

<b>Class times</b>	The next Diploma Course will start in January 2010.		
<b>Training venue</b>	5 New Cross Road; Durbanville Western Cape		
<b>Register for the 2010 training intake</b>	Request an application form from:  Contact: Marieta van Staden Tel: (021) 975 1794 <a href="mailto:marieta@strongfoundation.co.za">marieta@strongfoundation.co.za</a>  <b>Bookings for the 2010 course closes 30 November '09</b> There is limited space available on the course as we endeavor to give personal attention and invest into each individual by keeping class sizes small.		
<b>More information on Strong Foundation</b>	The Strong Foundation team has extensive Corporate, Business, Coaching, Counseling and Human Resource experience. Strong Foundation, established in 1991, has dedicatedly invested into the lives of people and their companies, seeing them grow and become extraordinary individuals. Our aim is to coach the building of individual's personal and career strong foundations as a basis from which they will impact their world of work, families and society through excellence and healthy servant-leadership practices. We are committed to the development of emotionally intelligent, professional coach practitioners and leaders who employ a coaching style to bring about transformation in themselves, organisations and South Africa as a whole.		
<b>Accreditations</b>	 European Coaching Institute	Accredited Master Coach	003039
	 COMENSA	Practitioner Member Coach Training Company	C00004MEMP_LAN
	 Services Seta	Accredited	Decision nr: 1324

Strong Foundation Life Skills  
Cc2004/089894/23  
Member: MM Lancellas

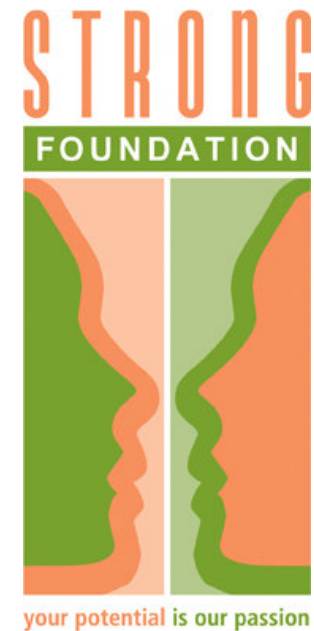
3 New Cross Road  
Sonstraal  
Durbanville  
7550

**Tel: (021) 975 1794**  
**Fax: (021) 975 7850**

[info@strongfoundation.co.za](mailto:info@strongfoundation.co.za)  
[www.strongfoundation.co.za](http://www.strongfoundation.co.za)

Strong Foundation Life Skills cc. 2004/089894/23 • Member MM Lancellas  
3 New Cross Road, Sonstraal, 7550 • Office & Fax: +27 (0)21 975 1794 • E-mail: [sflancel@mweb.co.za](mailto:sflancel@mweb.co.za) • [www.strongfoundation.co.za](http://www.strongfoundation.co.za)

growing people building businesses



# Strong Foundation Academy of Coaching

Presents

## Diploma in Coaching

*A Value-based approach*

Diploma in Coaching	
<b>Purpose</b>	The Diploma in Coaching will equip coaches to provide principled and ethical coaching in Executive, Business, Leadership and Life Coaching Partnerships. Delegates will also be equipped to build a coaching practice and gain confidence in coaching through practical application of skills. The qualifying learner will be able to utilize their skills, knowledge and understanding as Practitioner Coach.
<b>Course Duration</b>	1 year
<b>Entry requirements</b>	Successful completion of the Certificate in Coaching programme OR Recognition of Prior Learning Assessment Desire for self-awareness and personal development
<b>Modules</b>	<p><b>1. Equipping Team Day</b> <i>Facilitated using a group coaching technique, designed to build and understand the dynamic of the group, to establish trust and to get to know one another.</i></p> <p><b>2. Psychology in coaching</b> <i>Understanding and applying the principles of psychology in coaching.</i></p> <p><b>3. Coaching towards purpose</b> <i>Helping the client understand their purposeful calling and the journey of becoming more authentic.</i></p> <p><b>4. Coaching within social structures</b> <i>Understanding social structures- understanding roles. Understanding how coaching works in different social structures, including families, organizations, etc.</i></p> <p><b>5. Versatile coaching</b> <i>Learning to adapt and connect in order to accommodate difference w.r.t culture, background, etc.</i></p> <p><b>6. Coaching Processes and Approaches</b> <i>Understanding and applying coaching models and processes.</i></p> <p><b>7. Coaching within organizations</b> <i>The need for the human touch and bringing the heart back into business is explained and delegates are empowered with skills to apply this in practice. Provides a coaching framework for organizational coaching.</i></p> <p><b>8. Coaching for business and performance excellence</b> <i>Principles for business and performance coaching. Facilitating a strategic coaching session by using VVMOST, Action Learning and Scenarios.</i></p> <p><b>9. Leadership Coaching</b> <i>Coaching leaders towards being a Level 5 servant- leader that inspire, serve, and empower others towards greatness</i></p> <p><b>10. Building a coaching practice</b> <i>Equipping coaches with the necessary process, marketing and positioning skills and knowledge to set up a successful coaching practice.</i></p>

<b>PRESCRIBED READING:</b> Students have to select 7 coaching books to read and report on throughout the year.	<b>Learning tools</b>
<b>LEARNING PROJECTS:</b> After some modules, delegates will be given a project to complete to build emotional intelligence, self-awareness and coaching skills. Individual learning will then be discussed in individual mentoring sessions.	
<b>COACHING PRACTICE:</b> Each delegate will be required to: <ul style="list-style-type: none"> <li>• 60h of practical coaching</li> <li>• 20h of receiving coaching</li> <li>• 2 supervised coaching sessions</li> <li>• 4 individual supervision meetings</li> </ul> Each delegate will be responsible for keeping a record of coaching sessions as evidence.	
<b>Peer group meetings:</b> The Diploma in Coaching will include monthly peer group meetings that will take place at a time mutually convenient for the students. These sessions allow an opportunity to reflect on the previous module and learning that has taken place. It has at its aim to facilitate thinking, increase awareness, encourage, challenge and stimulate further development.	<b>Peer group meetings</b>
<b>Formative assessments will include:</b> <ul style="list-style-type: none"> <li>• Projects handed in after each coaching module</li> <li>• Coaching log of 60h coaching, 20h being coached and at least 6 supervision sessions</li> <li>• Class participation and exercises done in class times.</li> </ul> <b>Summative assessment will include:</b> <ul style="list-style-type: none"> <li>• A portfolio of evidence of personal coaching journey. The delegates will present their journey of transformation to the Strong Foundation Coach Trainers.</li> <li>• Conducting a coaching session in front of the Strong Foundation Academy of Coaching Panel of assessors, demonstrating coaching skills and your coaching approach.</li> <li>• Presentation of three case studies, including taped and transcribed sessions.</li> </ul>	<b>Assessment</b>
Training sessions are scheduled on a Thursday and Friday, once a month, as on the Strong Foundation Training Calendar (available on request).  Class times will be from 09h00 to 16h00 on both these days.  Peer group meetings will be scheduled at a mutually convenient time. The sessions will start at 18h30 and end at approximately 21h00.	<b>Class times</b>
Included in the cost of the Diploma course the following: <ul style="list-style-type: none"> <li>• Venue and catering costs for all class training and supervision sessions</li> <li>• Handouts for each module</li> <li>• Facilitation of class sessions by a qualified facilitator</li> <li>• Access to the Strong Foundation library</li> <li>• 8 x 1h coaching sessions with a Practitioner Coach</li> <li>• 4 x individual supervision meetings</li> <li>• An assigned mentor and a minimum of 3h mentoring.</li> </ul> Cost for the Diploma Course: <b>R 39 900 (Excl VAT)</b> <b>Other costs:</b> Delegates will have to purchase books at their own cost.	<b>Costs</b>
Delegates will be assisted to enter into postgraduate studies in Coaching at other training institutions in order to assist in building their learning path and a process of lifelong learning.	<b>Further options</b>