



**#RideTheWave**

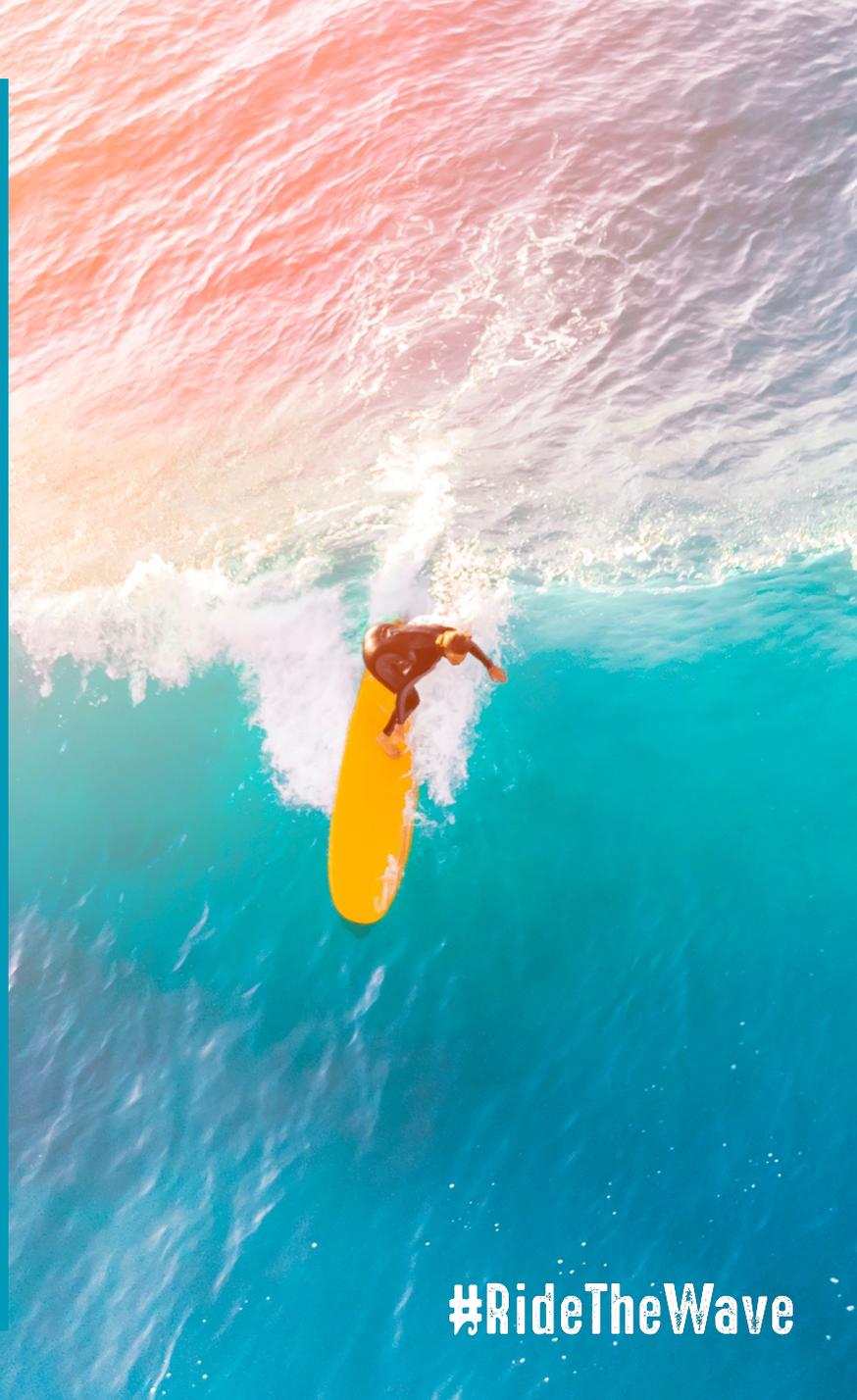
PROFESSIONAL COACH TRAINING



## OUR MISSION

Like waves in the ocean, real life challenges are a natural and powerful force that impact us all. It's how you deal with the waves you face that determine how you and your organisation will thrive and survive.

Our mission at **#RideTheWave** is to coach you to not only surf these waves but to equip you with the knowledge and skills to help others stay afloat and reach new shores.



**#RideTheWave**

# MEET **#RideTheWave**

## CO-FOUNDERS SONYA AND LUCY

We bonded over our passion for coaching, a shared vision for a more diverse and inclusive future for coaching, and our love of Billy Joel!

We're delighted to be able to combine our experience from coaching, education, corporate and start-up life to bring you **#RideTheWave**. A fresh, innovative and inspiring development experience. Whether you want to be a full or part-time coach, an internal or external coach, or want to take yourself on a personal and professional development ride that will change the way you lead, learn and live. Join us and **#RideTheWave**.

You can read more about our professional experience and backgrounds on page 15.



**#RideTheWave**

# OUR VALUES

We believe in:

**Celebrating Diversity** - so in every Wave of **#RideTheWave** coaches you will meet a rich blend of gender, ethnic background, life and work experience, and ages to name but a few.

**Community** - we build and maintain strong relationships in our **#RideTheWave** community of coaches. Once you've surfed with us you'll always be part of our community.

**Social Impact** - that's why we offer a number of scholarship places in every Wave of the programme to individuals making an impact in the world.

**Laughter** - by that we mean having fun to boost learning and creativity. So whether that means dancing or singing at one of our legendary post workshop socials, or simply relaxing and chatting with your fellow surfers, **#RideTheWave** Co-Founders, Sonya and Lucy, will ensure you enjoy the ride!



**#RideTheWave**



# WHAT OUR SURFERS THINK



#coachSimon

“A life changing course. An incredible learning experience. Lucy and Sonya are brilliant educators, creating an incredible learning environment. A course full of applicable theory and practical application, couldn't recommend enough.”

Simon, Co-Founder at Priority 6 Fitness



#coachLucy

“#RideTheWave is a life changing experience. The tutors are creative, energetic powerhouses. The delegates and alumni that you take the journey with will become inspiring, supportive new friends. If you have an interest in coaching yourself and others then please take part in this programme, so that it can transform your life too.”

Lucy,

# WHAT WE OFFER

## **#RideTheWave Professional Coach training**

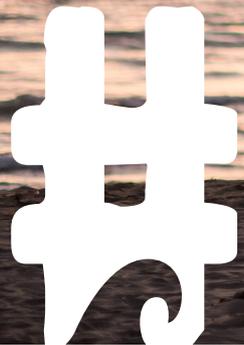
A fresh and inspiring development experience for leaders, founders and people that want to make a difference in the world.

## **#Reinvigorate**

Group and 1:1 supervision sessions to support, develop and challenge your coaching practice.

## **#RefreshYourThinking**

Enhance and upgrade your coaching practice with our interactive and inspiring ongoing development sessions.



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# #RideTheWave PROFESSIONAL COACH TRAINING PROGRAMME

## Module 1 (2 days) **Coaching Fundamentals**

This module gives you a strong foundation in the most important elements of coaching. We explore a wide variety of models and tools and take a close look at the importance of emotional intelligence. During this module you will begin to develop your own unique coaching approach.

## Module 2 (2 days) **Coaching Exploration & Discovery**

In this module we take a closer look at human psychology including key psychological factors that affect the coaching relationship. We explore psychological and physiological wellbeing, handling stress and building resilience. Throughout we dive into the world of creative coaching interventions to equip you to engage and support your clients - the use of art, analogy and metaphor to name but a few.

## Module 3 (2 days) **Organisational Coaching**

In this module we explore organisational applications of coaching and developing as a professional coach. We will focus on the opportunities and challenges of professional coaching in the modern world of work using case studies and "what ifs?" to strengthen your approach. We look at professional boundaries and questions of ethics equipping you to coach in the today's complex and uncertain world.

## Module 4 (1 day) **Setting Sail**

In this final module we help you pull together everything that you have learnt and think about "What next?" You will have a further opportunity to coach and be coached by Alumni of **#RideTheWave**, plan your on-going professional development and consider in further detail how you want to integrate coaching into your personal and professional lives.

**Inter-module Work:** Coaching Practice, Supervision, Accreditation Preparation, Reading, Watching, Listening, Reflecting...

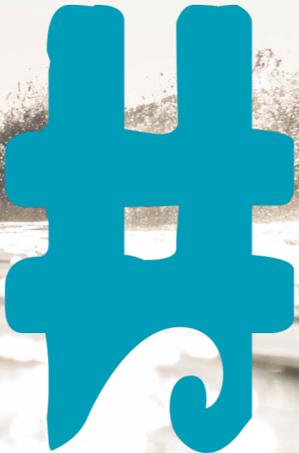
To complement the live workshops all **#RideTheWave** coaches also receive a package of **Bespoke 1:1 Professional Coach Development Sessions** with the Co-Founders

- Accreditation and Final Supervision Sessions (each 1 hour)

These sessions are booked at a time to suit your own development and accreditation journey.

**“I went on this programme for my own personal development and discovered a transformational experience. Over three weekends with a fantastic group of people I learnt a range of techniques with tools to support them. I got to coach and be coached allowing me time for my own deep reflection.”**

**Coach Niall, considering his ‘what’s next?’**



# #RideTheWave PROFESSIONAL COACH TRAINING PROGRAMME

All our professional coach training programme workshops are **#RideTheWave** Digital – online but without any less human connection.

|  | #RideTheWave Digital |
|--|----------------------|
| Modules 1 – 3  | Live online          |
| Module 4   | Live online          |
| Bespoke 1:1 Professional Coach Development Sessions                      | Live online          |
| Student Membership of the AC   | ✓                    |
| Programme includes 5 hours of Professional Coach Supervision             | ✓                    |
| Membership of the <b>#RideTheWave</b> Alumni Coach Community             | ✓                    |
| Discount on #RefreshYourThinking development days and other CPD sessions | ✓                    |

# PROFESSIONAL ACCREDITATION

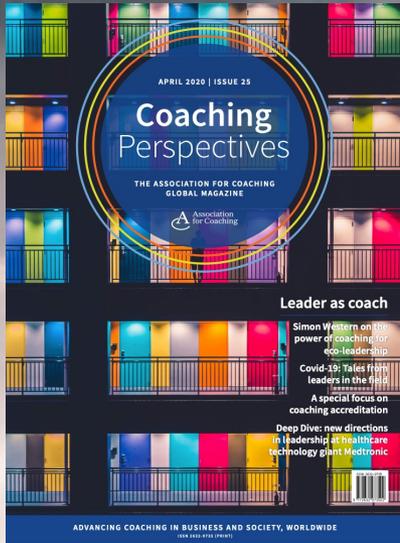
The **#RideTheWave** professional coach training programme has been awarded **Accredited Certificate in Coach Training (ACCT)** status by the Association for Coaching (AC), one of the leading professional bodies in the coaching industry.

As a student on this programme you will be given student membership of the association and be supported towards gaining your professional coaching accreditation, including the required level of supervision to apply for Foundation Executive Coach level accreditation.



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We are recognised by the professional body's *Coaching Perspectives* magazine for pioneering an accelerated pathway for accreditation. From our experience of running professional coach training programmes, we found that many fantastic coaches weren't going through the coach accreditation process because of the paperwork and complexity.

We've therefore designed the **#RideTheWave** programme to support coaches every step of the way to accreditation. This includes a pre-populated application form, specific sessions to support with the written work for accreditation, all feedback given directly against the AC competencies, a 1:1 session to prepare the Fitness to Practice statement and the required 5 hours of coaching supervision for Foundation level Executive Coach accreditation.



“It has been an absolute pleasure and a privilege to support such a high calibre programme - and to meet your delightful and enthusiastic participants!”

**Jeannette Marshall, Director of Accreditation, Association for Coaching**

# WHAT OUR SURFERS THINK



“Please insert Phil’s thoughts here about how incredibly wonderful you both are. I suspect Phil had a marvellous time on #RideTheWave training, judging by the massive grin on his face.”

Phil,



“Attending the #RideTheWave training programme has exceeded my expectations in many ways. It is evident that both Lucy and Sonya practice what they teach. They are on a mission to create a new army of coaches who are diverse in age, experience, gender and heritage.”

J’, Marketing Expert and FGM Sexual Violence Activist

# MODULE DETAILS

## Module 1: Coaching Fundamentals

- AC Code of Ethics & Core Competencies
- AC Accreditation Portfolio
- Reflective Learning
- Key Coaching Skills
- Coaching Frameworks and Models
- The Coaching Relationship - mindset, trust and rapport
- Attitudes, beliefs, unconscious bias and assumptions
- Use of language
- RAS and cognitive dissonance
- Styles of Intervention
- Emotional Intelligence and EQ-i assessment
- Personality Theory

## Module 2: Coaching Exploration & Discovery

- Psychoneurobiology – neurological and physiological impact of stress
- Resistance to change
- Handling stress and building resilience
- Psychogeography – Twalk®
- Timelines
- Psychological factors affecting the coaching relationship
- Transactional Analysis, transference and counter-transference, parallel process
- Character strengths and positive psychology
- Psychological and physiological wellbeing
- Coaching interventions
- Creative coaching - art, analogy and metaphor
- Neuroscience and coaching

## Module 3: Organisational Coaching

- Contracting
- Ethics in organisations
- Management of coaching boundaries
- Coaching supervision
- Managing stakeholders
- ROE/ROI
- Use of psychometrics
- Leadership models and use in coaching
- Coaching through change
- Team and group coaching
- Coaching Trends
- Business case studies

## Module 4: Setting Sail

- Psychological Factors
- Supervision
- Pulling it all together
- Coaching Practice
- Timelines
- Professional Development
- What next?

# A LITTLE BIT ABOUT US...

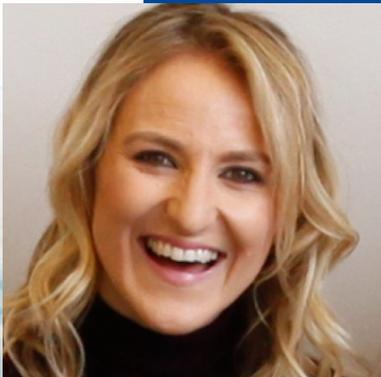


Sonya and Lucy are experienced professional coaches, coach educators, coach supervisors and trainers. They are both business owners running successful coaching and consulting companies working with a variety of clients including entrepreneurs, FTSE 100 companies, universities and charities.



## # Sonya Shellard

- Managing Director of Vector Group (UK) Ltd
- Philosophy, Politics and Economics Degree, University of Oxford BA (Hons)
- Postgraduate Certificate in Business & Personal Coaching (Distinction)
- Association for Coaching Accredited Executive Coach
- Member of the Association for Coaching

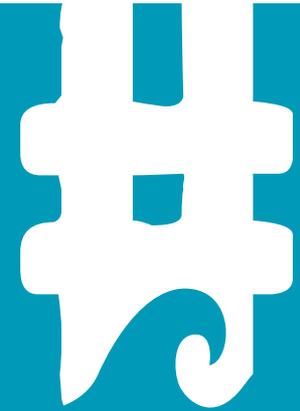


## # Lucy Mullins

- Managing Director of Strategically Inspired Ltd and Co-Founder of StepLadder
- Exercise Physiology and Psychology Degree, University of Bath BSc (Hons)
- Executive MBA from the University of Oxford (Distinction)
- Association for Coaching Accredited Executive Coach
- Member of the Association for Coaching

# PROGRAMME FEES

The programme fee includes the live workshops and professional development coaching, all learning materials, student membership of the Association for Coaching and the required professional coaching supervision to gain foundation executive coaching accreditation.



| Organisational |         |               |
|----------------|---------|---------------|
| Net            | VAT 20% | TOTAL         |
| £4,250         | £850    | <b>£5,100</b> |

| Self-Funded |         |               |
|-------------|---------|---------------|
| Net         | VAT 20% | TOTAL         |
| £2,900      | £580    | <b>£3,480</b> |

The programme fee does not include the membership and accreditation fee payable directly to the Association for Coaching for your personal accreditation.

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You can't stop the waves,  
but you can learn to surf!

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# COME JOIN US

If you're looking to be supported and challenged in your personal and professional development, this is the programme for you.

For further information or to arrange a chat with us:



**[www.ridethewave.co.uk](http://www.ridethewave.co.uk)**



**[hello@ridethewave.co.uk](mailto:hello@ridethewave.co.uk)**



**@ridethewave\_coaching**