



Smurfit Executive Development

UCD Michael Smurfit Graduate Business School

# PROFESSIONAL DIPLOMA IN **ADVANCED BUSINESS & EXECUTIVE COACHING**



EXECUTIVE  
EDUCATION  
2025 RANKING



IN IRELAND  
FOR OPEN ENROLMENT



GLOBALLY  
FOR OPEN ENROLMENT



GLOBALLY  
FOR CUSTOM PROGRAMMES

## 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

##### Psychodynamic Approaches

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

#### Workshop 3

##### Gestalt Approaches

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

### 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 knowledge and capacity to apply the psychological aspects of coaching;
- Executives who are planning for retirement or have retired, 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 by coaches, which will benefit 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.

*"I look back on an amazing self-discovery journey. The diploma provided me with this deeper understanding of myself and an increased awareness of others. From a professional aspect, it has helped me with my clients tremendously in addressing both the emotional and psychological aspects of their challenges."*

**Eileen Duggan,**  
Executive Systemic Coach and Supervisor

## FACULTY

Our dedicated team of coaching faculty have a wealth of experience in all aspects of coaching. They are successful executive and team coaches with a passion for assisting leaders and their teams to achieve meaningful behavioural changes that drive business results. They help leaders and teams improve their performance by raising their awareness of their attitudes, assumptions and behaviours, and the impact these have on their effectiveness. They combine their strong coaching presence with their extensive commercial experience coupled with a psychological approach to development. Their area of expertise is in taking a psychological approach with teams and individuals to uncover the core agendas of the clients they work with.

## 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 a member of UNICON, an invitation-only alliance of the world's leading university[1]based executive education providers. UCD Smurfit Executive Development has been ranked 1st in Ireland, top 25 in the EU and 46th in the world for its Open Enrolment programmes according to the prestigious 2024 Financial Times Executive Education Rankings. 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

#### System and Field

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 €10,320 or €9,805 (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](http://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](mailto:exec.dev@ucd.ie) or visit our website [www.smurfitschool.ie/executivedevelopment](http://www.smurfitschool.ie/executivedevelopment)

## Pathway to the 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 two of the following three coaching programmes:

- Diploma in Business and Executive Coaching (30 ECTS)
- Diploma in Advanced Business and Executive Coaching (30 ECTS)
- Diploma in Team Coaching (30 ECTS)

**PLUS** any one of the following programmes:

- Diploma in Organisational Change & Transformation (30 ECTS)
- Diploma in Leadership Development (30 ECTS)
- Diploma in Business and Executive Coaching (30 ECTS)
- Diploma in Advanced Business and Executive Coaching (30 ECTS)
- Diploma in Team Coaching (30 ECTS)

within an ideal 5-year timeframe, they are awarded with the MSc in Business & Executive Coaching.

*"The format and approach used by the faculty, with the strong emphasis on the psychological dimensions of coaching, together with the support of other participants, got me out of my comfort zone and really helped develop me as an executive coach."*

**Sean Quigley,**  
Board Member, Executive & Team Coach



**EXECUTIVE  
EDUCATION**  
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### Smurfit Executive Development

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