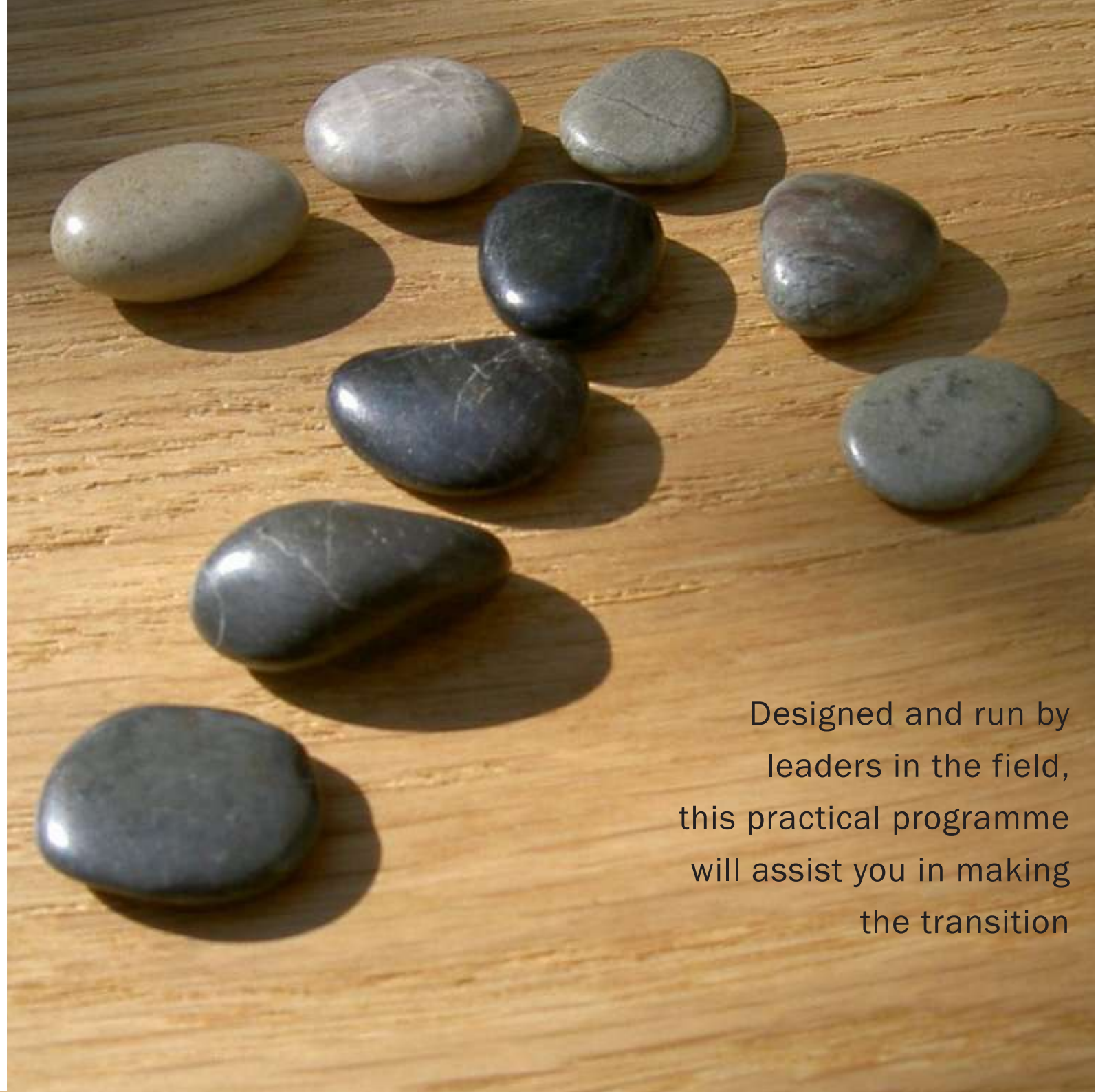




**Becoming a
professional business
Coach or Mentor**

Lauriate

LEADING EDGE COACHING 



Designed and run by
leaders in the field,
this practical programme
will assist you in making
the transition

Who is this programme for?

This programme is advanced, intensive and builds on existing coaching or mentoring competencies already developed to a high level within a line role. It is available only to those who have enjoyed a successful career in the private or public sector and now wish to develop a second career as a business coach or mentor to business leaders and public sector executives.

Benefits of participation

Becoming a professional coach or mentor is a significant career move. Managing both the personal and business issues effectively is essential to navigating the transition and building a successful second career. This programme is designed to provide you with the knowledge and skills you need to manage the transition by providing:

- ✓ A foundation for acquiring or applying advanced coaching or mentoring competence
- ✓ Building blocks for starting your own business or working in a specialised consultancy practice
- ✓ Practical guidance & coaching to assist you in making the transition

What you will learn

The market for coaching & mentoring

- ✓ The role(s) of the business or executive coach or mentor
- ✓ The relevance of your experience and personal attributes to current market opportunities
- ✓ Whether you need any further formal training or development before you can practice as a professional coach or mentor
- ✓ How to identify opportunities for coaching and mentoring services and develop your own unique selling position

Coaching and mentoring skills

- ✓ Understanding the coaching or mentoring lifecycle for typical client groups
- ✓ How to adapt and apply your existing skills and strengths to the external marketplace
- ✓ How to evaluate your own performance and manage continuing professional development

Establishing your coaching or mentoring business

- ✓ Creating your own coaching or mentoring proposition based on your key strengths
- ✓ How to package your services – and what to charge
- ✓ Using specialised contracts and agreements
- ✓ Developing effective strategies for marketing your services
- ✓ Managing successful client relationships

Ongoing support

Unlike a conventional workshop based coach or mentor training programme we offer a supported learning environment that is backed up with ongoing professional support. This is designed to be flexible, focussed on your unique needs and to help you build your business. This support includes, but is not limited to:

- ✓ Two two-hour coaching sessions during the subsequent six months to provide ongoing personal and confidential one-to-one support
- ✓ Access to a supported on-line learning forum facilitated by a professional supervisor for 12 months
- ✓ 25% discount on your first years registration on the Coaching & Mentoring Network on-line referral service to assist you in marketing your services

Facilitators

Anna Britnor Guest

Anna is an experienced coach and co-founder and joint managing director of The Coaching & Mentoring Network, the UK's leading independent information resource dedicated to coaching and mentoring.

She writes regularly on coaching, mentoring and development and is a regular conference speaker.

Anna's coaching practice, Leading Edge Coaching, specialises in facilitating clients to explore and achieve their potential according to their own personal aspirations and strengths.

www.leadingedgecoaching.co.uk

David Clutterbuck

Prof. David Clutterbuck is one of Europe's most prolific and well-known management writers and thinkers. He has written more than 40 books, and hundreds of articles.

Co-founder of The European Mentoring Centre and of The item Group (the leading independent provider of internal communication solutions), David also runs a thriving international consultancy, Clutterbuck Associates, which specialises in helping people in organisations develop the skills to help others. David is perhaps best-known in recent years for his work on mentoring and coaching, on which he consults around the world.

His books on mentoring include the classic [Everyone needs a mentor](#) (published by the CIPD, with the 3rd edition launched at the Harrogate 2001 conference), [Mentoring at Work](#), [Mentoring and Diversity](#), [Learning Alliances](#) (also CIPD) and [Mentoring executives and directors](#). Forthcoming titles include [Techniques in Coaching and Mentoring](#). Other management best-sellers include [The Winning Streak](#) series of books on business excellence, a theme to which he returned in 1997 and 1999 with the books [The Winning Streak Mark II](#) and [Doing it Different](#), a study of the lessons to be learned from maverick businesses.

David is also a visiting professor at Sheffield Hallam University.

The broad scope of his work can be seen on the Clutterbuck Associates and ITEM websites www.clutterbuckassociates.co.uk and www.item.co.uk.

David can also be contacted by e-mail on dclutterbuck@item.co.uk

Pauline Willis

Pauline is a business psychologist & executive coach as well as co-founder & joint managing director of the Coaching & Mentoring Network. Setting and maintaining high standards in coaching and mentoring practice has been central to her work, both within organisations and the broader coaching & mentoring community. Through her company Lauriate Ltd Pauline provides specialised assessment and development services as well as coaching & mentoring programme design.

www.lauriate.com

Cost : £1500 + VAT



For more information contact...

Jill Johnson

Clutterbuck Associates,

Burnham House, High Street, Burnham, Bucks SL1 7JZ

Telephone : 01628 661667

email: info@clutterbuckassociates.co.uk

www.clutterbuckassociates.co.uk