

The Institute of Leadership & Management

Coaching for Performance

The Unique Combined ILM Level 3 Award & Certificate in
Professional Workplace Coaching.



Provided by

DPG plc in partnership with



Information Pack

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Information Pack Contents

Welcome	3
Benefits of studying with us	4
Delegate feedback on the programme & the tutors	5
Background to the programme	6
Overview of the programme schedule	7
Programme outcomes	8
Assessment methods and tutor support	9
How to book your place	10
Booking form	11
Questions & answers	12
Terms and conditions	13

Welcome

This information pack has been designed to give you a clear understanding of the Coaching for Performance programme, and help you to decide if the programme is right for you to become an accredited coach and help to create a successful culture of coaching.

The ILM level 3 Award & Certificate in Coaching for Performance is the first of its kind, developed by DPG plc, using cutting edge research and techniques.

DPG is one of the UK's leading providers of ILM accredited programmes. So you can trust in our 18 years of professional expertise.

This ILM qualification is an internationally recognised qualification that is a must have in today's challenging business & personal development environment.

This unique course develops the essential skills, processes and approaches that ensure your **coaching at work delivers performance and results** that far outweigh the time invested.

You practice and rehearse your coaching ability, in a safe and supportive environment during the course, this helps the best practices you learn become habits making it easy for you to apply the skills confidently and successfully back in your workplace... and beyond'.

Why you should develop yourself to become a professional coach?

Do you want to:

- Create more time for yourself?
- Develop a band of colleagues who relish working with you?
- Benefit from greater efficiencies, both amongst those who work for you & in your organisation more broadly?
- Build stronger skills in coaching, which you can apply both at work & beyond?

If the answer to any of those questions is yes then this is the programme for you.

Once you have read this information pack, and you want to book your place or discuss any aspect of the Coaching for Performance programme please:

call **Gaynor Hodgson on 0870 050 1131** or

e-mail: hrdsupport@noblehr.co.uk

REMEMBER TO QUOTE NOBLE300 TO GET YOUR DISCOUNT

The top 10 benefits you get when you choose to study Coaching for Performance with Noble HR in partnership with DPG

1. **Guaranteed Success** or your money back. All we ask is you attend all the workshops and submit any assignments on time. We then guarantee to support, coach and mentor you until you meet the ILM's high standards. If you don't pass **we will refund your course fee, no questions asked.**
2. **Only 5 workshop days spread over 4 months** allowing you to fit your work and personal commitments around your study, **minimising your time out of the office.** All the workshops are 9am to 5pm, so there are no evening or weekend sessions to interfere with your home life either.
3. **Return on your investment,** we will support you with your workplace coaching activity so that it delivers a real return on investment back to your organisation, meaning your programme effectively pays for itself.
4. **No hidden costs.** The price quoted includes all your materials, registration and your certification fees.
5. **Flexibility to visit any other venue** if you are unable to make any of your workshop dates. This is a complementary service, offered to all our ILM students.
6. **Your own personal tutor** is available to support you face to face at workshops, and by telephone or e-mail, throughout the programme. This dedicated support **increases your chances of success.** The level of support we provide was recently highly commended by the ILM.
7. **No exams to sit,** just assignments to complete throughout the programme, making the whole process more **manageable and less stressful.**
8. **Free resource materials,** we encourage & support accelerated learning throughout our delivery & support. We will provide you with **free coaching materials** & "Concept of Coaching" book by Peter Hill as part of the programme. This package retails at over £100 but is free to all Coaching for Performance delegates who study with DPG plc.
9. **No formal entry requirement.** The good news is that the programme is open to everyone as there are no formal entry requirements, you would normally be a working or aspiring Team Leader, Manager, or Trainer.
10. **Top Class locations,** all our programmes are delivered at hotels conveniently located around the UK, even your lunch is included!

What do delegates say about studying with us?

Recent comments from real delegates on our programmes:

- “A **really great programme**, well organised and highly recommended.”
- “A great programme that has inspired me to continue with my learning further. **Would highly recommend.**”
- “I **enjoyed the programme and learnt so much**. The course material has inspired me to read and research more and I now feel educated about my job.”
- “I have really taken a lot away from this course and have started to implement and use in my work life. **I am fully happy with the return on investment** of the course and would recommend it to anyone.”

Delegates comments on our tutors:

- “**An excellent tutor**. Knowledgeable, supportive, challenging and a great person to learn from.”
- “My tutor was always approachable, explained things clearly and provided full support on projects. I have been on many internal & external courses and my tutor is bar far **the best tutor I have ever worked with.**”
- “**The tutor was fantastic** and energised the sessions making them enjoyable whilst applying theory – very knowledgeable.”
- “An excellent, **first rate tutor**. I learnt a lot from him, he has a very engaging style and would like to thank him for his continued support.”
- “My tutor was always available to help out....**really refreshing to have someone who supports you day and night!**”

* This sample of student feedback is derived from online survey results from the last 18 months.

Background to the Coaching for Performance Accredited Programme

The Coaching for Performance ILM programme is available from us in two ways:

1. Open, public programmes where you will have the opportunity to learn and network with other like minded leaders, trainers from a wide variety of organisations.
2. Delivered within your organisation. If you have 6 or more leaders/trainers wanting to become professionally qualified at the same time DPG can tailor a programme to suit your needs running over any period from 3 to 6 months.

Whichever route you choose, the programme provides you with a means of becoming professionally qualified with the internationally recognised ILM Level 3 Award or Certificate in Professional Workplace Coaching.

The way we deliver the programme is predominantly skills based, this allows you to easily transfer the skills and knowledge learnt on the programme straight back into your day-to-day role.

The Certificate Programme is organised into three modules.

1. Understanding Coaching for Performance
2. Self Awareness & Organising Coaching
3. Delivering Coaching

You then have the option to upgrade (free of charge) to the Certificate level.

4. 30 hours extended coaching practice in the workplace.

To pass the qualification, you must:

- Complete the Coaching for Performance programme which meets the Institute of Leadership & Management (ILM) syllabus requirements.
- Undertake the assessed work based assignment to check your knowledge, understanding and skills.
- Complete workplace coaching practice (6 hours) & keep a coaching diary for ILM assessment.
- Attend all 3 learning workshops

Overview of the Programme Workshop Schedule

To successfully complete the ILM level 3 Award & Certificate in Professional Workplace Coaching you need to attend 1 one-day workshop and 2 two-day workshops. All the workshops are held in top class venues around the country.

Workshop days run from 9am to 5pm, with your tutor being available before and after the events if you need to discuss anything on a one-to-one basis.

We keep the group sizes down to an average of just 12, this ensures everyone gets the support and attention they need to be successful. Occasionally the numbers on a workshop may go above 12; this is because we offer you the flexibility to visit another venue if you cannot make your scheduled dates.

Month	Event	Other Activities
1	1-day Induction Understanding coaching for performance	Complete ILM Registration
	Between these Workshops you need to work on:	Online Diagnostics Work Based Assignment
2	2-day Workshop Self Awareness, and Organising Coaching	
3	Between these Workshops you need to work on:	Workplace Coaching Practice (6hrs) Maintain a 'Coaching Diary'
4	2-day Workshop Delivering Coaching	Practice & Live Assessment
	At this stage you can decide to stop at the Level 3 Award or continue to complete the Level 3 Certificate (at no cost)	ILM Level 3 Award in Workplace Coaching awarded
Month 5 (or within 2 years)	30 hours extended coaching practice in the workplace	Personal Development Plan Reflective Log
	The qualification is now complete	ILM Level 3 Certificate in Workplace Coaching awarded

Programme outcomes

These are the assessed outcomes as set by the Institute of Leadership & Management (ILM)

By the end of the programme you will be able to:

Day 1 - Understand good practice in workplace coaching.

- Describe the effective workplace coach's role, responsibilities, characteristics and behaviours.
- Explain the importance of assessing learning styles, agreeing learning outcomes and overcoming potential barriers to ensure that workplace coaching is effective.
- Assess own ability to use a variety of interpersonal communication strategies and give effective feedback to learners on their performance to coach them in the workplace.

Days 2 & 3 - Self Awareness and Organising Coaching.

- Know how to identify resources to support safe and effective coaching in the workplace.
- Know how to monitor, assess and record learners' progress toward their goals.
- Know how to use coaching records to identify areas for improvement in own workplace coaching practice.

Days 4 & 5 - To enable candidates to demonstrate their ability to undertake workplace coaching.

- Plan & organise workplace coaching sessions.
- Undertake coaching in the workplace.
- Monitor and review own workplace coaching performance.

During the programme you fully meet all the outcomes set by the ILM.

Assessment Methods & Tutor Support

Assignments

You complete a one work based assignment during the programme. This is written and is between 1500 & 2000 words in length.

Assessment

You are required to complete a Coaching diary to record the workplace coaching requirements - minimum of 6 hours practice.

You are fully briefed beforehand and know the exact criteria you are being assessed against.

Personal Tutor Support

At the start of the programme you are allocated a personal tutor who facilitates the workshops at your venue and supports you throughout the programme. They also provide you with face-to-face support on workshop days and throughout the programme by telephone and via e-mail. Your tutor is your first point of contact for advice and guidance on all aspects of the programme.

By now you should have a good understanding of what you need to do in order to become a professionally qualified coach.

The next few pages guide you through the easy process of booking your place on to the programme.

How to Book Your Place

Now you have decided you want to become a professionally qualified coach and the Coaching for Performance programme is right for you, follow this step by step guide to ensure your place is secured on the only programme that **GUARANTEES you will pass** or your money back.

Step 1 – Choose a date & location

Remember, if you have 6 or more people in your organisation call now for preferential rates & save up to £2000.

Location	Venue	Induction Date
London	Thistle Hotel, Euston	8 th July'09
Manchester	Reebok Stadium, Bolton	22nd July'09
Birmingham	Menzies Strathallen Hotel	15 th Sept'09

Step 2 – Let us know your choice

You can either call us direct on **0870 050 1131**, complete the booking form at the back of this pack and fax it back to us on 0845 280 1884 or drop an email to hrdsupport@noblehr.co.uk

Whichever way you chose to make your booking you can be assured of a prompt and friendly response. We do recommend that you book your place now because places are limited and they do sell out fast.

Step 3 – Make payment

Once you've booked your place we will send you an invoice for the full cost of the programme. The cost is £1970 + VAT (reduced to £1670 + VAT when you quote NOBLE300).

Step 4 – You'll receive your joining instructions

Around two weeks before your programme starts you receive full joining instructions from us. They confirm the dates, venue and give you contact details for your personal tutor. You are now ready to start the programme. There is no pre work to complete before the programme starts, and all your materials will be provided at your first workshop.

Coaching for Performance Booking Form

NOBLE300 Offer (Save £300)

Location	Workshop Dates	Cost (plus vat)	No of Places
London Euston July 09 Programme	Workshop 1 – 16 th Sept 09 Workshop 2 – 21 st & 22 nd Oct'09 Workshop 3 – 17 th & 18 th Nov'09	£1970 £1670	
Manchester July 09 Programme	Workshop 1 – 2 nd Sept'09 Workshop 2 – 5 th & 6 th Oct 09 Workshop 3 – 11 th & 12 th Nov 09	£1970 £1670	
Birmingham September 09 Programme	Workshop 1 – 15 th Sept 09 Workshop 2 – 13 th & 14 th Oct 09 Workshop 3 – 2 nd & 3 rd Dec 09	£1970 £1670	
Register Interest	I can't make these dates, but am interested in the programme. Please hold this offer price and send me details of new dates ASAP	£1670	

Delegate Name(s):		Telephone Number(s):	
Email address(s):			
Invoice Address:			
Managers Name:		Telephone:	
Email:			

Registration forms and invoice will be sent within 7 days of receipt
 Fax or email booking form to 0845 280 1884 or hrdsupport@noblehr.co.uk

Questions & Answers

Cost & Payment

Q. How much does the ILM Coaching for Performance programme cost?

A. £1,970 plus vat per delegate (reduced to £1670 + VAT with this pack)

Q. Do you have any payment plans for self funding students?

A. Yes. You can pay by a deposit and **interest free** instalments.

Q. Are there any hidden costs?

A. No. The programme fees include all your materials, moderation and certification fees, and lunch at the venue.

Guaranteed Pass

Q. What's the catch with the 100% money back guarantee?

A. None. You just need to attend all your workshops and submit your assignments on time.

The ILM Coaching for Performance Programme

Q. Why is your programme 4 months and other providers take longer?

A. Because our programme uses a blended approach of workshops and open learning, we are able to reduce the length of the programme without impacting on your work and home life.

Q. What happens if I can't make one of the events?

A. Don't worry, we offer flexibility across the programmes so you can visit another venue for the event you are unable to make.

Q. What happens if I become ill and can't complete the programme?

A. Don't worry you have the option to defer to another programme, as long as you complete within 2 years. If you are unable to complete within the 2 year period, we can accredit you for what you have completed.

Q. Do I have to complete an exam for this qualification?

A. No.

Q. Is there any pre course work that I need to complete?

A. No.

Terms of Business

Address

All correspondence should be addressed to DPG plc, The Ellesmere, 93 Walkden Road, Manchester, M28 7BQ.

Registration

All registrations for the Coaching for Performance programme must be made on the official registration form. This becomes a binding contract when the student signs it. The person who completes the registration form is considered to be the student. Where a company or organisation is also named, they are also jointly and severally liable with the person who completes the form.

Charges and Payment

Sponsoring Employers

On receiving the registration form, an invoice for the full programme fees will be issued by DPG plc to be paid within 28 days.

Self Funding Students

For self funding students only, upon prior agreement with DPG plc payment may be made by deposit and interest free instalments.

Cancellation

If a booking is cancelled, the following fees apply:

More than 3 months before the start of the programme – 10% of fees.

2 – 3 months before the start of the programme – 25% of fees

1 – 2 months before the start of the programme – 50% of fees

Less than 1 month before the start of the programme – 100% of fees.

The prices quoted are correct at the date of publication. DPG plc reserves the right to adjust these prices. The company reserves the right to increase or decrease the charges at its absolute discretion.

DPG plc reserves the right to re-allocate the programme place to another person if fees are not paid on time. If you defer to a later programme there will be an administration charge equal to half the cancellation fee. If you withdraw from the programme and are paying in instalments the full amount is due immediately.

Cancellation of Programme by DPG plc

DPG plc reserves the right to alter or cancel a programme/published dates at any time without liability. In these circumstances, you will be offered an alternative programme, a credit note or a full refund.

Withdrawal from the programme

If you decide to withdraw from the programme for any reason there is a charge of £495 + VAT to rejoin the next programme at the same point you withdrew.

Changes

DPG plc reserves the right to change the programme scheduled, trainers, dates and venues at any time. DPG plc reserves the right to alter any of the content of the programme without prior notice.

Guaranteed Pass Conditions

As a delegate on the DPG Coaching for Performance programme, DPG plc guarantees you will pass the qualification within the ILM's two-year time limit. If you do not meet the standards within this timeframe DPG will refund your course fee (excluding ILM membership fees) in full. In order to qualify for a refund you must meet the following two conditions:

1. You must attend every workshop (not necessarily at the same venue)
2. You must submit all your written assignments on or before the date agreed with your tutor.

If you do not attend every workshop or submit any assignment late then DPG will continue to support, coach and mentor you, but do not guarantee you will pass.