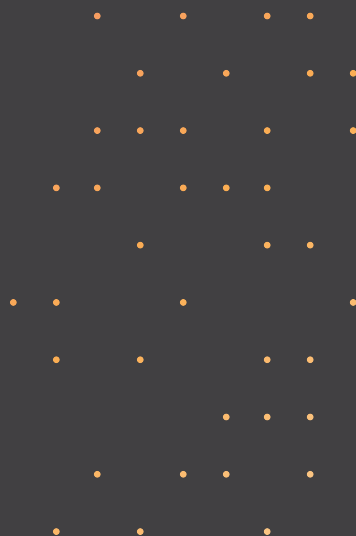




# COACHING PROFESSIONAL APPRENTICESHIP.

in partnership with






“

It's been a privilege to work with employers and professional bodies to develop a new baseline of quality for the coaching profession, and I'm really excited for those learners who will experience this programme, and their employers.

”



**Sam Isaacson**

Chair of the Coaching Trailblazer and  
Head of Coaching Services,  
Grant Thornton UK LLP

# BPP, in partnership with Grant Thornton, is excited to offer a new Coaching Professional Apprenticeship.

With a bigger focus by employers to empower and build confidence in a workforce, effective coaching helps to unlock the potential and performance of your employees.

This partnership brings together BPP's high quality apprenticeship approach with Grant Thornton's extensive coaching insight and expertise, to create a programme with practical application from the outset. The 12-month training programme is designed for employees who work with a wide range of individuals and teams across organisations, to empower them to enhance their performance through a range of coaching skills.

## Features

1. Innovative partnership model – BPP's high quality Apprenticeship provision together with Grant Thornton's extensive coaching insight and expertise
2. Digital lead delivery – BPP's best in class Virtual Learning Environment (VLE) allows you to access high quality materials at a time and place that suits participants
3. Peer network – exclusive access to a growing peer network of over 100 coaches with regular virtual events and best practice sharing
4. Up-to-the-minute content – a programme designed by professional coach practitioners to deliver the latest trends and sector thinking
5. Participant enrolment – automated, slick enrolment process for learners

## Coaching Professional Apprenticeship



### Duration

12 months (+ 3 months  
End Point Assessment)



### Delivery

Online teaching

Face-to-face workshops\* with  
one-to-one coaching and  
workplace development



### Qualification achieved

Level 5 Coaching Professional  
Apprenticeship

### Who is the Coaching Professional Apprenticeship for?

The Coaching Professional Apprenticeship is designed for current or aspiring coaches who provide one-to-one coaching in a professional environment. This could be a full-time coaching role, but more likely will be individuals coaching alongside their day job.

### What does the Coaching Professional Apprenticeship offer an employer?

It can enhance the coaching provision in any organisation through a focus on the philosophies of coaching and core coaching activities such as contracting, advanced listening and questioning based on neuroscience. In addition, it covers models and theories of coaching in the workplace, developing deep emotional intelligence and equipping your employees with a toolkit to respond to a wide range of coaching scenarios.

### What does this programme offer to employees?

This programme aims to develop the capabilities of current or aspiring coaches to allow them to develop their skills and to deliver the required outcomes. They will benefit from one-to-one mentoring from experienced coach mentors and training that stretches and challenges the development of these core skills. The completion of the programme will demonstrate they have acquired and applied the skills needed to be effective coaches.

\*Subject to government restrictions. We are currently delivering all teaching online via our market leading live online platform, with an aim to return to face-to-face teaching as soon as it is safe to do so.

### Additional Industry-recognised Accreditations

On completion of the programme, participants will be eligible to apply for recognised statuses with the three biggest professional coaching bodies:

- EMCC (European Mentoring and Coaching Council) Global Individual Accreditation (EIA)\*
- The Association for Coaching Coach Accreditation
- The International Coach Federation Member

### What will employees learn?

- How to plan, conduct and record coaching needs analyses to inform coaching practice, coaching strategy and your organisation's coaching culture
- How to agree and develop coaching contracts with all relevant parties that also consider ethical issues in coaching and boundaries
- How to deliver effective and responsive coaching sessions, ensuring consideration of boundaries and professional requirements while contributing towards wider objectives
- Selection and use of a suitable variety of coaching tools and techniques and/or psychometrics to challenge, support, analyse and enable learning and insights
- An understanding of reviewing and interpreting coaching needs analyses, identifying when coaching is or isn't appropriate, and signposting those receiving coaching to other professional services when needed
- Methods to provide support for those receiving coaching in the definition and delivery of valid goals, through clearly defined and committed actions
- Design of coaching interventions that frame, challenge and meet the agreed objectives in the coaching contract that conform to the coaching sponsor's objectives and constraints
- Evaluating the effectiveness of coaching interactions for the purposes of quality assurance, self-development for the coach and to measure return on investment
- How to maintain records of coaching practice including coaching hours, supervision, recording CPD and maintaining logs of practice

\*To apply for EMCC accreditation, employees are required to have had experience in coaching or mentoring at least five different people, which could be gained before and/or throughout the duration of the programme. This includes:

- Coaching engagements lasting multiple sessions
- Informal coaching and mentoring such as in people manager responsibilities
- Coaching conversations while on the programme

# How is this programme delivered?

## Contextualised learning

The programme includes 9 virtual classrooms aimed at interactive activity and reflection with peers alongside three developmental two-day workshops (hosted face to face) aimed at improving coaching delivery in a practical way.

## Supporting synchronous delivery

BPP's Virtual Learning Environment (VLE) platform includes video content, e-text books, case studies and other learning resources. Self-study prepares participants for expert discussion within class whilst setting stretching objectives to apply learning in the workplace, retrospectively encouraging reflection for further development and improvement.

## One-to-one professional mentoring

You will be allocated a qualified and experienced professional to operate as your coach mentor throughout the programme. Their role will be to provide meaningful feedback on your practice whilst helping you to reflect on your strengths and development areas to improve your overall capability and performance.

- Six-weekly telephone or video calls with a BPP Coach Mentor who will help you consider how learning has been applied and to agree development objectives
- Participants will be required to build a professional portfolio to showcase their coaching capabilities that include how they have applied the tools and frameworks that they have learnt throughout the programme

## Peer networks

Participants will be invited to a series of events organised by Grant Thornton that attract a diverse mix of coaching professionals. Typically attendees include more than 100 professional coaches from a range of backgrounds and employers, as well as leaders from the professional bodies.



This partnership underlines the development and commitment to producing professionals who can inspire others to do the same. With increased demand for coaching and education we are pleased we can add this to a suite of high demand programmes that are geared towards supporting talent across a range of sectors.

**James Hammill**  
Executive Director at BPP



## How is the programme structured?

This 12-month programme consists of four modules, with an additional three months spent preparing and completing the End Point Assessment (EPA).

### Module 1

#### Principles of coaching

Defining coaching  
How we learn  
Emotional and Social Intelligence  
Preferences, personality types and diversity  
Organisational culture, values and behaviour  
Legislation and ethics

### Module 2

#### Building your coaching toolkit

Contracting  
Forming your own coaching approach  
Communication methods  
Active Listening  
Questioning  
Coaching intuition  
Non-directive challenge  
Relationship/Rapport building  
GROW Model

### Module 3

#### Developing client capability

Goal setting  
Feedback  
Alternative coaching practices  
Solutions-focused coaching

### Module 4

#### Your coaching philosophy

NLP  
Gestalt  
Cognitive behavioural coaching/positive psychology  
Kline's Thinking Environment  
Creative coaching techniques  
Evaluation and ROI

"The coaching relationship has been fantastic. I have personally and professionally taken a huge amount from the process thanks to the coach's expert skills - I feel much more rounded after the work we have done together and clear with my goals and actions moving forward."

**James Hooker,**  
Hilti (Grant Thornton Coachee)

"I completed my coaching qualification with Grant Thornton three years ago. Coaching is a fantastic skill set and way of thinking that really helps me to empower others to find their own solutions and perform at their best in work and life."

**Lawrence Parsons,** Grant Thornton Coach





## Assessment

Participants will attend online sessions for each module and study e-learning content on the BPP Virtual Learning Environment (VLE) platform, including videos, e-text and case studies. They will complete a work-based activity for each module that requires the application of knowledge in the workplace. This is discussed further with the BPP Coach Mentor, along with other development points, during one-to-one sessions. During this time participants will build a professional portfolio that showcases their coaching capabilities.

Simulation of End Point Assessment (EPA) activities during the on-programme stage includes observation of delivering coaching sessions with individuals followed by Q&A sessions, mock interview based on the professional portfolio and a mock knowledge test.

During the EPA stage participants will be assessed using three methods:

1. Observation with questions and answers
2. Interview supported by professional portfolio
3. Knowledge test

Participant's final grade (fail, pass or distinction) is determined by the End Point Assessment Organisation (EPAO) and is based on the assessment methods mentioned above.



## Entry requirements

Set by individual employers.

Applicants must be employed in a relevant role to apply.

Applicants without Level 2 English and maths will need to achieve this level prior to taking the EPA. For those with an education, health and care plan or a legacy statement, the apprenticeship's English and maths minimum requirement is Entry Level 3. A British Sign Language (BSL) qualification is an alternative to the English qualification for those whose primary language is BSL.

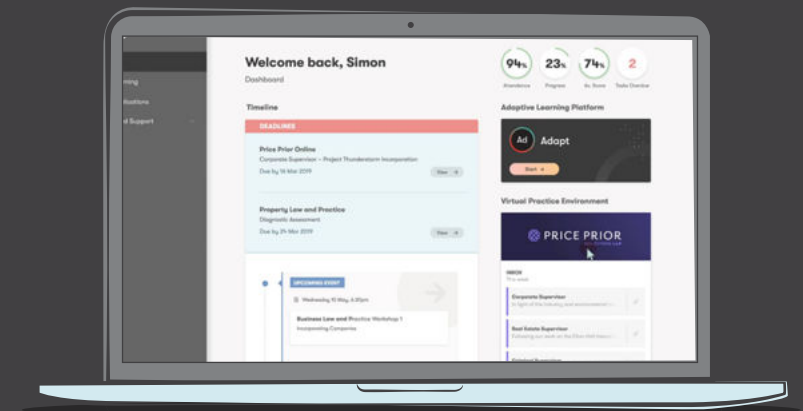


## Cost

This programme costs £5,000 – all covered through the Apprenticeship Levy. Even if employers don't pay into the Levy, they will only pay 5% of the full price, with the remaining 95% being paid for by the Government.

## Training time and support

Participants will need to prepare and spend one hour per month with a BPP Coach, typically via telephone or video conference. They will also need to spend two hours per week attending workshops, reviewing online content and carrying out the assigned tasks for each module. During the week, participants would typically spend six hours a week putting their new learning into practice through activities such as one-to-one coaching, feedback from their manager and attending internal training relevant to the programme.




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Discover the benefits for you and your business

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“Coaching skills can play a key role in the success of an organisation, developing a workforce and leadership team who are agile, resilient and engaged. We are really excited to be working with BPP, bringing together their first-rate expertise in delivering apprenticeship programmes and our extensive practical coaching experience and insight.”

**Justin Rix**

Partner and People Advisory Lead,  
Grant Thornton UK LLP





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