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**SPEAKERS**

Jo Wheatley, Zoe Hawkins

00:03

The Coaching Crowd podcast is for compassionate courageous leaders, HR professionals and high achievers,

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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.

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

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Hello. And we're here this week to talk to you about 10 questions that you might want to ask yourself when you're thinking of training to be a coach. And the reason that we are asking this right now is because we're onboarding for new coaching qualifications. So we know many of our listeners are still thinking and considering about coming to train as a coach with us or with another provider. And also, there are questions that we get asked very regularly around some of the things that we think about when we're looking at our own CPD, and how you reach that decision to decide to be a coach. So we just thought we'd share these 10 questions with you today to give you a hand with your thinking. Yeah, and as you were introducing that, so I've added in a number 11. So we may end up with 11 questions, you know, call it a bonus. Yeah.

01:12

Okay, so the first question that we encourage you to reflect on, when you're at this kind of crossroads, thinking about Shall I train to be a coach or not is, what is your why? What is your motivation? To wanting to train to be a coach? How long have you had that for? What does it mean to you connecting with your why that the importance of it to you? What does it signify and represent for you?

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Yeah, and you don't have to have crystal clarity around that. I think that's the other piece that's important. I think that y can take a while to really crystallise, but I think it's really connecting in with your heart. So often decisions are made from our head, we think about the pros, we think about the cons, we weigh up, you know, can I afford it? Have I got the time, all of those things, but actually, often with these decisions, it's about connecting in with your heart, it's like, you know, what is almost what's my soul calling for? And does that feel aligned. And I know, when I decided to do my coaching, training, that that was where I needed to go to be able to make that decision. I didn't have a plan, I didn't really know what I was going to do with it, I just felt like it was going to be a journey of discovery for me, and I would work the rest out as we went. So my y at the time was just about helping others. But also, it was okay that that was vague, you know, that they didn't have full clarity around that. So I think connecting with that heart space, connecting with what you feel called for, and use that as a basis for some decision making as well.

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Yeah, notice where you feel that in your body, you know, it's probably the thing when you're telling people at a barbecue, oh, I'm gonna, you know, people say, what are you up to say, I'm going to train to be a coach, or I'm thinking about training to be a coach, oh, why are you thinking of doing that? You might not have the answer that you can give in a barbecue situation. But you feel it inside you, you just have a sense of knowing that this is a path for you to follow.

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Yeah. And I think the question that maybe comes on from that is, how will this serve you? You know, so when you decide to train as a coach, how will it serve you? So the obvious one might be building out my leadership skills to be the best leader that I can be? Or it might be you want to pivot to become a coach? And so there's that direct impact? How else might this serve you? You know, is it about being connected into a community, you know, and that you're craving some more connection in your life? Is it that you're ready for challenge and stimulation and so you are looking forward to being in the learning space. And that's going to really ignite and excite and motivate you, perhaps, you know, your family dynamic is important to you, and coaching as much as it is there to be for your career, it's also going to help you to be a better parent, and that really calls to you. So look beyond the most obvious reason for your decision and think how else in my life, is this going to serve and be of benefit to me, and I think that can really help to encourage your decision making as well.

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And then a question that's worth asking yourself is Do I have the energy for it? Because when we think about our coaching qualifications, we are really proud of the fact that they are in depth, they're rigorous. There are demos to watch, there are semi structured conversations to read, there are lessons to watch, you got to come along and turn up so live sessions and practice and get feedback show up as the coachee and bring stuff to honour your fellow learner. You got triad practice, you know, there's a lot involved in the qualification, certainly the level five and the level seven or level three, which is the foundation level is a self guided qualification. So that's a different type of energy. So whichever you're interested in, it is really worth thinking. Have I got the energy for it and taking into account how long that particular course is going to take. So the guide that the provider is going to give you and thinking about, can I sustain my energy for this over that period of time. And of course, life changes, you know, when you're doing a longer programme things are likely to change in your life, but you're on the basis of what you know, at that time is your why, and how it's going to serve you strong enough to fuel your energy to enable you to complete it, even when it feels tough. And as well as when it feels amazing and fun and engaging.

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Yeah, I think energy is is really important. And there's a piece about acknowledging the peaks and troughs like you've said, there. So it's not about saying you've got to be high energy throughout the entire part of your qualification. It's about recognising Do I have the energy for the ride? You know, do I have the energy to ride the highs and the lows? And is that environment going to be overall stimulating for me, and something that's going to excite and ignite me, and we don't hide behind the fact that our coaching qualifications are a lot of work like they are, are a lot of work is how you get to be an amazing world class coach, is by going through that process and fully investing in your in your coaching development. So, you know, it's not a picnic. It's a challenging, stimulating learning environment, one that I would say all of our learners tend to thrive within. So I think another thing that could be really useful when we think about energy, then is what support do I need? Or how do I need to resource myself for that journey. So that might be practical things like creating the time and space to be able to attend the live trainings, do the pre work do the trade work? But what other support are you looking for or need to be able to help and guide you through the duration of the qualification, of course, we will be there in the background as the overall holders of the qualification, you'll have your facilitation team and your supervisors and the behind the scenes support scene. So it is a well resourced package that we're giving you, what else do you need to be able to support yourself through this journey.

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And that may be support from your workplace to fund your qualification, it might be them supporting you with time, if they don't support you with the cost of it, it might be about you funding it, and doing it in your own time. But wanting to have the opportunities to practice and embed your coaching skills in your role. So you might be looking for that sort of support so that it feels like you're able to immediately put what you're learning into practice. And that that's an important thing for you. It might be support at home. So you know that you've got people making meals for you, when you've got you know, a little bit of time between work and doing this. Or it might be that you're in between roles, maybe your role has been made redundant. And you've got a financial cushion, and you're choosing to invest in this because it's something you've always wanted to do, and you're not sure what you want to do next, but you feel it will be helpful to whatever you decide to do. And it might be needing to have support. If there are other people in your family that they're they support you to take that time for you at this particular time. But it could also be around even things like nutrition, I'm thinking about, you know, how do you look after your whole self during this period of time? And how do you make sure you get outside? And that you don't you're not stuck in front of a screen whilst you're maybe you've got your job? And you're also doing this learning? What about friends? Have you got friends that are going to encourage you and support you and show interest in it? And, you know, are they happy for you to practice on them? Or at least chat about it? Do you want to be part of other groups like beyond your qualification? So that you can get even more insights into I mean, there's all sorts of support?

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Yeah, I was thinking about that when we ran the intensive programme this year. And our learners were sharing, I've been out for a run this morning, I've my meal prep, so that I can just eat when there are the breaks and things. So it's it's both the little things and the big things, isn't it in terms of

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support? And then, of course, you do need to think about your budget. You know, how far will your budget stretch on our programmes, we offer the opportunity to be able to pay in full. I mean, advance starts in the qualification, we offer the opportunity to for payment plans. And sometimes you have learners that want to start off with payment plans, but they think they're going to want to pay off partway through and can they do that which is absolutely fine. We have learners whose organisation will contribute to the investment for the qualification and then the learner pays a part of it as well. And again, we do that you can't do that when you book online on our website, but you can contact us and we can arrange that for you for our Military learners, of course, well

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cast funded as well. So we often have people using their l casts funding and supporting themselves with some of their own payments as well. And budget is important. And I'd also encourage think of it as investment. Like, I know, I invested my my own coaching development at the time, it was a really significant investment, most money I've ever spent on myself on anything, I think I've made, maybe I'd bought a house by them. But you know, in terms of personal development, and it was a big, it felt like a big decision. And at the same time, I knew that it would be an investment. So it's not necessary about focusing on the cost, but also around what it what is the investment that I'm going to be able to glean back from this, of course, if it's about setting up as a coach, then you have that that future investment, but also the personal growth and development that you get from it. I know, for me, this investment has paid for itself, so many times over, it blows my mind how significant an investment that was, at the time, and knowing what I know, now I'd have paid 10 times more, because of how valuable it's been to me on my journey. You can't know that at the time. So some of that is a leap of faith. But that's where you connect in with everything we've discussed so far, your wire, your heart, your energy, so that when it comes to make the decision around your budget, you can do that with alignment, knowing that it's worth it for you.

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Yeah, and and our courses range from, you know, close to 1000 pounds, up to 5000 pounds plus, so there's a whole range. And in fact, we have even like bite sized chunks that are even cheaper than that, that stuff around to about 200 pounds. So you can translate that if you're not in the UK. And so this kind of links to question 11 that I mentioned, popped into my head at the beginning of this chat. We have had a number of people recently haven't had it before, but a number of people recently saying do I need to do the level three, then the five and then the seven? And the answer is no. If you have got experience being coached or coaching other people that could be in your role as a manager of others, then you can go straight in at level seven, which means that you don't need to budget to do all three qualifications in sequence, you would just need to budget for doing that, that top one. And so ultimately, that's going to save you a lot of money. And so, you know, thinking about the progression routes. So I think we've mentioned in previous podcasts that as a result of demand, we have created our most advanced diploma yet, which is our level seven plus our emotions coaching. So that's got your initial coaching training, which is a master's level, and your first bit of CPD together in one package, which saves money in the budget because there is a discount applied for that. So, you know, think about not only what you want to do now in terms of coaching, training, but what's going to come next, what would you want to do after that? What because that will tell you about the pathway that you're on? And again, will link back to you being able to check in? How does that relate to my why? How's that going to serve me?

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Yeah, and I think leading on from that, we're talking about how do I learn best? You know, so what am I up? What am I up for? So there's lots of different formats to our coaching, training programmes, there's intensive versions, and there's more bite sized versions where we stretch that out over a longer period of time. I agree group sizes, typically around 21 people when they're sold out, that's the two sort of group size that you're looking at. So it's a highly connected experience, very experiential, in terms of, you know, hands on practice. So think about, what am I looking for, in my coaching qualification around how do I learn best, so you can choose a coaching format, and a programme and facilitators that are right for you.

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Yeah, and what we've tried to do with our or have done with our courses and the pre work and the pre work, learning you do in advance of the practice sessions are facilitated sessions, you've got a lot of visual stuff in that you've got the videos which provide the visual, they provide the audio, that platform you have access to for three years, which mirrors the timeframe that you've got to complete the qualification. So you can dip in and out of it as many times as you need to. So if you're somebody that I don't take things in very well, the first time I need it three, four or five times, you absolutely are going to get that as well as the layering up of the practice that you do and so you know how you learn best. You know, it's also thinking about, Do you enjoy being in a virtual environment, which means you can be in your kind of comfort space at home and it's less disruptive maybe to other people around you or do you want To do something that's in person and, you know, do you have the budget to be able to make that happen for you. And, you know, for a lot of people that it is the format of it that makes the difference. So when we launched our intensive option we mentioned earlier, that could have sold out nearly two times over, it wasn't something we offered before. And we trialled it. And for a lot of people that had this energy that I want to do, and I want to have it now, some people are like that, and they want to be in the bubble. And that's how they learn best by kind of almost shutting everything else out and absorbing all of that. And for other people, it's just too much to do. And so that more staggered version helps. And in fact, I was in a supervision session, supervising some coaches in training this morning. And one of their reflections was they've been doing a lot of coaching in the evening. And they realised they don't want to be doing coaching in the evening. Because there's they they feel it's intrusive into their family environment. So they're thinking about how they can shift it back into their normal working hours, which was great awareness. So there's awareness that there's a demand for coaching in the evening, there's also an awareness from a self perspective that they can serve their clients best, and are going to learn most when they do it in the daytime. So really just kind of reflecting yourself, what have you learned from previous experiences of learning? And how does that inform what you're looking for in terms of a course that's going to meet your needs? Now?

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I guess that brings us to another question, which is, when do I want to achieve it by you know, so you may have a timeline in mind around how important it is for you to get your qualification under your belt and be out there working as a fully qualified and accredited coach. And so the format of your coaching training is going to dictate to some extent the time that it takes so the piece that is flexible is the formal learning part to the pre work. And the formal learning, depending on the format, of course you choose is going to influence that, then the coaching hours, the practical is down to you, you know, so if you can take on five or six clients at one particular point in time, then you're going to be able to gain the hours that you need to support your qualification much faster. So in the outsets, you know, you all of this information is available on our website, you can go and take a look. Think about when do I want to achieve it by and choose the format of the programme that is right for you, and the timeline that feels most achievable for where you're at.

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And property also allow a little bit of a buffer. Because when you're doing your master's level qualification, for example, you know, there are people that do it in the original timescales that they've set themselves and their goals. But as we said earlier, life does tend to happen for all of us and say, I would I'd encourage you to think about that as well when you're looking at the format's that you want to choose. And alongside that is, what do I need in terms of challenge. So we talked about the different levels of courses that we offer the level three, which is self guided, again, you have a platform online platform for that you are supported with supervision in that programme, but it is a sort of an entry level qualification. It's a great qualification for those people that are perhaps first first line managers and are thinking I really want to upskill myself right now and bring some other skills and tools and techniques and build my confidence in this area. If you're somebody that's thinking, perhaps you're running an internal coaching cohort, or you're responsible for developing a coaching culture within an organisation, if you're somebody that's previously enjoyed, quite intensive learning, maybe you know, maybe you've done a Masters, maybe you've done a PhD even or you've done quite long intensive qualifications, you enjoy being challenged in your role. And you're looking for that similar sort of challenge in the learning that you're going to get, then you might be looking at the level five or the level seven qualifications. For the level seven, one of the main things that's different is when you're completing your assignments, you are required to provide quite a high degree of critical reflection, and being able to kind of debate and discuss things from different perspectives. And of course, you're going to get feedback. So when you attend the live programmes on the five and the seven, thinking about do I want feedback, can I take feedback? Am I going to use the feedback? Will I enjoy that element of it? It's okay, if it's uncomfortable at times, but is that important to you that you're going to be challenged in that way with new perspectives? And I think we'll see what we have is something really that we are trying to ensure that we've got something for everybody, wherever you are on your coaching journey. There is there's a qualification that you can trust.

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I think there's something in that for me around support and challenge. I know when I'm looking at CPD, it's probably one of the first questions I asked is How challenging is this going to be? And whilst some of it can feel intimidating, it's also exciting because I know I knew that I'm going to get a huge amount from it. If I'm looking down that listeners, I don't recognise any of those things like that, for me is like me in a sweet shop, like, Oh, look how much I'm gonna learn. And not everybody's like that. But you know, hopefully when you look at our programmes, you'll see that and I think this new one that we've offered around the level seven plus the emotions coaching is designed for those people who want the best, the challenge, you know, the intellectual, the depth, you know, the transformational experience, you're gonna you're gonna love that programme. So I think there were two final questions we had on the list, which was around what will you bring? And and then this piece around what accreditations are important to you? And so with the what will I bring? I think that's just a fun angle to take. Like, sometimes when you're making a decision, it's all about the right, what am I going to get? You know, is this going to be right for me, but think about like, what would I be able to contribute to a coaching qualification and a community and a cohort of learners? And what will I enjoy bringing and sharing into that experience? And that might be your ability to listen, it might be your compassion, it might be your humour, might be your ability to ask, like, the questions that perhaps the rest of the cohort are like silently sitting on, because they not sure if they should, you know, ask that question or not. So, you know, think about your needs, as well, like, what are you going to bring in order to get the experience that you want to have on that cohort?

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Yeah, what relationship do you want to have with the qualification, and the real people that are involved in this that are going to be either joining you in that learner kind of cohort and experience but also the facilitators, and it's all of you together, that really create the experience that the content is one thing, but the experience is another. So the more you put in, the more you get out is obviously, you know, a phrase that that you'll probably be familiar with. And then that last question is, what what accreditation is important for me. So we encourage you to, you know, read around and look at the different accreditations that are available. So not all coaching courses or qualifications, is the first thing to say. So for us, the ILM, part of our accreditation represents that. And then you've got coach accreditations from coaching bodies. And we've talked about those a number of times in the podcast, the ICF, the emcc, the Association for coaching, one of the features of our courses, and the emcc accreditation piece of them means that when you complete your qualification, so you've passed, the three assessed elements will ask you if you want to go for accreditation with the MCC. And if you say yes, then we are able to recommend you for that. And that recommendation from us is accepted, you don't need to go through the application process because they know already what you have done been through on our qualification. So it saves a lot of time. It's also cheaper for you as learners. We're also accredited with other coaching bodies. So you know, we really can offer you everything, but you'll need to decide for yourself, what accreditation, if any, is important for you. And that's going to depend on what you want to do with coaching skills and knowledge and experience that you gain when you train to be a coach.

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I would also add, don't get lost there. Because if you're new to the coaching industry, and you're looking at all these accreditations you're looking at the hundreds of courses that are out there, and someone's got this accreditation, someone's got that accreditation, just get a call with one of our team who will be able to talk you through our programmes, what the accreditations mean how they translate in reality, there are lots of things that can get in the way of you being able to make a decision to decide to be a coach and understanding accreditation and understand the different formats of the courses doesn't need to be one of them. So just hop on a call with one of our team who will be able to talk you through that. So if you're listening to this today, and you're like yes, I should do that. Go to our website, the information is there. You can also register your inquiry with the team. And you may also want to do our quiz which coaching course is right for me, which you can find at my coaching course.com and our website with all of our courses is IG company.co.uk 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.