



Smurfit Executive Development

UCD Michael Smurfit Graduate Business School

# PROFESSIONAL DIPLOMA IN BUSINESS & EXECUTIVE COACHING



**FT** EXECUTIVE  
EDUCATION  
2025 RANKING

**1** IN IRELAND  
FOR OPEN ENROLMENT

**47** GLOBALLY  
FOR OPEN ENROLMENT

**56** GLOBALLY  
FOR CUSTOM PROGRAMMES



## 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).

## 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.

### Workshop 1

#### Getting Started in Business Coaching

- 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 Business 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;
- Executives who are retired or planning retirement, 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 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, 21st in the EU and 35th in the world for its Open Enrolment programmes according to the prestigious 2023 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,  
Senior Talent and Diversity Manager - Bus Éireann

### Workshop 4

#### The Process of Change in Business Coaching

- 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 and Leadership

- 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 €14,540 or €13,850 (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](http://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](mailto:exec.dev@ucd.ie) or visit [www.smurfitschool.ie/executivedevelopment](http://www.smurfitschool.ie/executivedevelopment)

*"It's a phenomenal personal transformation journey. The programme is structured very well and allows you to build your skills module by module. The programme provides a remarkable bonding experience for the entire group."*

Anne D'Arcy - People Partner Manager - EMEA, Google

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## Pathway to the MSc in Business & Executive Coaching

The Diploma in 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
- Diploma in Advanced Business and Executive Coaching
- Diploma in Team Coaching

**PLUS** one of the following programmes:

- Diploma in Organisational Change and Transformation
- Diploma in Leadership Development
- Diploma in Advanced Business and Executive Coaching
- Diploma in Team Coaching

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

## Pathway to the MSc in Business (Leadership & Management Practice)

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

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

1. Professional Diploma in Strategy Development and Innovation
2. Professional Diploma in Corporate Governance
3. Professional Diploma in High Performance Sales & Business Development
4. Professional Diploma in Business & Executive Coaching
5. Professional Diploma in Leadership Development
6. Professional Diploma in Business Finance
7. Professional Diploma in Organisational Change & Transformation
8. Professional Diploma in Management Excellence
9. Professional Diploma in Digital Innovation & Transformation
10. Professional Diploma in Aviation Finance
11. Professional Diploma in Artificial Intelligence and Analytics

### Smurfit Executive Development

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