



# TRANSFORMING CONVERSATIONS

Coaching Foundation Course

Delivered entirely live online

30 hours toward accreditation with the International Coaches Federation

# Welcome to everything you need to know about Transforming Conversations

## Introduction to Transforming Conversations

Simply Coaching is delighted to be partnering with 3D Coaching UK to bring Transforming Conversations, a coaching foundation course to Australia and other Asia Pacific countries.

Transforming Conversations is the foundation to becoming an outstanding coach, and a great way for you to master coaching skills that you can apply in any context, in any role.

In addition to leaders who want to develop their coaching skills, many experienced coaches join Transforming Conversations as part of their continued professional development creating rich a diversity of experiences for everyone to learn from.

The course is practical and based on rigorous theory, research and over a decade of experience in coaching. You will learn to say less and watch as people have new insights that help them move forward.

Learning happens in the moment, there are no assignments or essays although we will provide you with a comprehensive booklist and other resources that will be useful to you. We begin with some simple principles drawn from coaching mastery and aligned with the International Coaching Federations (ICF) core competencies. Some people use Transforming Conversations as a first step (30 hours) in a pathway to ICF accreditation and becoming an ICF certified coach. For others, Transforming Conversations provides a way to integrate a coaching approach into other aspects of their role at work, volunteering and other contexts. Previous course participants have included HR professionals, designers, consultants, senior leaders and executives as well as coaches.

Thank you for your interest and we hope to see you on a course soon.

Warm regards,



Kirsty Elderton  
CEO  
Simply Coaching



# CONTENTS

1. Consistent course elements  
*Things that happen every week*
2. Course content we will cover  
*Theory inputs and focus areas for learning*
3. Introducing your tutors  
*Course tutors*
4. Frequently asked questions  
*useful things to consider*

# 1. Consistent course elements

*Things that happen every week*

Adults learn best when theory input is blended with practical experience, coupled with the opportunity to experiment and reflect. The experimentation and reflection process is critical to consolidate learning and integrating knowledge in to practice.

Each weekly class is structured around theory input, a practical session so that learning doesn't stay as theory but is applied in practice, and time for reflection.

On our first session you will be allocated a Reflective Circle - a small group who you will share progress with, set goals, support each other and help hold each other to account.

## **Weekly classes will have:**

- theory input
- coaching practice in triplets to apply learning and receive feedback
- reflection circle time to consider how to apply learning
- additional resources for those that would like to learn more

# 2. Course content covered

## *Theory inputs and the focus areas for learning*

We will start by introducing a coaching model to anchor our learning. From there each week, we will take a deep dive into an element of the model, exploring the theory, frameworks and research that will help you have transformational conversations.

We don't stop there though - the teaching elements are also aligned to the International Coaching Federation's (ICF) core coaching competencies for those that are interested in ICF accreditation.

Reflecting will help consolidate learning, and build fluency and mastery in coaching week on week. There will be no homework outside of the session except for integrating some of your learning into your practice. For those that want to delve a little deeper resources will be shared. The group is also a great source of recommended reading, listening and watching.

### **Core learning modules for the 12 weeks.**

- 1.Coaching models
- 2.Power of listening
- 3.Contracting for conversations
- 4.Establishing trust
- 5.The art of powerful questions
- 6.Increasing challenge and pace
- 7.Working with emotion
8. Great endings
9. Coaching in non coaching roles
- 10.Working in systems
- 11.Introduction to team coaching
- 12.Ethics



# 3. Introducing your tutors

*who you will be working with and how the course runs*



Kirsty Elderton

CEO Simply Coaching | Principal Nous Group

As well as running her own coaching practice, Kirsty is a principal at Nous Group leading the Human-Centred Design practice. Kirsty has over fifteen years of experience consulting and coaching clients through the redesign of the trickiest social problems. In addition to design and innovation coaching, Kirsty also does one to one executive coaching, coach training and was an associate of 3D coaching in the UK for five years where she specialised in career coaching, training others to be coaches and action learning set facilitation primarily for the NHS.



Alex Drew

Coach and Facilitator | Simply Coaching

Alex is passionate about giving individuals and organisations clarity to move forward and make meaningful change. She has been coaching for over fourteen years and believes it has a unique and important role to play, particularly as the world recovers, transitions and discovers a new normal amidst and post-pandemic. Alex's experience has particularly come from working in the diverse and energising urban setting of Luton where she worked as National Director of Youthscape. She spent two years in Sydney at Global Sisters, where she was privileged to work with and coach emerging female leaders as they kickstarted their businesses.

## Online Structure:

- 12 x 2 hour workshops held weekly using Zoom
- Time is 19:30 - 21:30 AEDT
- 2 coaching intensives for practice
- 1 hour personalised coaching session
- Price is \$1995 inc. GST
- On each course we have two scholarship places that have a 50% discount.

# 4. Frequently asked questions

## *Other useful things to consider*

### 1. Do I need to have any coaching experience to do the course?

No, we have people with different coaching experience levels in the group. The diversity within the group brings a richness to the learning, which is hard to describe and measure but adds values to everyone's learning experience.

### 2. How many people will be on the course?

Typically we try to have no more than 20 people on an open course. Groups of this size mean we can create intimacy within the group and ensure everyone gets the attention they need, and everyone's questions get answered.

### 3. Can it be delivered effectively online?

When we switched to online delivery due to the Covid19 pandemic, we were concerned about how well it might work. So far, all of the feedback has been supportive and positive. People prefer the bite-size approach to learning and feel that they can manage it better with other commitments and get a deeper understanding of important elements before moving on to the next topic.

### 4. How do I prepare for the course?

There is very little preparation to do. Simply come with an open mind and a desire to learn. We do lots of coaching practise, so you will coach and be coached every week. It is useful to come each week with a topic you are willing to be coached on to facilitate the learning.

### 5. Are payment plans possible?

Transforming Conversations cost \$1995 (inc.GST). Most clients take a payment option of paying 50% upfront and 50% halfway through the course. But we can be flexible and find a way that works for you. We also have a handful of scholarship places on each course. The scholarship gives a 50% discount on the course.

### 6. How do I register and get started?

Email [hello@simplycoaching.net](mailto:hello@simplycoaching.net) your name, phone number and email address and we will get back to you with all of the information you need. The course administrator will send you calendar invites and workbooks before the course begins and then you will be ready to get started - easy peasy!



# Our clients say it best...

"The best way to approach this training is with an open mind and no preconceived thoughts on the limits to how coaching can assist you. I am not a coach but I use these techniques all of the time in my role as an HR Business Partner. It has genuinely transformed my relationships and improved my performance"

Kirsty is a master facilitator and she uses all of her advanced coaching skills and experience to lead individuals and groups through everything from the 'where are we now' phases seeking clarity, the ups and downs of steep learning curves to the 'a-ha' breakthrough moments! Kirsty can really sense the room (or virtual screen!) to guide everyone through the hardest and most rewarding phases of learning to meaningful outcomes. There is just so much value here.

"For people considering getting involved I'd advise - jump in and be prepared to be vulnerable. I really liked how Kirsty and Alex distinguish coaching from therapy - this helped me to be future focused. I'd also recommend doing the coaching session in the middle of the course. I found the coaching session fantastic - I was able to move forward with an issue that has been holding me back for a long time. As well as coming away a better manager and leader - all of the coaching I received throughout the course helped me in all sorts of ways!"

"Really grateful for such a well crafted course which has enabled me to be in a much more confident place in just four days - stunning! I would definitely recommend the course to others. Not only because the teaching adheres to ICF competencies and by the end I could start to coach - but mostly because the course does what it claims in a warm and friendly way."

"I always look forward to the class - the conversations with Alex, Kirsty and others are always insightful and helpful - I often see things from a different perspective and can apply what I have learned. I have learnt to listen more carefully and with an open mind. My team have noticed the difference.

**Check out our website**

**for course dates**

**[www.simplycoaching.net](http://www.simplycoaching.net)**





