



animas

centre for coaching

ACCREDITED DIPLOMA IN TRANSFORMATIONAL COACHING



IN TODAY'S HECTIC AND COMPLEX
WORLD, COACHING OFFERS
A TRANSFORMATIONAL SPACE
FOR REFLECTION, DISCOVERY
AND CHANGE.

Nick Bolton, Founder,
Animas Centre for Coaching

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INTRODUCTION

The very fact you're reading this course brochure means something special.

It means that you're drawn to helping people meet their true potential and to fulfilling yourself as someone who makes a difference. And whether that's in helping people thrive in their workplace or their personal life, you recognise that the positive focus of coaching is a powerful way to achieve this.

Over the years, I've come to see that it takes a certain kind of person to be a coach. They share a set of values, beliefs and convictions that call on them to make a difference in people's lives, and it's this quality that makes coaching such a rewarding world to be part of. It's why I created Animas and why my team and I love training and supporting people like you to be part of this growing movement of change-makers.

I guess the fact that you're reading this brochure also means you're considering training as a coach with us, here at Animas Centre for Coaching.

If so, then I'm delighted to share with you our unique training programme: the Accredited Diploma in Transformational Coaching. I believe we have created something very special here at Animas and, in fact, I have never been interested in creating anything other than special. Just OK is just not OK! Animas is about making an impact, continually moving to a new level of coaching and taking our community of coaches with us each step of the way.

The result is a coach-training programme that has been developed over many years to represent the very latest in coaching practice and theory. Recognised nationally and internationally, we have aimed for excellence in every aspect of the programme: from the choice of passionate, skilled coach trainers to the advanced level of support and supervision; from the rich variety of learning

materials to the high-level accreditation; and from the carefully chosen training centre to the inspiring coaches who have trained with us and who form an exceptionally positive community of like-minded individuals.

Our aim is that the Accredited Diploma in Transformational Coaching delivers at every level to help you become a truly skilled and successful coach. I hope you'll take that journey with us.



Nick Bolton

Nick Bolton
Founder and Director



WHAT IS COACHING?

Before we explore the specifics of our coach training programme, let's take a step back and ask what coaching is.

We believe coaching is one of the most progressive forms of people-change work around. Its positive focus, combined with its fundamental idea of collaborative enquiry, makes it a powerful approach for supporting individuals and groups to find their way to the outcomes and change they want. Its focus on the client's present experience and future aspirations, rather than on revisiting the past, ensures that the client explores how they move forward. In some ways, Its pragmatic use of theoretical frameworks, models and change approaches gives it the greatest flexibility for helping the client achieve their desired outcomes.

Coaching has come a long way since its early incarnation as the GROW (Goal, Reality, Obstacles, Options, Way Forward) model. It is no longer just about goal setting, action planning and reviewing. Far from being a one-model-fits-all approach, it now offers us the richest environment

for clients to explore whatever is going on for them, whether that's around their work, relationships, personal life, or even their sense of meaning and purpose. Coaching then, is for everyone. And coaches find themselves working in many different ways, with many different people, in many different contexts. For every coach who focuses on achieving goals, there is a coach who focuses on uncovering the unknown and the unclear. For every coach who focuses on actions, there is a coach who focuses on emotions, sensations, ways of being, ways of knowing and ways of thinking.

Where once coaching was a shallow pond, it is now a rich ocean with untapped depths that acknowledge and celebrate the complexity of human life.

Our challenge, as aspiring and practising coaches, is to embark upon the journey of mastery which deepens our experience of the client to create more profound change.



IS THIS PROGRAMME RIGHT FOR YOU?

The programme is ideal for you if you wish to pursue any of the following pathways.

1 THE INDEPENDENT COACH

If you're looking to become an independent coach working as a life coach, executive coach or specialist coach, then this is the perfect course for you. You might have gained people-development experience in the private or public sector and now want to create your own coaching practice, either full or part time. This programme will not only give you all the coaching skills you need, but will also give you the integrative framework required to create an exceptional coaching practice.



2 THE WORKPLACE COACH

If you want to take coaching into your workplace or enhance your existing coaching, this course is ideal. Perhaps you have already done some coaching in your role but recognise that you can develop it further, or maybe you have been tasked with bringing a coaching function to your role. This course will give you a deep understanding of coaching that ensures your coaching goes far beyond the typical task-oriented approach often taught in short in-house courses. This will allow you to work at a deeper level with your coachees.

3 THE COACHING CONSULTANT, COUNSELLOR OR THERAPIST

Lastly, this course will complement your work if you are a practising consultant, counsellor or therapist and you want to add coaching to the way you work with clients. If this is you, you'll enjoy the fact that this innovative course enables you to find your own unique approach to coaching, rather than using a fixed approach that limits your way of working in your practice. It carries high-level accreditation, which also supports you as a credible practitioner.

With its advanced content, clear focus on practical coaching skills and wrap-around support, if you want to become a skilled coach, you can be sure this course is right for you.

WHAT MAKES US DIFFERENT?

Not all coaching courses are created equal. Nor are they all the same in what they teach. Coach training is not a commodity that looks the same everywhere it is delivered: every coach training school has its own unique perspective.

We believe there are four big differences that ensure we stand out from typical coach trainers.



THE TRANSFORMATIONAL PERSPECTIVE

Our Diploma ensures that, not only do you learn the core skills of traditional coaching, but also key approaches that allow you to work with the client's cognitive, emotional, sensory and relational patterns. This is what we mean by transformational coaching – psychologically-based and concerned with the whole person.

Unlike many coaching schools, which remain wedded to the simple performance approach to coaching exemplified by models such as GROW, we believe that coaching offers a space for change at multiple levels.

We encourage students to work across a range of possibilities, including performance developmental and transformational coaching.



PSYCHOLOGICAL

Interested in what is happening inside the client as much as outside. It explores the client's beliefs, values, expectations, assumptions and psychological patterns that guide how they show up in life or the workplace.



HOLISTIC

Pay attention to all aspects of a client's experience — the cognitive, affective, somatic, relational and behavioural dimensions.



HUMANISTIC

Builds on the essential assumption that clients are whole and unbroken and that they have the resources they need to make improvements and that positive dialogue provides the space to realise this.



INTEGRATIVE

Draws from a wide range of schools of thought to enable coaches to find their own unique, psychologically grounded way of working with clients, moving away from the one-size fits all approach of early coaching models.

TRANSFORMATIONAL COACHING



THE INTEGRATIVE APPROACH

Building on the transformational approach, a key difference between us and most coaching schools is our focus on integration and enabling you to find the unique version of yourself as a coach that draws upon everything that you bring to that space.

We believe that coaching is not a single skill, but rather a set of principles that influences and guides how we work with people to explore possibilities for change, whether psychological, business-oriented or even spiritual. The coaching principle of collaborative enquiry is at the heart of all this work and allows for a unique integration of coaching styles to enable effective personal discovery and change.



JOURNEY TO COACHING MASTERY

A third and important difference is that, for us, the coach training is just one part of your journey to become a coach. Once you qualify, then, as in any profession, you begin a journey of continuous development and growth.

We believe it is part of our responsibility to help you with the path ahead and, where we can, support you in taking those next steps. You might, for instance, want to explore ongoing professional training, access supervision, gain coaching credentials, build your business or simply be part of a lively coaching community.

We call this the Journey to Coaching Mastery and, joyfully, it never ends! Our Accredited Diploma in Transformational Coaching, though standing alone in giving you the coaching skills you need to become a professional coach, is also the gateway to a lifelong journey of development and success as a coach.



COMMUNITY SPIRIT

The last difference between us and most coaching schools is our passion for creating a community that offers support, encouragement, momentum and fun.

We are committed to class sizes that ensure you can enjoy a personal connection with the other students and the trainers. And outside of the training we have what must be one of the best communities in the training world, with coaches from across the years connecting on and offline, whether that's on our forum or at social or special educational events. We love bringing our students together as a vibrant community.

This has always been an important part of what we do, and time and time again we hear from our students and coaches about what a vital element this is to the experience of the whole journey with us.

Of course, there are many differences, but as far as we are concerned these are the qualities that truly set us apart.



TRANSFORMATIONAL COACHING
CREATES THE SPACE FOR THE CLIENT
TO SEE THEMSELVES AFRESH.

Nick Bolton, Founder,
Animas Centre for Coaching

THE ACCREDITED DIPLOMA IN TRANSFORMATIONAL COACHING

The programme is based on principles of integration, psychological-mindedness and transformative practice. This means that instead of enforcing one rigid model or theory, we enable you to draw from a range of practices according to what works for your clients and what interests and excites you as a practitioner.

Coaching is not a single model, as it is sometimes presented, but rather a broad set of principles. The wider the vision you can gain through different ways of seeing, the greater the possibilities you can bring for your client.

Equally, coaching is not a skill that, once learnt, is forever mastered. It is a practice that is organic, expansive and rich, with potential for growth. That's why our school's role is not to make you 'the finished product' but to create a learning environment that supports you to develop your own approach that integrates theory and practice.

Your journey as a coach is a lifelong one and we aim to create curiosity, passion and appetite for what lies ahead for you as a practitioner, lifelong learner and change-maker.



IN A NUTSHELL

The Accredited Diploma in Transformational Coaching has been designed to take you from your first step into coaching to a place of confidence, experience and credibility to work independently as a life or executive coach or as a coach within your workplace.

The course draws from, and integrates, a range of psychologically-grounded models and frameworks to ensure you gain a high level of skill in working with clients and bringing about change. We encourage coaching students to learn independently and draw upon their experience, reading and practice to develop their own unique style.

THE COURSE IS LAID OUT IN MORE DETAIL OVER THE FOLLOWING PAGES, BUT, IN BRIEF, IT IS MADE UP OF:

Course Elements:



5 two-day live-training modules



Weekly online supervision and practicums



40 Hours coaching practice



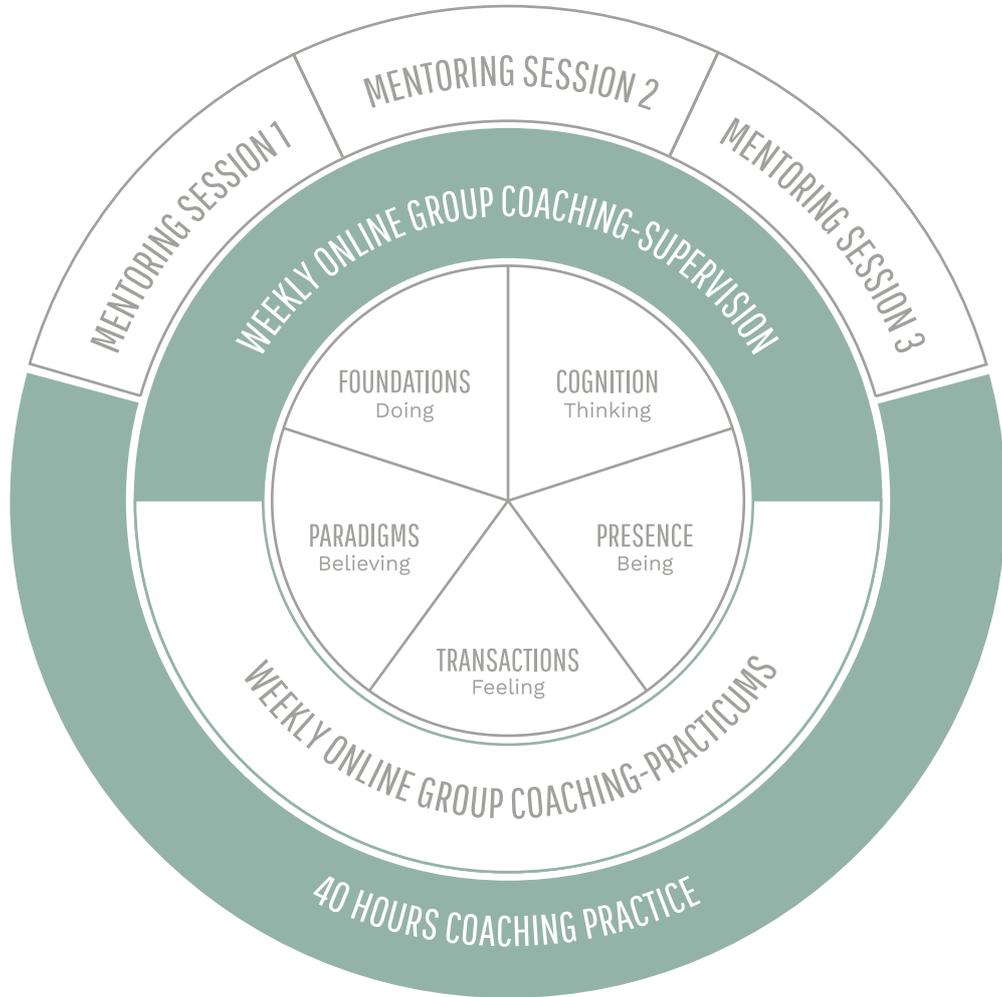
3 Sessions of Coach-Mentoring



In-Person Community



Online Animas Connect





The Diploma is built around five two-day modules with a range of additional learning components, support and coaching practice that take place outside of the classroom training. The Diploma typically takes six to nine months to complete, but this varies from student to student and there is no deadline for completion.

Each module takes place approximately one month apart, although this is flexible if you wish to take it more slowly. Between the training modules you will practise with clients, undertake coach mentoring, attend specialist webinars, participate in virtual group supervision and observed coaching, and engage with the Animas coaching community, both on the online forum and at regular live social events.

All of these elements ensure that you stay engaged with the programme and maintain your momentum and enthusiasm throughout.

THEORY INTO PRACTICE – EXPERIENTIAL TRAINING MODULES

The five training modules cover all the skills, qualities and information you need to be an exceptional coach. Combining trainer-led advanced content, experiential practice, open Q&A, group discussion and demonstrations, the modules offer a transformational place to learn.

THE FIVE MODULES ARE:



FOUNDATIONS

Foundations is where your journey to become a coach starts. The module introduces you to the key principles of coaching, gets you practising and prepares you to start coaching clients outside of the training room.

What you learn:

- ✓ the 6Cs Integrative Framework
- ✓ TOOLKIT – the Animas coaching journey
- ✓ developing collaborative practice
- ✓ transformative listening
- ✓ powerful questioning
- ✓ clarification and reflection
- ✓ outcomes and goal setting
- ✓ establishing the coaching relationship



COGNITION

Cognition explores the vital role of thinking and thought patterns in coaching and introduces you to key models from cognitive behavioural coaching.

What you learn:

- ✓ Cognitive behavioural theory
- ✓ STAR (Situation, Task, Action, Results):
Changing patterns of ineffective behaviour
- ✓ A-F: Loosening and replacing limiting beliefs
- ✓ SPACER: Explore the client's experience
- ✓ Working with values



PRESENCE

Presence encourages you to slow down your coaching and become more aware and tuned into the quality of the coaching space. Drawing from both person-centred and Gestalt practice, you will explore how to work more fully with what emerges in the coaching space.

What you explore:

- ✓ developing and maintaining presence
- ✓ managing obstacles to presence
- ✓ bringing your reflective self into coaching
- ✓ working with the 'here and now' experience
- ✓ allowing and working with silence and space
- ✓ remaining committed but unattached



TRANSACTIONS

Transactions explores how individuals relate, to both themselves and others, in ways that either empower or disempower them. Using concepts from transactional analysis as a starting point, you will apply these concepts to your coaching.

What you learn:

- ✓ identifying and working with ego states and transactions types
- ✓ coaching through life scripts and script processes
- ✓ managing life positions
- ✓ discounting and disempowerment
- ✓ recognising games and racketing
- ✓ Working with the Karpman drama triangle

Each module offers a mix of class-based learning, demonstration with discussion, peer practice and review and supervision of client work led by an experienced coach and a coach trainer. The modules are two days each in duration, and typically run from 9.00am til 5.30pm. Most students will take one module per month.



PARADIGMS

In Paradigms, your final module, you will explore the concept of a person's model of the world and how this is revealed consciously and unconsciously through a client's stories and language.

As this is your last module, we will also take this opportunity to explore your next steps to becoming a professional coach, ensuring that you know what lies ahead for you in your coaching journey.

What you learn:

- ✓ working with the model of the world
- ✓ working with narratives
- ✓ multiple perspectives
- ✓ reframing questions and approaches
- ✓ your next steps and professional journey

AS A COACH, YOU ARE ON
A JOURNEY OF MASTERY THAT LASTS
A LIFETIME. EACH CLIENT, EACH
CONVERSATION, EACH REFLECTION
A BUILDING BLOCK FOR YOUR GROWTH.

Nick Bolton, Founder,
Animas Centre for Coaching

PROFESSIONAL PRACTICE – ONLINE VIDEO CLASSES

An important element of the Diploma is a series of online video classes that cover key professional practices. These are then discussed during the course of the live training modules.

The classes cover:

THE COACHING JOURNEY: BEGINNINGS, MIDDLES AND ENDS

In this class, we explore questions around how to start, maintain and end coaching relationships. The class focuses not on coaching skills but rather on the effective management of the relationship, including managing ongoing sessions, seeking and receiving feedback, and ending relationships that

have come to the end of the contract or that no longer feel effective for you or the client. The ability to manage the flow of the ongoing relationship is a critical skill to your success as a coach.

BECOMING A REFLECTIVE PRACTITIONER

Reflective practice is a critical skill for anyone in people-helping professions such as coaching. Reflection ensures you develop best practice, identify and address blind spots, and assess the impact and effectiveness of your work. In this class, we explore how you can develop the reflective practice skills that will ensure you continue to improve and grow as a coach.

We'll explore ways to reflect, including journal keeping, case studies, supervision and session reviews, and how you can then build on this in your client work.

ETHICS, BOUNDARIES AND PROFESSIONAL DILEMMAS

In this class, you'll explore some of the ethical dilemmas that can occur in coaching. Such dilemmas could occur for many reasons: the context in which you practice, which might risk compromising confidentiality; the nature of the work you're doing, which might challenge your competencies; the wellbeing and coaching-readiness of your client, which might challenge your boundaries; or any number of other issues, which might cause you to question the best actions to take.

CONTRACTING FOR THE EFFECTIVE COACHING RELATIONSHIP

A good coaching relationship is forged at the start when coach, client and, where involved, sponsor, are on the same page. Equally, many things that go wrong in coaching can be traced back to the initial contracting. In this class, you'll explore the many forms of contracting: from the overall contract to the mid-session microcontract; and from the operational contract to the psychological one. We'll also explore how to use Sills' Contract Matrix to enable a clear understanding to emerge between you and your client as to the nature of the work.

ACCREDITATION, CREDENTIALING AND YOUR ONGOING DEVELOPMENT

With coaching becoming ever-more professionalised, your personal credentials and ongoing development as a coach are becoming more important. In this class, we'll explore the current landscape of the professional coaching bodies, your personal credentials as a coach, and the requirements and opportunities for ongoing development to continue growing your coaching skills.





COACHING IN ACTION – CLIENT WORK, MENTORING AND SUPERVISION

CLIENT COACHING SESSIONS

Ultimately, the best way to learn about coaching is by doing it. Coaching with real clients is a critical component of becoming an effective coach, and no amount of reading or theory can replace the real experience of sitting down with another human being to engage in a powerful transformational conversation.

The Accredited Diploma in Transformational Coaching requires that you complete 40 hours of coaching with clients that are logged and form part of your reflective practice. The sessions can be paid or pro-bono, but it's important that they are genuine coaching sessions rather than, say, part of an employee appraisal or therapeutic session.

You will be asked to gain feedback from three of your clients for your final assessment.



COACHING MENTOR

You will be allocated a coaching mentor who will act as your mentor around your client coaching and your learning journey with Animas. All of our mentors are qualified coaches with their own active coaching practices, and so bring a huge amount of experience to support you.

You will complete three sessions with your coaching mentor to ensure that you are working competently with your clients and to support you in moving through your Diploma course. You will also coach your mentor for one of these sessions, allowing them to offer you feedback on your strengths and areas for development.

VIRTUAL GROUP SUPERVISION

To support your client coaching, you also have access to one year of virtual group supervision, which takes place every month. This is not compulsory, but it does offer a safe space to share your challenges and to learn from other coaches on a similar journey to you.

This is carried out in small groups and allows you to raise your coaching challenges and questions within a supportive learning environment led by a course trainer. This ensures you can be confident that you're on track with your coaching between the training modules.

OBSERVED COACHING PRACTICUM

Alongside the group supervision calls, we offer observed coaching practicums: online group calls in which you can coach a fellow student while being observed by a coaching mentor. You can also call in to listen to other coaches or even to be coached. Each session lasts 20 minutes, with 15 minutes for feedback and reflections.

As with the group supervision, this is not compulsory – rather, it is part of a wider set of opportunities to grow your skills and gain feedback from an experienced mentor.

RECEIVING COACHING

One of the best ways to learn about the practice of coaching is to be coached. Experiencing what it's like to be a client creates important learning for you as a coach and so, as part of the course, you will undertake a minimum of six hours of coaching.

Typically, students arrange coaching with a fellow Animas coach for free to support the coach in their practice, but you may choose an external coach if you wish.

PERSONAL LEARNING – ONLINE AND OFFLINE RESOURCES

The final element of the Accredited Diploma in Transformational Coaching is the wide range of resources available to engage your thinking, reflection and learning as you read, listen and interact with our learning resources.

STUDY PACK

The first thing you get from us is a Study Pack, which we send to you as soon as you join. The Study Pack is our boxed set of course books, programme handbook and personal journal which will be your reference throughout the course. Each module is supported by a beautifully produced course book which captures all the content in an easy to read format. Likewise, the Learning Journal allows you to keep a complete record of your training and coaching in a clearly structured and easy to use format.



ANIMAS CONNECT – ONLINE COMMUNITY

Animas Connect is our exclusive online community for students and alumni to which you have lifetime access.

Animas Connects includes:

- ✓ A world map showing where members are allowing you to contact and connect with Animas coaches around the world or on your doorstep!
- ✓ Access to events run by both Animas and members of the community
- ✓ The ability to join, and even manage, groups whether that's locally-based coaches or specialist subject area groups.
- ✓ Access to wealth of templates, books, videos and interviews
- ✓ Access to all learning materials in PDF form.

ONLINE FACEBOOK GROUP

Finally, you will be able to join a private Facebook group that keeps the Animas community connected and allows us to keep you up to date on what's happening in and around our world. You'll hear about free talks, additional workshops, social events and even posts congratulating students who qualify with us. It's a wonderful space for all our students and qualified coaches to connect.

RIGOROUS AND CREDIBLE QUALIFICATION PROCESS

Qualification on the Accredited Diploma in Transformational Coaching is achieved through a mixture of learning, practice and reflection. The aim is that, although rigorous, it's also enjoyable, challenging and developmental at every step. We know that you want to feel confident and competent by the end of the journey and that's precisely what this ensures.

To qualify, you must:

- ✓ complete all five course modules
- ✓ complete and log 40 coaching hours
- ✓ submit a reflective essay on your emerging coaching style
- ✓ submit a final recorded coaching session for assessment

The final assessment is graded as either a 'pass' or 'resubmit'. If you're asked to resubmit, you will be given detailed feedback on the areas for development.

When you qualify on this course, you'll be confident that you have the skills to practise professionally.

UK AND INTERNATIONAL ACCREDITATION AND RECOGNITION

The Accredited Diploma in Transformational Coaching went through two of the most rigorous quality assurance procedures in the coaching world and came through with flying colours.

It is approved by the International Coach Federation, the world's largest professional coaching body, as providing 123 Approved Coach-Specific Training hours, more than double the number of training hours required to seek your personal credential with them.

It is also accredited by the Association for Coaching as an Accredited Diploma in Coach Training, and so is ideal for those wishing to seek AC accreditation right up to Master Coach level.



Having recognition from these two preeminent bodies means you can feel wholly assured that your coach training is recognised by the key organisations in the industry and by anyone interested in the quality and integrity of your qualification.

We are passionate about the role of supervision for coaches and so are members of the Association of Coaching Supervisors.

We are proud of our relationships with these prestigious coaching organisations and the fact that they enable coaches like you to practise anywhere in the world.

WITH RECOGNITION FROM THE WORLD'S
LEADING COACHING BODIES, YOU CAN
BE ASSURED THAT YOU'LL GAIN
EXCEPTIONAL CREDENTIALS AND
CREDIBILITY THROUGH OUR DIPLOMA.

Nick Bolton, Founder,
Animas Centre for Coaching

FIND OUT MORE

If you want to find out more about becoming a coach with us, we offer a number of convenient ways to discover more.



WEBSITE

For general information about future dates, course fees and our interest-free payment plans, head along to our website at www.animascoaching.com.

The site offers a wealth of information on the programme and coaching in general. You can also make a risk-free application for the programme direct from the site without a payment needed upfront.



FREE INTRODUCTION TO TRANSFORMATIONAL COACHING IN LONDON

If you're in the early stages of exploring coaching or you'd like to meet us first before you make up your mind, why not attend a free Introduction to Transformational Coaching? You'll explore what coaching is, how it has changed, the pathways open to you after qualification, what makes us different, and much more.

To book your place, simply head along to www.animascoaching.com/free-introduction-to-coaching



CALL US!

We're just a call away!

Discuss any questions you have about coaching in general or our programme. Simply call us on **0330 900 5555** and we'll answer any questions you may have.



ARE YOU READY TO APPLY?

If you know that you want to join us, then you can apply online or call us.

APPLY ONLINE

To apply online, simply head along to our website at www.animascoaching.com and you'll quickly see how to navigate to the course page.

It's a quick and simple application process and we'll then call you back to have a chat and make sure it's right for you. If you're ready to go ahead, we will take deposit payment details over the phone and agree whether you'll be paying upfront or in instalments.

CALL US

Alternatively, you can call us on **0330 900 5555** and we'll take you through your options and book your place.



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