

The  
**Educational  
Coach**

# TAKE YOUR FIRST STEP

TO BECOMING  
AN ACCREDITED  
COACH

JOIN OUR FIRST COHORT OF OUR AACT  
(ACCREDITED AWARD COACH TRAINING)

Luciana Silva

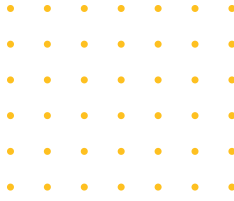
Lorna Alvarado



ACCREDITED AWARD  
IN COACH TRAINING

# Welcome to The Educational Coach

## The Message From Our Lead Coach



### Welcome to a whole new chapter in your life

I know that people love to speak in hyperbole these days but if you have spent any time with me, you will know that I firmly believe that coaching and training to be a coach has changed my life.

I am so excited that this could soon be the same for you.

### It starts with you.

Coaching has taught me so many things, but it could be summed up by the word:

‘conversation’.

Training to be a coach has changed every conversation I have had. The most important ones being the conversations I have with myself. When I started my coach training, it felt like each week something changed within me - almost on a chemical or cellular level. I noticed I approached challenges in a new way, I listened to myself and others better, I asked better questions.

You will have come to this course with particular goals or motivations in mind - whether it is to be a professional coach, to coach within your organisation or on an individual level. You will come away feeling like something has changed within you.

Julie Keyes  
Lead Coach

# Course Introduction

## Storytime...

### The Educational Coach Story

Our path to coaching was a wiggly one - but those are the best. It started with our sister company - The Educational Consultant. Diverse and interesting projects led us to impactful work with professionals in a 1:1 capacity. Our passion for coaching had been ignited.

2020

COVID allowed us to utilise a change in working practices and harness new tech for professional development. We dedicated new energy and focus on workplace wellbeing.

2022

The Educational Coach was officially formed and our team of Associate Coaches brought together.

2023

Our work and impact spread across schools in the UK, Europe and the Middle East through our 'Every Conversation' programme.

2024

The number of schools and educators continues to grow. We now have 7 associate coaches, a school partnership lead and an in-house researcher.

As well as our UK base, we are opening an office in Dubai.

Our ACCT programme has launched.



## 01. Every Conversation

The 'Yellow' thread that has run through our mission has been to improve the quality of 'Every Conversation' through a coaching approach.

## 02. Experts Everywhere

Our vision and mission is pretty big and we know we can't achieve this alone. Our model has always been to grow coaching expertise in others so that they can serve the communities they live and work in.

# Overview

## Modules



ACCREDITED AWARD  
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# Accredited Award in Coach Training (AACT)

*Training Programme*

<b>Module 1:</b> Purpose and impact of coaching	<b>Module 2:</b> Ethical practice	<b>Module 3:</b> Coaching Mindset	<b>Module 4:</b> Establishes and maintains agreements
<b>Module 5:</b> Trust and safety	<b>Module 6:</b> Building rapport	<b>Module 7:</b> Presence	<b>Module 8:</b> Listening actively
<b>Module 9:</b> Listening actively (Part 2)	<b>Module 10:</b> Evokes Awareness	<b>Module 11:</b> Cultivates growth	<b>Module 12:</b> Subconscious and conscious
<b>Module 13:</b> Self reflection	<b>Module 14:</b> Powerful questioning	<b>Module 15:</b> Powerful questioning (Part 2)	<b>"Coachathons"</b> Triads and paired practice

### What you get:



Expert instruction from experienced and qualified coaches



53 hrs of coach training



Weekly live sessions (via zoom)



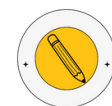
Certification through an accredited programme



Insightful coaching practise sessions



Three unique 'coachathon' experiences



Self study hours for personal reflection

# 1

## **Leading self**

Developing personal abilities and qualities related to your emotional intelligence and effectiveness.

# 2


## **Leading and influencing others**

Leading people and teams. Developing people with a human-centred approach.

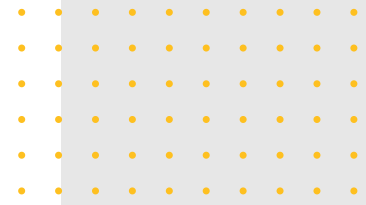
# 3

## **Leading the organisation**

Applying the knowledge and skills to shape the development of an organisation at a strategic level.



# Meet your instructors



## Camilla Whitney-Thomas (ACCT Programme Leader)

Camilla has worked in education since 2009, teaching in various 11-18 schools and taking on roles from classroom teacher to Head of Sixth Form, Assistant Head, and Deputy Head.

Camilla is an NLP Coach with a passion for communication, she is an highly experienced coach and our ACCT Programme Leader.



## Julie Keyes Lead Coach

Julie is no stranger to the world of education, with over fifteen years of first-hand experience in teaching. Her passionate work ethic and professional approach are evident in her impressive career achievements. Combining her wealth of experience in education with her accreditation in coaching, Julie founded The Educational Coach.

She has driven the development of our programmes, is a seasoned coach working towards her next level of accreditation at Professional Executive Coach.

# The nitty gritty

When/Where/How/How long/How much?



Investment

**£1875+VAT**

**40% off**

\*after this, course price will return to standard rate £3125+VAT

## Flexible timings (GMT)



Thursday  
afternoons  
12:30-3:30pm



Thursday  
Evenings  
6-9pm



Friday  
Morning  
9:30-12:30pm



Intensives  
2 x Saturday  
sessions  
10-3pm

OR

OR

+



Start date: 2nd/3rd May 2024  
End date: 19th July 2024  
No teaching: W/C 27th May 2024

# You'll be joining...

- A group of global participants who have all taken part in our 1:1 coaching, coach training or practise.
- An organisation that prides itself on professionalism and credibility.
- A professional member of ICF and AC.
- An accredited training provider of the Association of Coaching.



The Educational Coach is proud to take part in the **AC CPD Hours Scheme**, in our ongoing commitment to professional development.





## What people say...



Coaching is a rare opportunity to be open and show vulnerability.

Coaching is becoming increasingly popular as something that successful leaders make use of.

"Coaching has immediate results and its impact is widespread—it creates a ripple effect that permeates your entire community. By embracing coaching, you demonstrate your commitment to the development and success of your organisation in a visionary and progressive way."

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"It was really insightful, and we all gained a lot of valuable skills in such a short time. I am looking forward to applying these new theories and techniques in the coming weeks and look forward to wrapping up our sessions together."

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# Confirm your place now.



*We would love you to be part of this first cohort.*

To take up this opportunity you need to:

*Complete this [google form](#) indicating your session and payment preference.*

**Places are only confirmed upon receipt of payment.**

**The deadline for signups is 22nd April 2024.**

**The next cohort will start in mid September at the normal price.**

## Contact Us :

Email Address

[hello@theeducationalcoach.co.uk](mailto:hello@theeducationalcoach.co.uk)

<http://www.theeducationalcoach.co.uk>