

## International Accreditation

### International Coach Federation

This course is an accredited International Coach Federation (ICF) ACSTH (Approved Coach Specific Training Hours) Programme and, as such, successful completion of this course allows coaches to practice their coaching anywhere in the world. The ICF which was formed in 1995 is the biggest and longest serving coach and coach training accrediting body in the world and has members in 140 countries right across the globe ([www.coachfederation.org](http://www.coachfederation.org)).

Graduates from the course are encouraged to continue with their professional development and work their way to accreditation with the ICF. A global survey carried out by PWC in 2016 for the ICF showed that credentialed coaches command higher fees and report more clients and greater annual revenue from coaching than their peers without a credential. Also, a large majority of coach practitioners and managers/leaders using coaching skills agreed that individuals or organizations using coaching expect their coaches to be certified or credentialed.

### Classroom and Online Based Courses

Our Courses are now delivered both in the classroom and online giving great flexibility to students who travel for their work, who are residents outside of Ireland or who require the online learning option due to other factors that may arise during the programme.

Having the online option also allows us to increase the number of external coaches and skills assessors on each of our courses thus enhancing our already excellent feedback facility for our students during their coaching sessions in class.

Please visit our website [www.ili.ie](http://www.ili.ie) for more information

### Course Fees - €2,500

Booking Deposit with Application €250.  
Course Fee Payments are structured as follows.

1. €2250 by first day of course
2. €1125 by first day of course and midpoint of course
3. 8 monthly payments of €281.25 from first month of course

## BENEFITS OF COMPLETING YOUR ILI COURSE

- Qualification to establish your own practice as a coach
- Use your coaching skills to enhance your company's effectiveness and performance
- Manage teams more effectively, facilitating learning and empowerment
- Improved interpersonal communication skills to enhance your work and personal relationships
- Greater self-awareness, leading to more confidence and a positive attitude to life
- More equipped with skills and capacities to positively manage change in all areas of your life
- Greater understanding of the psychology of success i.e. habits of personal effectiveness
- A more focused approach to developing strategies, aimed at more effective learning

### What our students are saying about this course:

"I would recommend this course to both personal and corporate candidates without hesitation. I have already enrolled one of my management team on it!"

*Anne-Marie McRedmond, Training & Development*

"I have attended many courses through work over the years at great expense to the company...I would rate this course Platinum Level...Highest Level"

*Oonagh Murphy, HR Consultant*

"An excellent course. Well put together and well delivered"

*Seamus Whelan, Business Manager*

"An inspiring, life-changing course presented by motivating facilitators. A positive, challenging experience"

*Maeve Flanagan, Admin Manager*

"Brilliant course, I would recommend this course to anybody seeking change"

*Jack Mannion, Accountant & Consultant*

"This has been the single most inspiring and life changing course I have ever experienced"

*Gerry Garvey, Restaurant and Guesthouse Owner*

Irish Lifecoach Institute Ltd. Registered in Ireland No. 374031 **Directors:** A. Mitchell, D. Mitchell.  
**Tel:** 1850 200591 / 00353 14610733 **Email:** [info@ili.ie](mailto:info@ili.ie) **Web:** [www.ili.ie](http://www.ili.ie)



## IRISH LIFE COACH INSTITUTE



# ILI DIPLOMA IN PERSONAL & BUSINESS COACHING

## International Coaching Federation (ICF) Accredited Programme

### ...Professional Development through Personal Excellence...

Personal Transformation | Career Development | Advanced Learning | New Knowledge  
Additional Skills | Networking | Better Relationships | Self Determination | Designed Success



## What is Coaching?

Coaching is a powerful emerging profession, the value of which is being increasingly recognised by individuals and organizations throughout the world. It is used in all areas of life to help people to hugely improve or indeed transform their current situation and fast track their progress. Coaching is now used more and more to empower people to make better decisions and to link decision making to desired outcomes in all of the following areas of life: Business, Career, Sport, Health and Well-Being, Nutrition, Weight Management, Coaching is the art of facilitating the performance, learning and development of others. It is about improving effectiveness and achieving results. It focuses on measurable steps of success. Perhaps, most importantly of all, it facilitates personal transformation.

## Business and Executive Coaching

Coaching has huge benefits for companies and organizations and many are now training their managers and executives in coaching skills. Intel, for example, undertook an international programme to train all its managers in coaching skills. Coaching allows for an on-going process to occur in the workplace resulting in more effective management, decision making, performance and results. This has business benefits in terms of timely development interventions but also in a diverse workforce, allows solutions to be less prescriptive and more individual based.

CIPD training and development surveys find that 99% of HR practitioners believe coaching provides tangible benefits to both individuals and organizations with 74% of employers planning to adopt a coaching approach for their line managers and 36% planning to bring in external coaching practitioners. Also the surveys finds that 88% of companies expect their line managers to deliver coaching as part of their daily activities and only 11% of them think they do it effectively! Proper professional coach training will certainly fill that gap!



Coaching can be used in companies or organizations to help individuals to perform more effectively, improve their interpersonal skills, manage conflict better, develop junior colleagues, and to become more strategically aware of wider organizational concerns.

It is worth mentioning here that this course offers a thorough training in the ICF Core Competencies of Coaching and coaching models and techniques which not only develops students in their current role in work, bringing with them a culture of coaching to their company or organization, but it also prepares students for life as a professional coach in their chosen area or area of expertise.

## Personal Coaching

When coaching clients on personal blocks or challenges, the coach can be dealing with a broad range of areas of life such as career change or enhancement, relationship issues, self-esteem or self-confidence, making key life decisions, life purpose, lifestyle change, spiritual development or creativity. Clients could also be focusing on greater sporting achievement and success, health and well-being goals, nutrition or weight management goals. Basically, coaching can assist clients with any area of life they need to change or develop. In essence, coaching is a catalyst for success and happiness. For the life coach, helping people in this way; seeing people take charge of and transforming their lives, seeing people develop and take on personal responsibility, becoming more confident and achieving important goals, is such an enriching experience and is also life transforming for the coach.

## ILI Coaching Approach – The Principle of Presence

To be present in any given situation means being able to accept what is happening as it is happening. This means not to wish something else was happening. Acceptance of what is being delivered to us in any given moment means not resisting it in any shape or form. This acceptance allows us to be completely focused on the situation at hand with all our senses. If the task is coaching a client, then this requires the coach to be focused on the client's words, body language, tone, physiology, feelings, thoughts etc. The coach must also be able to detach from their own frame of reference, in order to be able to enter the client's frame of reference. In other words the coach's own world view and way of dealing with things must not interfere with the world view and life experience of the client.

Being present means evoking your presence. You can only do this by detaching yourself from the mental activity that occurs incessantly in the mind. This activity represents your ego and is by its nature, judgemental and always involves notions of "right" and "wrong". If you communicate with your client from this aspect of you, you communicate directly with this aspect of your client. Very little of any real, long term consequence will be achieved, if this happens.

## Course Contents

<b>Module 1</b>	Concept and Origins of Coaching, ICF Core Competencies of Coaching Ethics in Coaching, The Coaching Relationship, GROW Model of Coaching
<b>Module 2</b>	ICF Core Competencies, Applications of Coaching, Action Planning and Goal Setting SMART Goals, Peer Coaching Sessions
<b>Module 3</b>	ICF Core Competencies, Self-Awareness, Lifescope Model of Coaching®, Attitude Assessed Peer Coaching Sessions, Small Group Mentor Coaching
<b>Module 4</b>	ICF Core Competencies, Beliefs and Values, Roles and Priorities, Mission Statements, Motivation, Assessed Peer Coaching Sessions, Small Group Mentor Coaching
<b>Module 5</b>	ICF Core Competencies, Assessment Briefs, Visioning Judgements, Thinking Skills and Creativity, Focus and Clarity, Habits, Assessed Peer Coaching Sessions, Mentor Coaching on Pro Bono Sessions
<b>Module 6</b>	ICF Core Competencies, Emotional Intelligence, Self Esteem, Change Management 4 Cs of Change®, Team Coaching, Leadership Coaching, Assessed Peer Coaching Sessions, Mentor Coaching on Pro Bono Sessions
<b>Module 7</b>	Workplace Coaching Business Coaching Executive Coaching, Time & Stress Management, Assessed Peer Coaching Sessions, Mentor Coaching on Pro Bono Sessions Contracts for Coaching
<b>Module 8</b>	Introduction to Relationship Coaching & Career Coaching Marketing your own Coaching Business, Guest Speakers on Coaching Topics Pathway to Accreditation, Graduation
<b>Plus</b>	A range of related topics including positive psychology will be explored and appropriate NLP techniques will be introduced

## Course Methodology

We believe that learning should be through the process of doing, in an environment of collaboration, contribution and open and constructive feedback and in an atmosphere which is stimulating and fun based.

This course utilises a variety of instructional techniques including:

- Audio/Visual presentations
- Coaching role plays with facilitator feedback
- Personal Development
- Experiential and interactive exercises
- Peer Coach Group Sessions
- Book Presentations
- Instructional Coaching DVDs

## Unique features and benefits of this Programme:

- The Course is an accredited International Coach Federation (ICF) ACSTH programme and as the ICF is leading Coach and Coach Training Accrediting Organization in the world your qualification as a Coach is the most recognised and sought after in the world of Coaching
- The qualification enables participants to establish their own practice as a coach and develop their own niche in the coaching market in Ireland and anywhere in the world
- It provides a platform for participants to maximise their performance levels at work and to develop their leadership skills, increasing their chances of promotion
- It is delivered by specialists who, as practising coaches have been among the first in Ireland to introduce quality Coach training and Coaching services to the public and private sectors in Ireland
- The Course uses professionally made DVDs demonstrating the art and science of Coaching as displayed by course tutors and leading coaches using real case studies which can be viewed via our student friendly education portal on our website for on-going reference and learning throughout the course



- The student friendly education portal is an online resource centre and is password protected unique to each student and it allows the student to upload their coursework and download course forms and relevant documents as well as viewing coaching DVDs and related video clips
- Programme content and design incorporates the goals/needs identified by the participants at the beginning of the course
- This is a unique learning situation where the facilitator/tutor and participant establish a personal connection and work together as equals
- The course style is experiential, with the participant actively applying what they are learning to their specific work and life situations
- The course integrates personalized role plays, case discussions, on-going feedback, support, inquiry, and personal reflection
- The participant obtains a comprehensive resource manual that is meant to be used as an on-going learning program/library of information beyond the course
- Participants are taught the Art of Presence, which hugely enhances both their coaching ability and their quality of life
- The ILI offers mentor coaching, coaching and many coaching programmes and workshops to all qualified coaches to continue their professional development including their Advanced Diploma in Coaching course designed to prepare and bring coaches to their ICF accreditation application