



Smurfit Executive Development

UCD Michael Smurfit Graduate Business School

DIPLOMA IN ADVANCED BUSINESS & EXECUTIVE COACHING



Executive Education
Ranking 2020

1 IN IRELAND
FOR OPEN ENROLMENT

27 IN EUROPE
FOR OPEN ENROLMENT

42 GLOBALLY
FOR OPEN ENROLMENT

PART-TIME EXECUTIVE PROGRAMME

PROGRAMME DETAILS

Structure

This programme is delivered over a series of 12 days involving 6 workshops within a 10-12 month period. 100% attendance is required. A different theme or psychological perspective is introduced at each workshop. Workshops include theoretical input from faculty with much opportunity for participants to discuss and share thoughts, ideas and experiences, making for a rich learning experience. The learning is supplemented by observed coach practice and feedback. A further component of the programme is the 'experiential group' - a unique and safe environment where participants practice the challenging art of relating authentically with one another, through a coaching lens.

Assessments and Workload

The emphasis throughout the programme is on the practical application of knowledge to benefit the participant, their team and their organisation. There are three assessments, an essay, a case study and a reflective journal. Successful completion of the assignments require participants to be actively coaching clients.

Accreditation

On successful completion of the programme, participants will be awarded the Professional Diploma in Advanced Business & Executive Coaching by UCD Smurfit Executive Development (30 ECTS at NFQ Level 9). This diploma forms part of the MSc in Business and Executive Coaching Pathway (see back page for more details).

Workshop 1

The Person Centred Approach

Understanding the importance of the coaching relationship and the "core conditions" of empathy, congruence and unconditional positive regard.

Workshop 2

Gestalt Approaches

Gain an understanding of the importance of awareness, the here-and-now, the "Cycle of Awareness" and strategic and intimate interventions.

Workshop 3

Psychodynamic Approaches

Understand Attachment Theory - the unconscious processes in coaching, including transference and psychological defences.

PROGRAMME OVERVIEW

This unique part-time fully accredited diploma programme is designed for experienced coaches who want to take their coaching 'to the next level'. It focuses on the psychological dimension of coaching, developing participants' ability to "raise coachee's awareness of their ingrained patterns of behaviour", the most important quality required of coaches by sponsors in large organisations (Ridler Report 2013). The programme has a strong practice focus, ensuring that participants take their learning from the workshops directly into their work with clients. A key feature is the focus on personal development, rooted in the firm belief that it is vital for participants to have personal experience of challenging their own 'ingrained patterns of behaviour' as a basis for working effectively with clients. Participants have consistently reported that the combination of theory, practice, personal and professional development has transformed their capability to work more deeply and effectively with their clients.

Who is it for?

- Business coaches who want to develop their theoretical understanding of, and capability to work with, the psychological aspects of coaching;
- HR Directors/Training/OD Consultants with a coaching background who want to expand their knowledge and skills in the psychological aspects of coaching;
- Line Managers with coaching backgrounds who wish to enhance their capacity to work with the psychological aspects of coaching;
- Retiring executives who have a coaching background and wish to expand their portfolio of consultancy by working with the psychological aspects of coaching.

Key Benefits

This programme will add significant value to the practice of both independent coaches and internal coaches operating within organisations.

- Utilise a wide range of psychological perspectives to enhance coaching practice, offering new ways to understand clients and what is happening during sessions;
- Gain a much deeper understanding of ingrained patterns of behaviour which can be utilised with coachees and for the benefit of other professional and personal relationships;
- Gain a sound understanding of six psychological traditions which are particularly relevant to business and executive coaching and the ability to use this knowledge practically to the benefit of clients;
- Undertake significant personal development through the highly experiential nature of the training, which is underpinned by Gestalt principles of working with 'what is' in the here and now.

FACULTY

Our dedicated team of faculty are widely recognised as skilled educators, ground-breaking researchers and accomplished authors. Through publishing, consulting and teaching they leverage their business expertise and field-based research to deliver programmes, encourage participants to develop new ways of thinking, widen their perspectives and to understand their own challenges and capabilities. The faculty present topics in a range of engaging methods such as 'action learning' projects, case studies, role plays, individual assessment and one on-one coaching, so as to deliver a unique and lasting learning experience.

Smurfit Executive Development

As part of Ireland's leading business school, Smurfit Executive Development programmes are designed to provide the business leaders of today and tomorrow with a transformational experience. We are one of an elite group of schools worldwide to hold triple accreditation from AACSB (US), EQUIS (Europe) and AMBA (UK) and are the only Irish member of the leading international business school alliances CEMS, GNAM and PIM. UCD Smurfit Executive Development is the only Irish member of UNICON, an invitation-only alliance of the world's leading university-based executive education providers.

UCD Smurfit Executive Development has been ranked 1st in Ireland, 27th in Europe and 42nd in the world for its Open Enrolment programmes according to the prestigious 2020 Financial Times Executive Education Rankings. Our customised programmes have also been ranked at 47th in the European top 50. By offering a world-class range of customised, diploma and open enrolment programmes, Smurfit Executive Development helps executives and their organisations create new opportunities to drive growth and create value.

Workshop 4

Transactional Analysis

Identify and work with different 'ego-states' as they exist within the person and their impact in communication between people.

Workshop 5

Family and Group Psychologies

Understand the powerful impact of wider systems on individual and group behaviours, and the significance of this for key subjects such as leadership and organisational dynamics.

Workshop 6

Existential Approaches

Understand the place of meaning and purpose in people's lives and working with the tension of being 'true to self and true to others' for clients in organisations.

APPLICATION INFORMATION

Entry Requirements

Participants should hold a primary degree and have completed the UCD Diploma in Business & Executive Coaching or another accredited Business Coaching programme. Consideration will also be given to applicants who do not fully meet this requirement but have substantial experience in business coaching.

Fees

The fee of €9,225 or €8,763 (UCD Business Alumni Discount) is a comprehensive cost that includes tuition, all course related materials, lunches and refreshments while on campus. There are no additional overheads. We offer staged payments and there is no interest charged for choosing this option. Terms and conditions apply. Tax relief is also available on fees. For details visit www.revenue.ie

Application Procedure

A completed application form, digital photograph and copy of transcripts for all university-level degrees (if applicable and excluding those taken at UCD) will be required. A telephone interview with the Programme Director may form part of the application process. The interview helps determine whether the programme is the most appropriate educational solution for the applicant.

How to Apply

To apply for this programme, please contact a member of our team on +353 1 716 8889, email exec.dev@ucd.ie or visit our website www.smurfitschool.ie/executivedevelopment

Pathway to MSc in Business & Executive Coaching

The Diploma in Advanced Business & Executive Coaching forms part of the MSc in Business & Executive Coaching pathway. If participants successfully complete the Diploma in Business & Executive Coaching, the Diploma in Advanced Business & Executive Coaching and the Diploma in Team Coaching within a 5-year timeframe (not compulsory), they are awarded with the MSc in Business & Executive Coaching. Please note, the UCD Diploma in Team Coaching can be alternated with either the Diploma in Leadership Development or Diploma in Organisational Change and Transformation as the final diploma option.

The Diploma in Advanced Business & Executive Coaching provided me with a deeper understanding of myself and an increased awareness of others. From a professional aspect working with clients, it has helped tremendously in addressing both the emotional and psychological aspects of their challenges. It has increased my confidence in my coaching capabilities and encouraged me to re-focus my business and bring it to a new level. I would highly recommend this diploma.

**Eileen Duggan, Executive and Leadership Coach,
Duggan Coaching**

The Diploma in Advanced Business and Executive Coaching was an invaluable experience for me. It provided me with new psychological perspectives and lenses which enable me to work more effectively with my clients, as well as an incredible opportunity for personal growth. The programme has without question resulted in me being a more effective Executive Coach.

**Eadine Hickey, Executive Coach,
Resonate Leadership**



Executive Education Ranking 2020

Please note that University College Dublin's terms and conditions apply to all offers of places of study at Smurfit Executive Development. Copies are available on request. Every effort has been made to ensure the information in this publication is correct. However, details may be subject to change by the University without notice.

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