



cqm training & consultancy



Coaching Professional

The broad purpose of the occupation is to work with a wide range of individuals and teams across organisations, to empower and engage with them to enhance their professional performance. Coaching is a way of leading in a non-directive manner, helping people to learn through deep listening and reflective, open questions rather than instructing, giving advice or making suggestions.

Coaching is a way of treating people, a way of thinking and a way of being which is seen as vital to supporting individuals and organisations in increasingly volatile and ever-changing environments. The underlying and ever present purpose of coaching is building the self-belief of others, regardless of the context, to be curious and self-aware, better equipping them to collaborate, innovate, deal with the increasing pace of change and get the best from increasingly diverse environments.

Work with a wide range of individuals and teams across organisations, to empower and engage with them to enhance their professional performance

Effective coaching is future focussed, releases potential, and enables transition, transformation and change for business improvement. Understanding self, commitment to self-development, managing the contract, building the relationship, enabling insight and learning, outcome and action orientation, use of models and techniques and evaluation are key overarching areas which feature within this occupational area, as detailed below:

- Enhanced listening and questioning skills to increase individuals' and teams' self-awareness to enable them to evaluate their own and others' strengths and development areas, allowing the individual(s) receiving coaching ("the coachee") to create and deliver bespoke actions leading to positive change.
- Using emotional and social intelligence in an applied way to support the development of self-awareness, adaptability, resilience, wellbeing, motivation and confidence in the coachee.
- Are non-judgmental (neither denying nor affirming a coachee's perspectives and opinions) and encourage individuals to find their own solutions and appropriate ways forward.
- Work with coachees in one-to-one relationships, in person and via video or audio conferencing, to aid in their selfreflection, and may observe coachees, for example by attending a relevant meeting, to provide non-judgmental feedback.
- Work with groups and teams, to increase collective awareness and increase accountability associated with making positive change.

Level of Delivery:
L5

Funding Band:
£5000

Optional Qualification:
Level 5 Diploma ILM / CMI

Professional Recognition:
The European Mentoring and Coaching Council / The Association for Coaching / The International Coach Federation

Minimum Entry Requirements:
**English GCSE C (4) / FS Level 2
Maths GCSE C (4) / FS Level 2**

Programme Duration:
14-17 months

Route:
Apprenticeship Standard

Delivery Location:
Blended onsite and online instructor led

Sectors:
Pan Sector

End Point Assessment:
Observation with Q&A, Interview supported by portfolio of evidence, knowledge test



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An employee in this occupation will be responsible for:

- The coaching relationship with the coachees, the coaching contract, signposting to other services as needed across a caseload of individuals and teams.
- Quality assurance of their own practice (and their team in some instances), including maintaining continuing professional development, participating as a supervisee in coaching supervision, and using and/or establishing peer-to-peer support networks.
- Furthering the coaching culture.
- Working with a centralised learning and development or strategy team focussed on embedding coaching skills in future or current leadership to better enable strategy future strategy, workforce resilience and innovation and succession planning.
- Where appropriate, embedding a coaching programme around a new system, regulatory change and/or change programme.
- Working with leaders to develop its diverse people to remove barriers that hinder success.
- Working with experienced expertise in middle management and connecting it to younger generations, for example through facilitating “reverse mentoring” interventions.

Value Added Delivery

Qualification: CQM T&C can underpin the delivery of the apprenticeship programme with a relevant ILM or CMI Level 5 diploma qualification.

Measurable Impact: Each project will be defined, qualified and approved within a Profit Improvement Plan (PIP), agreed with you in advance. The PIP is a great management tool and clearly demonstrates the progress of each project using DMAIC and a RAG rating.

Mentors: We can help identify, and advise on a suitable Mentor within your organisation. We are able to provide coaching to the nominated Mentor so that they fully understand their role and what will be required of them, but also understand the guidelines within which they operate and to whom they report.

Company Values: CQM T&C are experienced at mapping company values into the delivery of an apprenticeship programme, and completely understand the importance of doing so, to ensure the programme instils the right behaviours and culture on-site.

Contact us today for more information

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