



Smurfit Executive Development

UCD Michael Smurfit Graduate Business School

DIPLOMA IN BUSINESS & EXECUTIVE COACHING



Executive Education
Ranking 2022



PROGRAMME DETAILS

Structure

This programme is delivered over a series of 14 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.

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).

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.

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. Group coaching supervision and peer coaching supervision groups are built into the programme.

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

- University award at postgraduate level - NFQ level 9;
- Accredited by the European Mentoring and Coaching Council (EMCC) at the 'Senior Practitioner' level;
- Opportunity to apply for a fast track EMCC Individual Accreditation (EIA);
- Breadth and depth of theoretical input;
- Intensive coach practice sessions;
- 100 face-to-face training hours;
- Requirement to build up coach practice hours between workshops;
- Group supervision at workshops;
- Demonstration sessions from course tutors;
- Programme design reflects the three higher-level competency categories of business and executive coaching: business mindedness, coaching skills and psychological-mindedness.

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 a 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, 19th in the EU and 31st in the world for its Open Enrolment programmes according to the prestigious 2022 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.

The quality of the diploma makes it different to any other coaching programme. It is so interactive and the practical skills elements are where the real stuff happens. There is a very strong support network and the peer learning in class is great.

Linda Allen,
Head of Talent Management at Iarnród Éireann, Irish Rail

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

Business Coaching

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

Workshop 6

Business 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 tuition fee of €13,850 or €13,157 (UCD Business Alumni Discount) includes all course related materials, lunches and refreshments while on campus. We offer staged payments. Tax relief is also available on fees. For details visit www.revenue.ie

Please note - Individual Supervision is strongly recommended but it is not covered in the tuition fees above. We have a panel of Coach Supervisors and we recommend that you complete 3 x 90 minute sessions. You can choose a supervisor from our panel who will provide a preferential rate. For EMCC Individual Accreditation (EIA) supervision is required.

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.

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 www.smurfitschool.ie/executivedevelopment

It's a phenomenal personal transformation journey. The construct of the programmes is really well architected. The skill building every module, felt like an acceleration of the prior one. The Diploma enables a remarkable bonding experience for the entire group.

Anne D'Arcy - HR Lead, Google.



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Pathway to the MSc in Business

(Leadership & Management Practice)

The Diploma in Business & Executive Coaching also 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 Organisation, Renewal and 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.

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