



Smurfit Executive Development

UCD Michael Smurfit Graduate Business School

# DIPLOMA IN BUSINESS & EXECUTIVE COACHING



Executive Education  
Ranking 2020





## PROGRAMME DETAILS

### Structure

This programme is delivered over a series of 16 days involving 6 workshops within a 12-month period. 100% attendance is required.

### Assessments and Workload

The emphasis throughout the programme is on the practical application of knowledge to benefit the participant, their team and their organisation. Assessments include an essay, reflective practice assessment, written commentary on a coaching session and an EMCC competency self-assessment. Participants are also required to complete 90 hours of pro-bono coaching and 3 coach supervision sessions.

### Accreditation

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

## PROGRAMME OVERVIEW

Whether participants are established or aspiring coaches, this programme will provide them with the competencies to deliver coaching to senior leaders in organisations. They will be able to contract appropriately with organisations, address questions of assessment and evaluation and work effectively with the psychological dimension of coaching.

Through a process of practice and feedback from tutors, peers and supervisors, participants will develop a range of coaching skills and an understanding of coaching cultures in organisations. Coaching supervision is built into the programme with the provision of 1:1 supervision between workshops to support ongoing learning and professional development.

This programme contains all the key elements which are seen as best practice by each professional coaching association:

- Accredited by the professional body, European Mentoring and Coaching Council (EMCC) at the 'Senior Practitioner' level;
- Breadth and depth of theoretical input;
- Intensive coach practice sessions with high quality feedback from course tutors;
- 100 face-to-face training hours;
- Requirement to build up coach practice hours between workshops;
- Group supervision at workshops;
- Demonstration sessions from course tutors;
- University award at postgraduate level - NFQ level 9;
- Programme design reflects the three higher level competency categories of business and executive coaching: business mindedness, coaching skill and psychological-mindedness.

### Workshop 1

#### Getting Started

- Address definitions of coaching, coaching principles, spectrum of coaching skills, the GROW model, coaching supervision and getting started with a client.

### Workshop 2

#### The Psychological Dimension of Coaching

- Focus on the psychological dimension of coaching; the four dimensions of a coaching session (anxiety, threat, self-protection, self and relationship management), the Gestalt approach, emotional intelligence and group supervision.

### Workshop 3

#### Creative Approaches to Coaching

- Gain an understanding of the creative approaches to coaching and cover key areas such as identifying a personal coaching agenda, coach practice, group supervision and coaching demonstrations.

## Who is it for?

- Business coaches who want a more thorough grounding in coaching methodology and general improvement of their coaching skills;
- HR Directors or Training/OD Consultants who want to expand their knowledge and skills;
- Chartered Psychologists and Occupational Psychologists specialising in assessment/development who want to enhance their coaching capacity;
- Line Managers who want to coach more effectively as part of their management and leadership style;
- Retiring executives who wish to add Executive Coaching to their portfolio of consultancy activities or to make it their main offering;
- Aspiring coaches from a related professional background such as counselling, psychotherapy, teaching, business psychology etc.

## Key Benefits

Upon completion of this programme, the participant will gain:

- A sound understanding of the theory and practice of coaching, in particular coaching people at senior levels in organisations;
- Highly developed self-awareness and awareness of impact, enabling participants to work with the psychological, relational and cultural aspects of coaching;
- Competence and confidence using advanced coaching capabilities in organisations and at senior levels;
- An integrative understanding of their own unique approach to coaching – putting their “signature” on their coaching practice;
- A close network of coaches who will have journeyed alongside each other on the course – for support, co-consultancy and learning.

## 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

#### The Process of Change

- Examine the process of change and address key areas such as the Prochaska Model of Change, the Cycle of Experience, Immunity to Change, group supervision and coach practice.

### Workshop 5

#### Coaching and Leadership

- Explore the key areas of coaching and leadership. It is designed to provide participants with an understanding of authentic leadership.

### Workshop 6

#### Coaching in Organisations

- Gain an in-depth understanding of the organisational aspects of coaching to include contracting with the organisation, the emergence of team coaching and the role of line managers in coaching.

# APPLICATION INFORMATION

## Entry Requirements

Participants should hold a primary degree or equivalent professional qualification. Consideration will be given to applicants who do not hold a primary degree but their depth of industry and organisational experience qualifies them as suitable participants. As the programme is hands-on, participants will be expected to have experience of or exposure to the field of staff development and performance enhancement.

## Fees

The fee of €13,315 or €12,649 (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 will form part of the application process.

## 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 [www.smurfitschool.ie/executivedevelopment](http://www.smurfitschool.ie/executivedevelopment)

*The Diploma in Business and Executive Coaching has been an excellent investment from a number of perspectives. In addition to developing skills to better manage and support my own team, it has helped me to develop a much greater awareness of myself and my own impact. Having the opportunity to learn from the experiences of the other participants has also been hugely beneficial.*

**Siobhan Winters, Group HR Manager  
Dublin Airport Authority**

## Pathway to the MSc in Business

### (Leadership & Management Practice)

The Diploma in Business & Executive Coaching forms part of the MSc in Business (Leadership & Management Practice) Pathway. The Pathway framework is comprised of ten diploma programmes. If participants successfully complete three of these ten diplomas within a 5-year timeframe, they are awarded with the MSc in Business (Leadership & Management Practice).

The other diploma options available in the Masters pathway are as follows:

1. Professional Diploma in Advanced Management Performance
2. Professional Diploma in Strategy Development and Innovation
3. Professional Diploma in Organisational Change & Transformation
4. Professional Diploma in Leadership Development
5. Professional Diploma in Corporate Governance
6. Professional Diploma in Strategic Growth (Food Industry)
7. Professional Diploma in Strategic Growth (Biotech & Pharma Industry)
8. Professional Diploma in Business Finance
9. Professional Diploma in High Performance Sales & Business Development

## Pathway to MSc in Business & Executive Coaching

The Diploma in Business & Executive Coaching also 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.

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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