Episode 114 transcript

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**SPEAKERS**

Zoe Hawkins, Jo Wheatley

**Zoe Hawkins** 00:03

The Coaching Crowd podcast is for compassionate courageous leaders, HR professionals and high achievers, people who are passionate about helping others to find alignment in their lives through coaching, and do a thinking of training and developing as a coach.

**Jo Wheatley** 00:24

Hello, everyone, and welcome to the coaching crowd podcast with me, Jo Wheatley, and my friend and co host, Zoe Hawkins.

**Zoe Hawkins** 00:30

Hi, everybody, good to be here for another episode. And today we're talking about five reasons to self fund your coaching qualification. And the reason we're bringing this to you today is I was having a chat with one of our potential learners on LinkedIn who was explaining how they're likely to be self funding their qualification and how it bought up, you know, all sorts of emotions. And I really related because that's exactly what I did all those years ago, back in around 2007, where I decided to self fund my coaching qualification, even though had I approached my employer, they probably would have funded it for me, they were very supportive of CPD. But it's something I decided to do myself. And I thought, wouldn't it be helpful, I'm sure to lots of people who are in the same position of wanting to do a coaching qualification, but unsure whether they could should work to self funded or whether to hold out and wait for employers to maybe be able to fund it. So anyway, well, that's the conversation we're going to be sharing with you today.

**Jo Wheatley** 01:30

Yeah, and I think the point is, there's no right or wrong way to fund teaching qualification, well, unless you were committing a criminal act. But you know, whether you self fund or your organisation is supporting you, or you get a grant, for example, like through access to work or something like that, it's really a very, you know, it's a personal choice. Well, partly a personal choice depends if there are some limitations, but there is no right or wrong. So choosing to self fund can be a great avenue to achieve in your coaching qualification. And we're going to discuss some of the reasons today around why that is possible. First one pretty obvious really is, you've got that freedom or the independence to do with it what you want to do. Yeah,

**Zoe Hawkins** 02:16

and I think for me, that's probably one of the number one reasons why I self funded, when I did is I like thought about, do I approach my employer and ask for some financial support to be able to do this or do do I do it for myself? That that freedom and that ability to choose? When I wanted to do it, who I wanted to do it how I wanted to use it was really important. A freedom is also one of my core values. So that number two is around, you know, if you self fund, you're not tethered to an employer. So if I was to approach my employer for funding, it's likely that there would be a payback in some way, which might be needing to stay with that employer for a certain amount of years, or I might have to do my coaching hours in the organisation. So that they get their return on investment. And so that freedom to be able to choose who I did it with, and knowing that I was then free to use that qualification in any way that I wanted to. I wasn't planning on leaving my my organisation there. And then, but I knew that if I embarked on this journey of coaching and learning to coach that at some point, I would want to leave I knew that having my own business was was a dream of mine, I just didn't know what shape or size or topic it was going to take. And so I knew that had I got them to fund it. And then I chose to leave the guilt that I might feel would hold me back from being free to make that decision to move forward. Now that's personal that that guilt is probably misplaced. But at the time, that was the position that I was in and in recognising that in myself, I wanted that freedom to be able to choose and choice comes into lots of things, Joe, doesn't it around formats and things that you can that you can study in as well.

**Jo Wheatley** 04:06

Yeah, I think if you what can happen if you approach your employer and say, I'd love to do a coaching qualification, here's how I think it could really benefit me in my role, would you be able to support me to do that? The organisation might say, well, we as we work with an apprenticeship provider, and they have a coaching qualification, you can do that. That's great, and that they can offer us support, but that route may not work for everybody. So the current level of teaching professional apprenticeship is a level five. It's not a level seven and a lot of apprenticeship providers don't have the opportunity or the option to be able to continue with them on to the level seven so that might not work for you as a learner. So self funding and being able to choose your own provider might be a better option. Equally, it may be that they're not that they don't pay into the apprenticeship levy but they might Say yes, we can support you to do that, here's a level three qualification or even here's not a qualification. But you can do this coaching course with this organisation, you might think that's not the level that I want to do it at, or their approach to coaching or their style of coaching and the content of it doesn't meet my needs and what I've read and what I'm what I'm interested in. So, you know, being able to kind of self fund, go out to the whole market, you know, speak to providers, find the right match for you, along with the format and so on, can work very well, for you for your longer term ambitions.

**Zoe Hawkins** 05:37

I think, also, just to share some feedback, like we've had a number of people come to us over the years and say, I wish I'd found you first. Like, I wish that I'd come and done your coaching qualification, you know, now I feel like I've missed out on the opportunity to study with you, because it sounds even better than the one that I did do. And I think if you're listening to this podcast, and you've been following us, and you like our style, and you feel drawn to our programmes, like you're free to choose to be able to come and experience one of our programmes, if that's what you want. And here's what feels aligned to you. So if you're in that position, where you're thinking about self funding, then get in touch, you know, with with us and have a conversation, and we can share more about our programmes, you can share more about your goals, and we can talk about whether our programme feels like it's a fit for you

**Jo Wheatley** 06:28

think another reason self funders, you may not want to be undertaking your coaching training with people in your organisation. So if sometimes, if your organisation is going to fund you, it may be that it funds a number of you to do a programme. Or there's lots of people in the organisation that wants to do it. So you find yourself, you know, with a number of them, and that can work well for some people. But for other people, when they think about the experience that they want to have, they want to be able to talk freely. And part of the nature of training to be a coach is you will be coached by other people on the programme. So you get to experience different styles of coaching, obviously, you then get to practice and coach other people and and do you want to be coaching, you know, whilst you're kind of learning your skills with other people that you know, you might, but if you don't, then self funding might be a better route for you. Because in choosing your own provider, you may find there isn't anybody you know, from your organisation. So, you know, it's the double value of doing a coaching qualification really, which is you get your coaching qualification which nobody can take away from you, it gives you that quality mark, it gives you your credibility, but also having the opportunity to be coached by other people in the training sessions. And then if you have tryouts, like we do, where you have somebody that coaches you for that six session programme, you're, you're getting the value of being coached, which has huge value in itself, and how you get the most value from that where you've got that deepest level of psychological safety, that real feeling of the bubble. So that's another kind of practical consideration to think of when you're thinking about a route that's going to work for you.

**Zoe Hawkins** 08:12

I think building on that on our courses, you come as who you are, not what you do. So we don't do any introductions around, you know, share with us what your role is and what organisation you work for. Because there's sort of unconscious hierarchy when when people do that you come as who you are, not what you do, which makes our courses more of a level playing field, like we can have CEOs working alongside yoga instructors, and you don't really know if you chose to share that in your breakout rooms. In the informal chat that you have together, like you're all learners in our, in our containers, you're all there as equal partners and learners. And we've had people share that actually, that's really valuable. And when they start to get into the flow of the course, they let drop the question of like, do I deserve to be here, because everybody deserves to be here. So if you're making the choice to self fund, you're making that choice that you deserve to be in, in this space, you deserve that learning experience that you get. And you know, our containers support you in that in that decision as well.

**Jo Wheatley** 09:18

About 50% of our learners self fund and about 50% are funded, you know, with their places. It's relevant to us, you know, whichever way you find us or achieve it if you choose. If you choose to self fund, we have payment plans to enable you to break that cost down if you want to. We have learners who join us who roles have been made redundant. And, you know, part of their package is either they're using part of their redundancy package to fund the coaching qualification sometimes because the learners are thinking, I think coaching might be something that I want to do, or they're thinking you know, I think this is going to help me in my transition for me as an individual and I may or may not Use the qualification, you know as such an inner coaching career or it might add another string to my bow and help me to get my new next position or I might want to start my own business. And sometimes, you know, our learners will have that as part of their like outplacement Support Programme. And really we just meet our learners on the course as individuals. And we want to make the access route to undertaking a coaching qualification as smooth and easy as possible.

**Zoe Hawkins** 10:31

And some people will obviously be getting funded by their organisation because they choose to work in their organisation, they choose to use their coaching skills in their organisation, which is absolutely a valid, valid reason to be on those programmes as well, working alongside others, it's not all about being a coach setting up a coaching business. And we're able to handle all people's different objectives on on one programme. I think there's another thing related to what I'm saying there, which is when you sell fund, you are responsible for the return on investment that you put in. So if you're, if you're choosing to invest in yourself, you're you know, you're choosing so so what am I going to do with this, how am I going to get my value, and so on that cause the value might be in the personal transformation that you get, and the impact that you take from that and apply in your role in your role in your life. And it may also be the return on investment that you get from future career opportunities and transitioning out of one into another. It may be that you're choosing to use it to elevate your confidence, your skills, your belief in yourself so that you go for promotion, like you ultimately get to choose how you get the return on investment, that Joe and I if you're a regular listener, you will know that we say investing in our coaching training, all those years ago, was the single most influential investment that we've ever made in ourselves to the point that we probably couldn't have predicted or imagined the return on investment that we would get from that back then. And I think it's really important to acknowledge that these can be difficult financial times for people, we do not advocate for getting yourself in debt for stepping into programmes. Like if it's not accessible for you, you find other ways, approach your employer for funding, you know, don't get into debt for these programmes. And we encourage you to think of it as an investment rather than a cost. Because over time, that's exactly what it turns out to be like investing in yourself, whilst it can feel new, and challenging and edgy, you know, transforming your mindset on a programme like ours, which is what happens when you learn about your values, your beliefs, the way that you think the way that you respond, opens up opportunities and doors that you currently are just not in a position to be able to see because you have a mindset that supports an old reality. So wait until you're in a position where it is accessible for you. But if it is accessible for you recognise it as an investment rather than a cost. And that can help you in your decision to self fund. I

**Jo Wheatley** 13:22

think that relates to another important point, which is lots of people that choose to self fund are doing so because they see coaching as a side hustle, like a way to add additional income into the kind of household pot. So they may want to stay doing their full time job because they enjoy that. But it might be missing some of the people element. So for example, we have lots of accountants that come and train to be coaches with us because they love that part of the job. But there isn't enough of the people interaction for them, or the perhaps they see that in their main role, they might want to move more into a HR type role. And the coaching will support that, but it's being able to, you know, add income on top of, you know, that full time or part time role that people have. And sometimes it's about developing more of a flexible style of working and coaching being an avenue to achieve that rather than being in a, you know, maybe a more traditional nine to five coaching can flex in that way. But certainly it can add an additional income stream and I have certainly used it as that in points in my career, which has helped my family to be able to, you know, to achieve the things that we want to do and, and my husband has retrained not as a coach but invested in retraining in an area and we were only reflecting while we were away recently about Wow Look, look at what that has enabled in that you know, in the two three years that have followed from that and it was having the sort of In financial investment, but it's the mindset and the support around you to be able to make that decision, and to get the greatest value in return that you can get from that. And of course, when you do a coaching qualification, you're also investing in a new network, new network of people that probably share similar values to you. And if that's something that's missing in your current organisation, or relationships at work, it can be a great place from a well being perspective to be able to top that up, as well as opening up those other career opportunities. So, you know, whichever route that you are able to take to achieve your coaching qualification, you know, just choose the one that's right for you. For me, personally, I was organizationally funded by two different organisations, so even just one but two, because I left one and moved on. And, you know, I was equally committed to getting, you know, value out, it was just something that was so important to me, I would just totally fascinated in this area, I just knew it was a place for home, if my organisation hadn't funded it, I would have self funded myself, because I knew I wanted to do it. At that point in time I had, you know, I had my, I had, my husband was working away at the time. And, you know, I was having my first child, and I just knew that it was a period of transition in my life, and I was ready to make big changes. And I had luckily had the support around me to be able to do that. So, you know, here's a number of reasons to sell funds. So if you're in a position where the organisation won't sell funds, you will can't, sorry, won't fund you or can't fund you. But you really want to do it and self funding is an option. Hopefully what we've discussed today is helped you as you reflect on what you want to do next. Yeah, and

**Zoe Hawkins** 16:48

I, you know, one last thing, because I don't think an episode would be complete without touching on emotions would be, I think there's a real sense of pride in backing yourself and investing in yourself and giving yourself the gift of learning, giving yourself the gift of opportunity. I think it's a real, really courageous thing to do. And a really joyful thing to do. So hopefully, that's a reason for you as well. So if you're in that position, and are thinking of joining us, you might want to do our quiz, which is my coaching course.com. Or if you're ready to book a place, just head straight to our website, IG company.co.uk. And before we totally go, actually, it would be really useful for us to share our Christmas party details because if you're not quite ready to self fund your coaching qualification, maybe you're ready to come and meet us in Bristol on the fourth of December, where we're hosting our Christmas party. So we are a small and humble team and this year we've decided to open up our end of year celebration to our broader community which includes you our podcast listeners, so if you would like to join us in Bristol on the fourth of December for a three course festive meal plus some socialising and networking time, then head over to www.ig company.co.uk forward slash Christmas. And you can also check out the delicious menu. See you there. Thank you for listening to the coaching crowd podcast with Zoe Hawkins and Jo Wheatley. We'd love for you to join our inclusive community to learn and grow in the coaching space. Go over to Facebook and search for the coaching crowd to be in good company with other aspiring coaches.