

## Working with coaching: competence and beyond

27 November 2018, York Marriott

Time	Session	Presenter
08.30 - 09.00	Registration & Refreshments	
09.00 - 09.15	Welcome & introductions	
09.15 - 10.00	Coaching - what's competence got to do with it?	Nicola Forshaw
10.00 - 10.45	Improving coaching outcomes with successful contracting	Andy Williams
10.45 - 11.15	Refreshment break	
11.15 - 12.00	Beyond now - cutting edge coaching	Claire Breeze
12.00 - 12.30	Panel discussion	
12.30 - 13.30	Lunch	
13.30 - 14.15	Keeping the coach out of coaching	Lesley Symons
14.15 - 15:00	Using online coaching to respond to emerging markets	Su Orosa

15.00 - 15.30	Refreshment break
15.30 - 16.15	Coaching without boxes - growing your confidence as a coach Katy Taylor
16.15 - 16.30	Q & A
16.30 - 16.45	Event Close

*\*\*Please note that the programme and speakers are subject to change\*\**

## Coaching - what's competence got to do with it?

Nicola Forshaw

Understanding how coaching and therapy are similar and different has always been a thorny issue, and particularly so now that coaching is included in the BACP Ethical Framework for the Counselling Professions (2016/2018). Nicola Forshaw, a highly experienced coach and coaching trainer, and established counselling psychotherapist is working with BACP to develop a coaching competence framework. During this experiential workshop we will discuss the development of a coaching competence framework, with reference to other coaching bodies' frameworks, whilst considering where therapy and coaching collide. Whether you have a background in therapy or not, you will benefit from this workshop, as you will be encouraged to define your own coaching philosophy, to develop your ongoing branding and marketing.

The aims of the session are

- An exploration of the philosophical foundations of coaching
- Defining a competence framework & how they are developed within BACP
- Providing an overview of existing competence frameworks for coaching
- Increase understanding of how coaching/therapy converge and diverge
- Enhanced personal awareness

Nicola Forshaw is a member of the BACP Professional Standards team, working on coaching competences and SCoPEd. Nicola is an experienced counselling psychotherapist who has worked

in Specialist NHS Eating and Personality Disorder Settings, whilst also lecturing on Counselling Masters' Programmes at Keele & Chester Universities. Currently, Nicola is the director of a private therapy centre, Nine Wellbeing, in West Kirby, Wirral, and director of sister coaching company, Nine Coaching. Nine Coaching offers ILM endorsed coach training programmes, and Nicola specialises in training existing therapists & healthcare professionals to become coaches, offering one day masterclasses and full coach training programmes.

## Improving coaching outcomes with successful contracting

Andy Williams

Transactional Analysis bases its philosophy on the “mutual ok-ness” of all - that we can all think, change and take responsibility for ourselves. This inherently leads to specific ways of work; especially the importance of working contractually and adopting an open process of communication.

This session will focus on some of the subtleties of contracts - and how a good understanding of the contract and contract-making by the coach can empower all participants in the coaching endeavor.

We will be exploring the true definition of a contract and ensuring that a contract is truly in place. We will be looking at overt, concrete processes in coaching - and also covert, hidden magical thinking that can get in the way of progress. The session will also spend some time looking at multi-handed contracting and identifying where the tensions are when working with multiple partners.

The trainer's style is one of energy and engagement, so hopefully an enjoyable time by all - especially if we contract for it!

The aims of this session are

- To be able to identify a true contract as TA would define one.
- To become familiar with the model of The Contracting Matrix and to use this to build our confidence as coaches.
- To understand levels of contracting and to be able to apply this to our clients and coaching work.
- To not accept our coaching work at face value - and to learn to look for the hidden and covert messages.
- To consider our practice when working with multiple partners and multi-handed contracts.

Andy Williams is a senior member of the TA community and works as a psychotherapist, trainer and supervisor in his practice based at Horsforth, Leeds. He has a special interest in working with difference and diversity and enjoys working with differing sexualities and multiple gender identities. For many years he worked as an in-house coach and Manager of Learning for a large, progressive secondary school introducing coaching for all. As a director of the TA Training

Organisation he co-trains therapists at master's level to become psychotherapists. He received the UKATA Medal 2018 for services to the UK TA community.

## Keeping the coach out of coaching

Lesley Symons

This is an interactive session where participants will have the time and opportunity to self-reflect on their individual coaching style. We will look at how to open coaching sessions and what each of us brings to this part of the coaching. The focus will be on our typical coaching questions, and to help us to become aware of the potential to 'contaminate' the coaching space with our own biases or issues. It is a chance to ask, how clean are our questions, and how clean would they seem to other people? The session will offer an open, safe and non-judgmental space to reflect on our questions, how we present and what we may bring into the coaching room from our own perspective.

The aims of this session are

- Gaining awareness- to surface reflection on how we as coaches enter the coaching space
- Recognising what may be presenting in the room and meaning? If any?
- Noticing our questions- How clean are they?
- Do we have the potential to contaminate the coaching space?
- Self-reflection as coaches on our choice of coaching questions? How relevant are the questions we are asking?

Lesley is an integrative coach-therapist and an experienced leadership consultant with a career spanning over a decade. She combines her experience of leading in large multinational organisations, her education and psychology background to help her clients gain sustained transformation both at an individual and group level. In addition to one-on-one executive coaching, Lesley facilitates leadership, communications and coaching workshops as well as coaching elite Olympic athletes, most recently in Rio 2016.

Lesley has published articles in the book Personal Consultancy by N. Popovic and D. Jinks, The Association for Coaching- Coaching Perspectives Magazine and HBR blog pages.

## Using online coaching to respond to emerging markets

Su Orosa

This session will explore what coaches need to do to set up or rebrand their practice as an online business, to meet the needs of an emerging market. The workshop will encourage participants to look at what type of coach they wish to be, how to identify their ideal market and ideal client, and which markets are likely to be more responsive to online coaching and understanding the differences between counselling and coaching in terms of visibility, ways of working and setting up in business. They will also explore the fundamental systems that need to be in place to ensure a coaching business is sustainable in the long-run, including setting up a Facebook page and group; the importance of blog-writing; using FB Live and webinars as lead magnets; developing a signature workshop and understanding sales funnels.

The aims of the session are

- How to increase your presence online in order to create visibility and attract more clients
- Identify and develop effective systems that will allow you to focus on the work you love
- How to identify your ideal client so that you are attracting the clients you want to work with
- Identifying the what, why and how of your business and why this is important
- Support systems for running this type of business.

Su Orosa is a Transformational Life Coach, Counsellor and Workshop Leader. She believes passionately in human potential for growth and understands the value of self-acceptance as key for removing blocks to a life well-lived. She works creatively and brings in the mind-body connection and spiritual aspects of the human experience. She is a Reiki Master and an EFT (Emotional Freedom Technique) therapist. She is married and lives in Eastbourne with her husband and cat and is as happy doing her Yoga practice as she is trying to learn to dance Flamenco!

## Coaching without boxes - growing your confidence as a coach

Katy Taylor

Beyond 'thinking outside the box' this workshop explores the notion that for coaching, there is NO BOX!

Have you ever wanted to understand how you may be holding yourself back? What's the secret formula to be a confident coach? Where do you begin when you want to connect with your own signature style and presence as a coach? Are you able to identify your preferred coaching style? As well as the opportunity in a no-holds-barred conversation, to quiz senior practitioner coach and BACP member Katy Taylor who has eleven years of experience as an executive leadership coach with global brands.

The aims of the session are

- Personal brand and identity as a coach
- The 'professional wobble'
- 'The C-Word' aka does confidence matter when working as a coach?
- Coaching styles
- Case study - personal experience, coaching accreditation and qualifications

Accomplished conference speaker and professional leadership coach, Katy Taylor has worked with Global brands since 1998, including Coca-Cola, Kodak, Mars, Britvic and Barclays UK - with expertise in coaching for public speaking and advanced presentation skills, having coached for TEDx and the College of Public Speaking, London. Qualified to Advanced Diploma standard in Professional Coach-mentoring with an EMCC Senior Practitioner European Quality Award, NLP practitioner, Hypnotherapist, Time-Line Therapist, registered BACP coach and to BTEC Level 5 Professional Diploma in Therapeutic Counselling. Passionate about personal development and most often described as 'quirky, a creative thought-leader and a challenging coach with a pragmatic edge.