

'Every Conversation' *Programme*

LET'S START THE CONVERSATION

CREATING A COACHING CULTURE IN SCHOOL

Programme Overview



**The
Educational
Coach**



A COACHING WORLD

FORWARD BY
THE EDUCATIONAL COACH FOUNDING COACH

We are delighted you have taken this first stride towards a coaching programme with **The Educational Coach**. It is a significant investment in both your school and staff, and we're here to make that investment count.

Self-development is important both personally and professionally. Taking the time to look inwards allows for focus and progression, and, ultimately, success.

Coaching is the ideal technique to find clarity and awareness of our future goals. And whilst many of us may think we have an understanding of coaching, there are often misconceptions of the process and the idea itself.

Working with qualified and experienced coaches with a full understanding of the education sector, we ensure you and your school reach your full potential.

The Educational Coach is here to guide you at every step.

Julie Keyes

WHAT IS COACHING?

Coaching, fundamentally, is the process used to extract and encourage the use of unlocked potential to allow a person to perform at their best. Coaching focuses on the present. It's not the job of a coach to provide answers but rather to allow the coachee to discover the answers they already hold. A coach guides and facilitates to enable these discoveries, unlocking the potential for performance at a higher level.

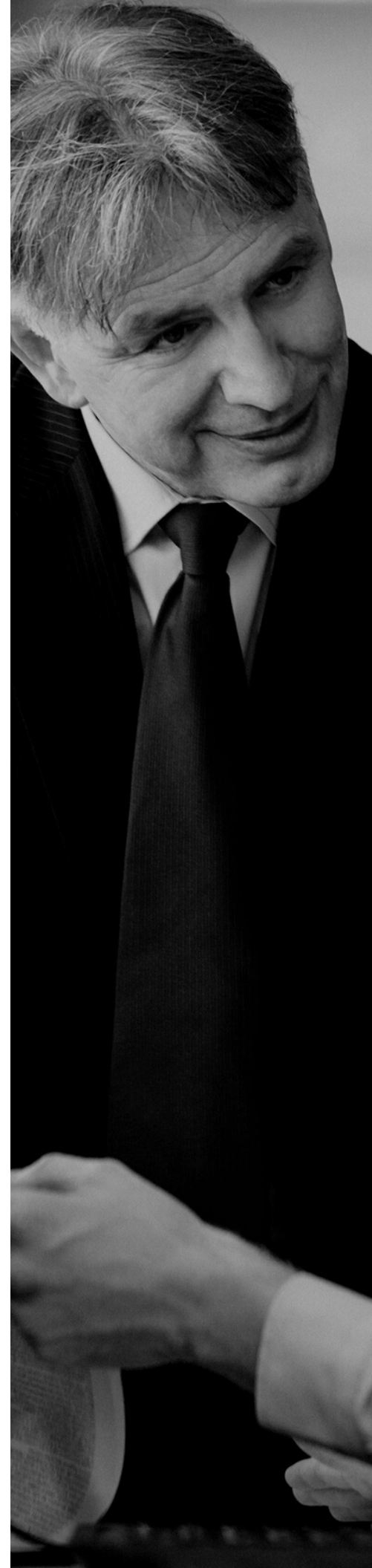
An important component of coaching is trust. The trust of the coach enables the client to fully embrace the process and have faith in the knowledge of the coach and the techniques used. The trust of the client informs the coach that the process will be entered into with respect and willingness. This mutual relationship between coach and client is unique and is essential for the coaching process to work.

Is coaching just another name for therapy?

It is easy to understand why many may believe coaching to be a form of therapy, however they are very much two different things. Therapy, or counselling, focuses on the emotional impact of the past, looking to resolve issues that are forming barriers to the future. Coaching takes a more pragmatic approach: looking to the future and asking key questions with the aim of self-improvement and development. Questions centre around the 'how': how can I move forward from this? How can I reach my ultimate goal?

What is the difference between coaching and teaching?

A coach asks questions. A coach listens. And a great coaching session is all about the participant. Providing a safe space in which a client can be vulnerable creates the perfect environment for the silencing of the inner critic, allowing an individual's natural instincts to inform them of their capabilities. This is not teaching. A teacher takes on the role of expert and imparts knowledge onto their students. The coaching relationship is mutual and does not involve the traditional student-teacher hierarchy.



A STRENGTHS-BASED APPROACH

A strengths-based coaching approach allows you to become more productive and profitable. It is great for staff morale as it leads to a more amiable workforce with an improvement in teamwork and, in a school environment, student/teacher relationships. A happy team is a creative team with an increase in creativity and innovative ideas. A coaching culture within a school provides very real results.

The role of the coach is to help individuals discover natural talents. Unearthing the areas where these strengths lie is not always initially obvious to the participant, but this is all part of the process. The encouragement from a coach to determine and explore these

talents - and their implementation in future events - is an empowering process. The coach isn't there to provide answers but rather to equip the coachee with the tools to find the answers for themselves.

Creating a coaching culture, particularly in an educational setting, is an excellent way to open up discussions. An environment in which staff can communicate candidly and effectively encourages free-flowing and active conversations. This improvement in communication supports the development of staff, resulting in a strong workforce that is willing and eager to progress and excel.

OUR COACHES

EDUCATION PROFESSIONALS WITH FULL ACCREDITATION AT YOUR FINGERTIPS



JULIE
KEYES



CAMILLA
WHITNEY-THOMAS



JONATHAN
CARROLL



LINDSEY
CUNNINGHAM

EVERY CONVERSATION

The object of this programme is very simple: to make **every** conversation within the school environment a higher-quality conversation. Discussions between staff members, meetings with leadership teams, and interactions with staff all have the capacity to spark unrealised potential.

With this goal in mind, we recommend schools **invest** in our coaching programme with approximately **20% of the workforce** from a **range of roles** in the school.

Over the course of the academic year, participants will engage in cohort tasks, smaller group exercises and individual coaching, with an element of self study to experience, learn and practise coaching in relateable school-based contexts.

With this method, we move forward together to embed a coaching **culture**, providing the tools to have open and honest conversations to bring about positive change for staff.

INVESTMENT

RETURN VS. RISK

Unlike a corporate setting, it can be harder to assign metrics to the impact of coaching within the school environment. Your teachers aren't able to submit higher 'billable hours' or 'win contracts'.

The evidence, however, shows that educators who are involved with coaching do win in other ways, with high levels of well-being, job engagement and investment in their own careers. The skills they learn allow them to have better quality conversations with themselves and others. Every interaction becomes elevated.

Higher quality equals higher outcomes.



Our coaching model at **The Educational Coach** is one that not only allows you and your staff the opportunity to experience the benefits of coaching for yourselves but a process by which you can learn invaluable coaching techniques to allow you to embed a coaching culture of your own.

We guide and support you to implement and maintain effective and beneficial coaching structures. Providing you with the tools and knowledge to practise coaching conversations within your own school environment, **The Educational Coach** is here to **HELP** you achieve your coaching goals.

HOOK

Ensuring your readiness for coaching is perhaps the most crucial step in your journey to embedding a coaching culture in your school. To truly embrace the benefits coaching has to offer, we want you and your school to look deeper into the ideas and models of coaching.

EXPERIENCE

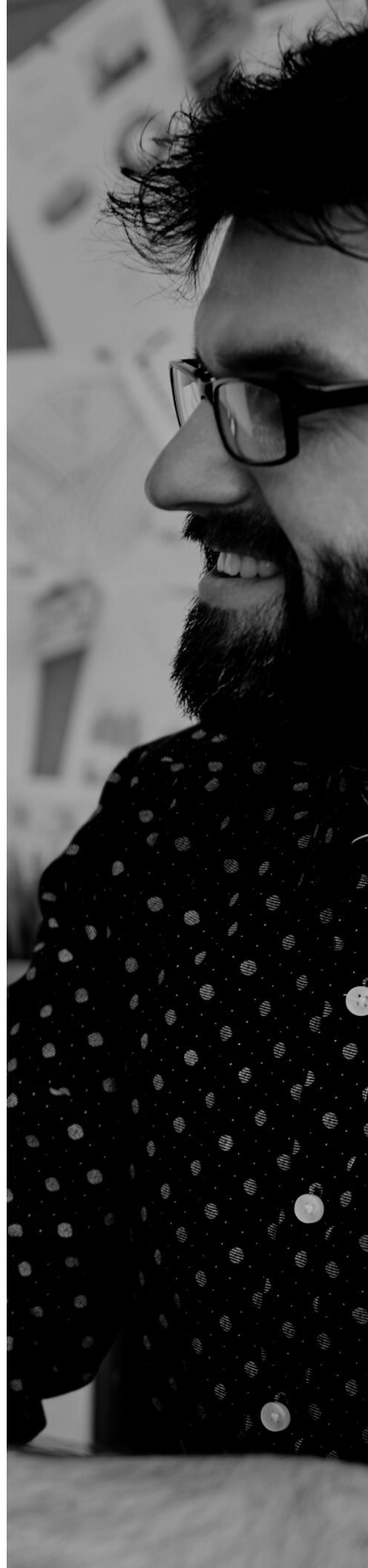
Explore your untapped potential, and experience the benefits of coaching for yourself. Tailor-made to you and your goals, our accredited coaches will help you reap the rewards through carefully guided 1:1 and group sessions.

LEARN

To continue your coaching journey, learning the fundamental principles of what it takes to engage in effective and fruitful coaching conversations is the exciting next step. Build on your experience of coaching with a look at the theory behind the practice.

PRACTISE

We will guide and support you as you put into practice the skills you have learnt. Practice sessions assisted by accredited coaches ensure a solid foundation to carry you forward to begin coaching conversations in your school.





PROGRAMME PACKAGES

A CAREFULLY CURATED PROGRAMME ENABLING YOU TO EXPLORE COACHING AT EVERY LEVEL.

YEAR ONE - FOUNDATION

TERM	CONTENT
EXPERIENCE	INTRODUCTION VIDEO 4 X 1:1 PERSONAL COACHING SESSIONS PER PARTICIPANT
LEARN	1-DAY OR 2-HALF DAYS COACH TRAINING - FORMING THE FOUNDATION LEVEL OF TRAINING
PRACTISE	2 X FACILITATED PRACTICE SESSIONS PER PARTICIPANT

EACH PARTICIPANT RECEIVES END OF COURSE COMPLETION CERTIFICATE
SCHOOL BASELINE DATA AND END OF YEAR IMPACT REPORT INCLUDED

YEAR TWO - ADVANCED

TERM	CONTENT
EXPERIENCE	3 X 1:1 PERSONAL COACHING SESSIONS PER PARTICIPANT 1 X COMMUNITY GROUP COACHING SESSION
LEARN	1-DAY OR 2-HALF DAYS COACH TRAINING - FORMING THE FOUNDATION LEVEL OF TRAINING
PRACTISE	2 X GUIDED PRACTICE SESSIONS PER PARTICIPANT

EACH PARTICIPANT RECEIVES END OF COURSE COMPLETION CERTIFICATE WITH A PERSONAL COACHING REPORT INCLUDED

YEAR THREE - EXPERT

TERM	CONTENT
EXPERIENCE	2 X 1:1 PERSONAL COACHING SESSIONS PER PARTICIPANT 2 X COMMUNITY GROUP COACHING SESSIONS
LEARN	1-DAY OR 2-HALF DAYS COACH TRAINING - FORMING THE FOUNDATION LEVEL OF TRAINING
PRACTISE	2 X FACILITATED PRACTICE SESSIONS PER PARTICIPANT

EACH PARTICIPANT RECEIVES END OF COURSE COMPLETION CERTIFICATE WITH AN EVALUATION REPORT INCLUDED FOR PERSONAL ACCREDITATION

Let's Talk

To discuss any aspect of the programme,
please do not hesitate to contact us:
hello@theeducationalcoach.co.uk