks while developing your unique coaching presence and style.
- Experience a clear path to becoming a professional, accredited coach.





*We Will...*

*You Will...*

## Topic 01 40 Contact Hours Coaching Foundations

*What do I need to get started?*

Clarify coaching principles, purposes and competencies.

Introduce GROW, principles of action research and approaches from positive, transpersonal and humanistic psychology.

Demonstrate core skills.

Give ample opportunities to practice and discuss learning.

Explore the scope and limits of coaching, design the alliance, build effective coaching partnerships.

Develop deep listening. Practice key competencies including powerful questions; feedback skills; creating goals and structuring a session.

Build a portfolio demonstrating your coaching skills.

## Topic 02 32 Contact Hours Purpose and Meaning

*What makes work meaningful?*

Provide a powerful framework for working with well-being, values, meaning and purpose.

Introduce creative techniques and explore values conflicts, ambivalence and paradox in coaching.

Consider coaching in different contexts and refine your professional coaching proposition.

Gain strategies and practice techniques for creating meaningful work. Work with ‘messy’ issues.

Develop inner knowing and coach presence using action inquiry, reflective practice, metaphor and imagination.

Begin to clarify your coaching offering and build your practice.

## Topic 03 32 Contact Hours Challenge of Change

*How do I overcome barriers to change?*

Consider the role of neuroscience in understanding change, learning ‘edges’ and comfort zones.

Provide strategies for transforming resistance, mindsets and working with inner landscapes and outer challenges including inner and outer leadership.

Deepen coaching through story, myth and metaphor.

Use psychological approaches to coach change and address unconscious patterns.

Coach complex, demanding and ambiguous issues. Explore leadership challenges in executive coaching.

Use coaching to develop conscious and effective leaders.

## Topic 04 40 Contact Hours Networks and Systems

*Where does coaching meet the world?*

Introduce strategies for coaching workplace well-being and engaged, resilient employees, managers and leaders. Exploring accountability.

Consider ethics and coaching ‘in good faith for a good society’

Consider complexity, uncertainty and interdependence. Introduce a systemic ‘networked’ coaching approach.

Engage with ethical dilemmas in a range of contexts, including executive coaching in organisations with multiple stakeholders and conflicting priorities.

Participate in self and peer assessment, identifying next steps.

Celebrate!





*Best for business, better for the world*

## Programmes in Professional Coaching And Mentoring

### Advanced Programme

#### **Varied and Experiential Learning**

A comprehensive and inspiring mix of teaching, discussion, peer learning, independent practice, personal study, reflection, feedback and assessment.

#### **A Total of 350 Hours**

18 days of class based training over a year-long period, structured around 4 topics giving 126 contact hours with Wise Goose staff. Plus, approximately 175 hours independent study and reflection. An additional 60 hours coaching practice for AC (Association for Coaching) diploma or 40 hours for the Institute of Leadership and Management. You have up to 24 months from the start of the programme to complete all work.

### Foundations Programme

#### **Need a Short Introductory Course?**

If you're not in a position to commit to the one year Advanced Programme yet, or simply want to gain basic coaching skills to use in your life and current job, an ideal option is our AC and Institute of Leadership and Management endorsed Foundations Course in Core Coaching and Mentoring Skills.

You will join the first module of the Advanced Programme taking it as a five day standalone introduction to coaching. You will have the option to continue with the Advanced Programme.

#### **Want to give us a try first?**

Come and join one of our free 'Steps into Coaching' online events. You can register via our website link or by emailing [helen@wisegoose.co.uk](mailto:helen@wisegoose.co.uk).



## Experiential learning

### Training days and coaching practice

Thematic Seminars form the backbone of our programme, combining experiential exercises and coaching practice with group discussion, feedback and trainer input. They take place online as well as in person where there are often options to work outdoors as well as in the training room.

### Peer learning groups

Small self organised learning groups model coaching by providing support and challenge through relationships based on trust, openness and respect. The process of organising meetings and holding each other accountable develops outstanding feedback and assessment skills.

### Self study and portfolio preparation

You will build a portfolio of work showing your theoretical understanding, self-development and application of practical skills. This includes keeping a journal of your personal and professional development, logs of sessions with clients, reading and other work designed to support future individual accreditation applications.

### Continuous feedback and assessment

Assessment has been designed to be congruent with the coaching process and our philosophy of learning. Your portfolio will be self and peer assessed while the Wise Goose team act as final examiner for the course. External validators monitor portfolio standards and the rigour of assessment processes.







*Bringing wisdom, knowledge and expertise to the classroom*

## The Team

Our training is delivered by a skilled, enthusiastic team with unique strengths and diverse styles. All are experts in their area with decades of experience as trainers, coaches and mentors.

Their expertise spans executive coaching, education, mentoring, business, leadership development, theatre, third sector, ethics, government, action research and psychology. Their biographies can be found on our website.

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 is subject to, and has agreed to, abide by the AC and EMCC Global Code of Ethics.





### *Venues that engage and inspire*

We are facing a novel world of changing workspace mobility, with those we coach moving between virtual, rural, urban and mobile spaces. We believe the context of a coaching conversation matters and our hybrid format combines training in London, Devon and online preparing you for coaching in these new worlds. By learning in these environments you become more aware of and fluent in articulating the differences, qualities and opportunities of coaching in different places.

Whether in the countryside or the midst of the capital city, our venues have been chosen to provide opportunities to reflect, connect and learn in a world beyond usual corporate environments. In different ways, urban, rural and online contexts are all wonderful places to grow as a coach and explore new ways of seeing yourself, others and the world.



### *Our Place In The Country*

Our original venue and 'home'. Set in six acres of woodland, glades and ponds with views Dartmoor. It's an ideal location from which to practice outdoor walking coaching.

Chagford is a historic and vibrant town, in an area of outstanding beauty, on the edge of Dartmoor and within easy reach of the M5, Exeter airport and the national railway network.





## THE STORY GARDEN

### *Our Space in the City*

In the midst of King's Cross Development site at the heart of national and international transport networks, the Story Garden is a unique and quirky space.

It is a moveable, urban garden where fruit and vegetables are grown in skips and buildings are made from reclaimed construction materials. Here, award winning charity Global Generation, brings together businesses who work alongside young people and local residents to create healthy, environmentally responsible communities.

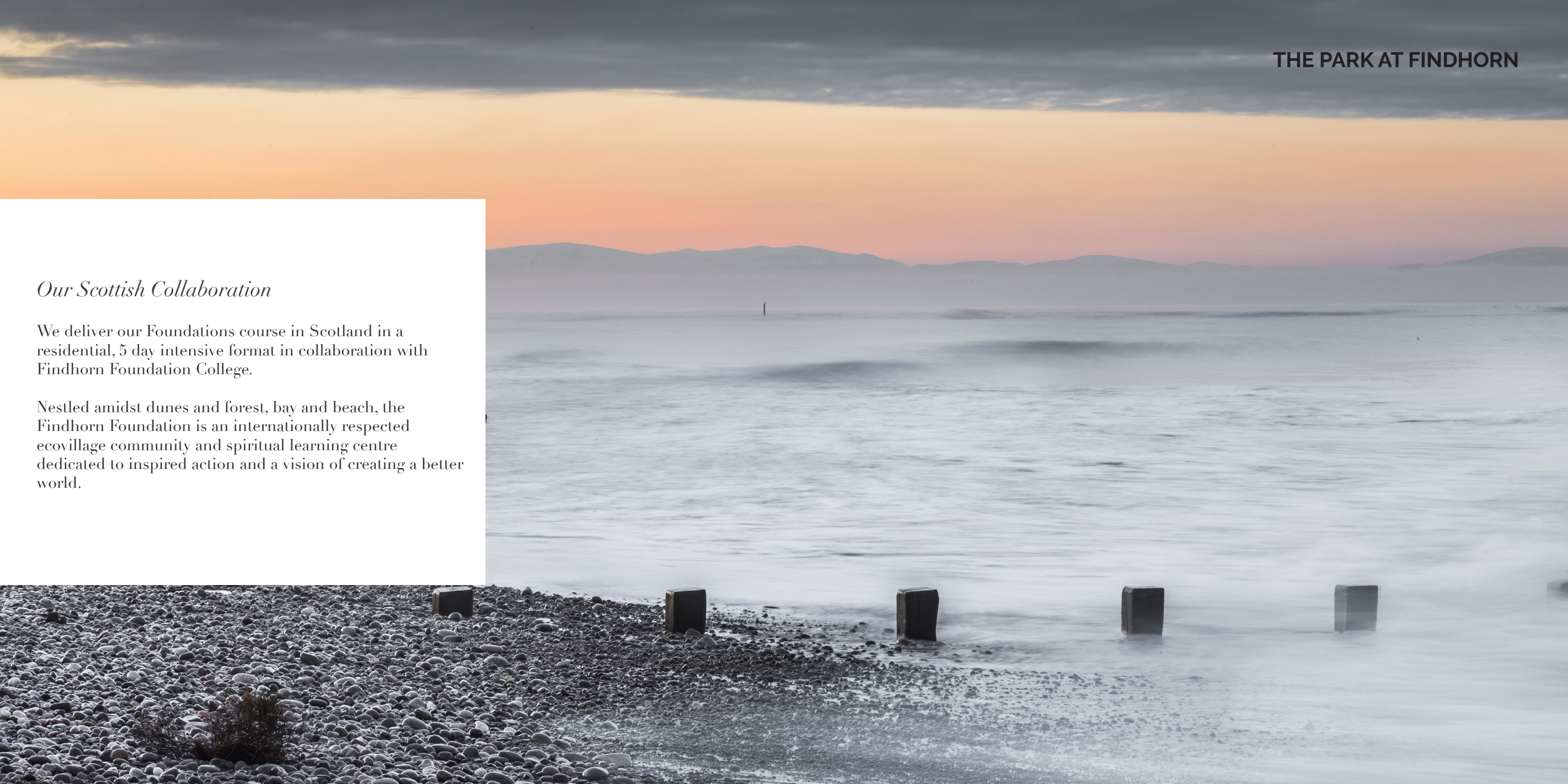
Amongst the lettuce leaves, blossom trees and open fires are unique indoor and outdoor learning spaces.



### *Our Scottish Collaboration*

We deliver our Foundations course in Scotland in a residential, 5 day intensive format in collaboration with Findhorn Foundation College.

Nestled amidst dunes and forest, bay and beach, the Findhorn Foundation is an internationally respected ecovillage community and spiritual learning centre dedicated to inspired action and a vision of creating a better world.







## Who It's For

People often tell us they feel drawn to train as a coach because they want to make a difference and do meaningful, purposeful work.

Our programmes are for:

**Organisations developing a coaching culture** seeking to improve performance and well-being.

**Leaders interested in increasing business impact** who recognise the power of coaching and mentoring to develop the potential of others in the workplace.

**Aspiring master coaches** who are already coaching and want to take their work to new levels and gain a valuable 'top tier' coaching qualification.

**Professionals**, often at a crossroads, who intend to embark on a career as a business or executive coach.

**Independent consultants, facilitators, educators, therapists, salespeople and entrepreneurs** wanting to integrate coaching into their work.

We welcome individuals from a range of sectors and backgrounds. Past participants came from organisations including HSBC, Pepsico, Exeter University, BBC Radio Devon, Egmont Publishing, Selfridges and charities including Action for Children, Transition Towns, Blueprint for a Better Business, Embercombe, Global Generation and Westcountry Rivers Trust.



## Professionally accredited and endorsed programmes

Training accreditation provides evidence of benchmarking against industry standards and best practices. It means you can be confident that we are committed to professional, ethical and rigorous practice. Attending an accredited coaching training gives you a valuable qualification and supports your progression through future personal accreditation.

### Global accreditation

The Association for Coaching is a leading independent non-profit professional body dedicated to promoting best practice and raising coaching standards worldwide.

Our Advanced Programme is an 'Accredited Advanced Diploma in Coach

Training' recognised globally. This level of accreditation shows you have received advanced training in the art and practice of coaching. It is recognised at AC's highest level. Our Foundations course carries their 'Accredited Award in Coach Training'.

### Approved by the Institute of Leadership and Management

Our 'Foundations in Core Coaching and Mentoring Skills' being recognised as a pathway to 'Associate' Grade and our 'Advanced Programme in Professional Coaching' recognised as a pathway to 'Member' Grade.





## Why Wise Goose?

We bring a seriously playful curiosity about the practice of coaching and what the field of coaching might become.

Students tell us they chose Wise Goose because of our values, our vision of coaches as change agents and ‘difference makers’ and our focus on cultivating coaches who practice with head, heart and soul. They also tell us they appreciate our:

### Depth and richness of content

A creative synthesis of approaches designed by coaches dedicated to lifelong learning, who have undertaken extensive professional and personal development, together with comprehensive research and practice in the approaches used.

### Multi-layered understanding of human development

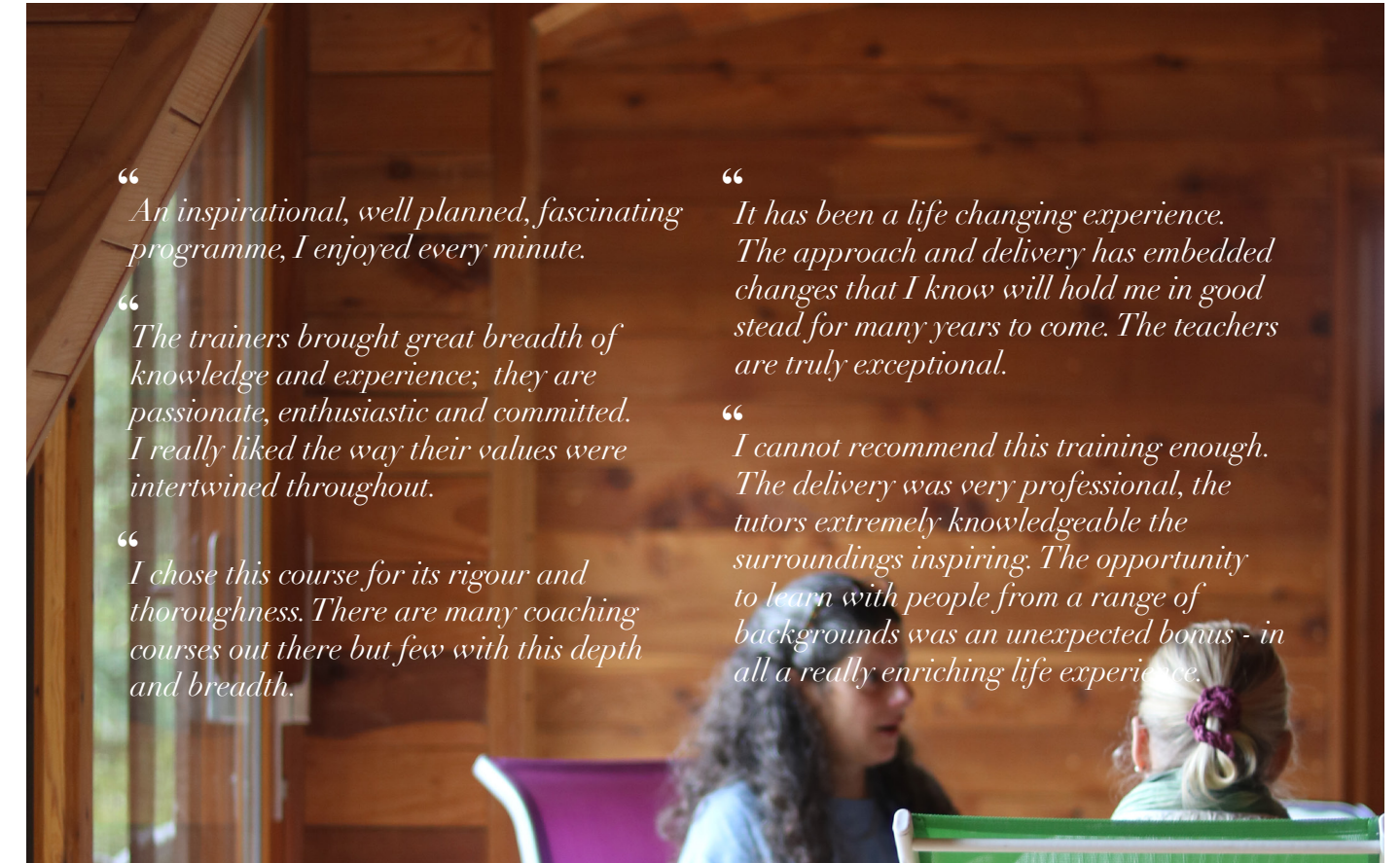
Drawing on psychological approaches, action research and reflective practices, with a dynamic balance between theory and practice. A systemic, ‘networked’ approach that sees coaching as a powerful source for good in the world.

### Balancing ‘being’ with ‘doing’

Engaging learning spaces that inspire and encourage connection. Experiential learning to integrate theory, build confidence and high levels of skill.

### Ongoing engagement and collaboration

Working together in self-directed peer Learning Groups creating a community that is supportive and challenging, a place to experiment and explore.



“  
*An inspirational, well planned, fascinating programme, I enjoyed every minute.*

“  
*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.*

“  
*I chose this course for its rigour and thoroughness. There are many coaching courses out there but few with this depth and breadth.*

“  
*It has been a life changing experience. The approach and delivery has embedded changes that I know will hold me in good stead for many years to come. The teachers are truly exceptional.*

“  
*I cannot recommend this training enough. The delivery was very professional, the tutors extremely knowledgeable the surroundings inspiring. The opportunity to learn with people from a range of backgrounds was an unexpected bonus - in all a really enriching life experience.*

### People who bring out the best in others

Led by experts who bring a curious, wondering, mindful presence to their work. Our team are experienced trainers and highly regarded coaches and mentors who work with a range of clients and organisations in the real world.

### Cultivating coaching excellence

Developing centred and courageous coaches with their own unique style and ‘coach presence’ who are confident and skilled in working across urban, rural and virtual environments.





## Ready To Enrol

For detailed information about the pricing of our courses please visit:  
[www.wisegoose.co.uk/datesandfees](http://www.wisegoose.co.uk/datesandfees)

### **Bursaries**

For people who are self funding a limited number of discretionary bursaries may be available, depending on circumstances. Contact us to find out more.

### **Instalment options for individuals**

If you're paying for Wise Goose yourself you can pay in instalments. There is no interest just an administration fee of £50. For more information call us on 01647 432693.

### **Charity/social enterprise place**

We offer a sponsored place on each Foundation Course to organisations with strong social or environmental impact. If you would like your organisation to be considered please contact:  
[helen@wisegoose.co.uk](mailto:helen@wisegoose.co.uk)

### **Employer funded places**

Many employers fund places and we can help you with your business case for funding.





## Take The Next Step

To find out more and to apply, **email** [helen@wisegoose.co.uk](mailto:helen@wisegoose.co.uk) or **call** 01647 432693.  
Dates of all our courses and 'Steps into Coaching' events can be found at  
[www.wisegoose.co.uk](http://www.wisegoose.co.uk).

“*A soul-based workplace asks things of me that I didn't even know I had. It's constantly telling me that I belong to something much larger in the world.*”

**David Whyte**  
Poet & Philosopher





Wise Goose Limited

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