



Henley
Business School

The Henley Professional Certificate in Executive Coaching



Triple-accredited and highly innovative coaching education

Henley has built an international reputation for the development of executives, teams and organisations. We understand that development programs have the most impact when they present a blend of research, industry experience and sufficient opportunities for practice and reflection.

The Henley Centre for Coaching works with individuals and organisations to create a community of more effective leaders, managers and coaches. We innovate constantly, drawing on our cutting-edge research and coaching practice. Since 2004, more than 2,500 managers from across the world have completed or are completing a Henley coaching program.

The Henley Centre for Coaching holds triple accreditation in recognition of its consistently high standard of teaching. It has been recognised by the Association of Coaching, the International Coaching Federation and the European Mentoring and Coaching Council. As well as providing a vibrant learning community where coaches can network, collaborate and share ideas, Henley delivers innovative projects that showcase its standing as a leading global coaching centre.



Henley offers the quality assurance of a university qualification, coaching accreditation and the credibility of a leading international business school to help coaches differentiate themselves in an unregulated and competitive market.

**Dr Jonathan Passmore,
Director of the Henley Centre for Coaching.**

Developing world-leading coaches the Henley way

We develop coaching skills by bringing to our programs a wide range of evidence-based models, tools and techniques, together with the underlying psychological frameworks. This enables participants to broaden their knowledge, understanding and skills, and develop a psychological mind-set which creates wider possibilities for behavioural change. Our focus is pragmatic and experiential, rigorously underpinned by the behavioural sciences.

Our aim is to create resilient coaches. By this, we mean individuals who can coach effectively and appropriately in a range of settings, and with a high level of self-awareness, confidence, understanding and competence. This allows them to handle diverse coaching clients with specific challenges.

Our programs are delivered by highly experienced, senior-level practising executive coaches, with strong grounding in both psychology and executive education. Their work in coaching practice and research feeds back into the programs at Henley. The team includes people with experience in coaching FTSE100 board directors, cabinet ministers and elite athletes. Our faculty has been published in respected journals, written bestselling coaching books and spoken at conferences around the world.

The Henley experience

For years, Henley has been recognised as a prime source for content and research in the area of personal and professional development. The Henley coaching programs go far beyond simply acquiring skills and coaching techniques.

They also emphasise the coaches' own reflective behaviour and awareness, giving participants the ability to employ a wide range of reflective techniques.

Course members in Singapore can expect exceptional quality, thanks to both the university qualification from a leading business school and the triple accreditation by international coaching bodies. Our coaching programs are delivered worldwide, providing a global business context for our coaches through crosscultural sharing.

Students from the earlier cohorts of the Henley MSc in Coaching & Behavioural Change have already delivered some outstanding practitioner research, investigating topics such as performance anxiety in coaches, addressing resistance to change, and exploring successful mentoring relationships. The international reputations of our coaching team members in coaching research has led to an increasing number of practitioners that select Henley to continue their studies through doctoral research. We have a growing team of doctoral researchers, with bursaries available for the best proposals.

The team innovates constantly, drawing on our cutting-edge research and coaching practice. For example, we led the European Coaching & Mentoring Research Project and have recently developed innovative programs, such as Ershad Coaching.



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As coaching has become a significant part of the learning and development strategy for most organisations, there is a drive for greater professionalism and better quality.

This program will appeal to anyone who wishes to develop their personal coaching skills, either from within their organisation or as an external provider. The Henley Professional Certificate in Executive Coaching is designed for those with some previous formal or informal knowledge or experience in coaching.

Pre-course study

Access your online learning portal including resources from the Academic Resource Centre. Before workshop 1, we invite you to read, reflect and review the online learning. This requires around 3–5 hours of study time.

Workshop 1 – Self-awareness as a coach

Explore your personal skills and attributes, and your beliefs and values around coaching. This workshop introduces a basic framework for coaching.

Workshop 2 – Tools and techniques

Try different tools and techniques and understand the underpinning psychological concepts. Carry out your first external client session – either with your own clients or ones we arrange for you.

Workshop 3 – Integration

Develop your coaching competences using observed sessions with feedback. Integrate all materials into a coherent approach.

Post-workshop study

Continue with supervision, support and coaching skills development. You will have access to all resources of the Henley Centre for Coaching, including on-line coaching journals, webinars from leading coaches from across the world and resources to help you set up your coaching business.

Optional online sessions

Coaching supervision forms an integral part of the program through the 9 months of study. Participants will have access to regular online mentoring and supervision sessions during the last 4 months of the program.

Assessment

At the end of the program, assessment takes place through a portfolio that includes a 2,000 word reflection on your development as a coach and a recorded coaching session demonstrating your coaching skills.

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Workshop 1 Self-awareness // 2 days		Workshop 2 Tools and techniques // 3 days		Workshop 3 Integration // 2 days	Post-workshop study
<ul style="list-style-type: none">• What is coaching?• Who am I as a coach?• My personal coaching style• GROW model refresh		<ul style="list-style-type: none">• Reading and reflection• Coaching practice• Formative assignment	<ul style="list-style-type: none">• Psychological models• Coaching approaches• Tools and techniques• Reflective practice	<ul style="list-style-type: none">• Reading and reflection• Coaching practice• Formative assignment	<ul style="list-style-type: none">• Solution-focused model• Ethics• Supervision• Integration
Months 1 – 3				Months 4 – 9	



Benefits for you

- Experiment with and practise different approaches and tools.
- Ongoing feedback to build your confidence and competence.
- Wide range of methodologies and psychological frameworks providing the skills needed for different coaching situations and requirements.
- External quality assurance statement of coaching training from a leading international business school.
- Ongoing supervision throughout the program.
- Coach mentoring to support your skill development.
- Access to external senior coaches for practice.
- Membership to the Henley Centre for Coaching for the program duration, with access to benefits, including up to 10 webinars a year, coaching journals, research and blogs, networking opportunities, online discussion forums, coaching contracts and other useful documents.
- Alumni status and benefits.

Benefits for your organisation

- Managers are equipped to coach in diverse management development situations.
- Can be tailored to any organisation's own coaching culture, with its specific business drivers, values and strategies.
- Their confidence in their ability to manage will grow and they will be committed to continuous professional development.
- Higher organisational performance /productivity.
- Increased creativity, learning and knowledge.
- Motivates people.

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If you want to further your career as a coach, the Henley MSc in Coaching & Behavioural Change will help you and your clients to be more successful. The teaching faculty are experienced professionals who are well recognised.

**John McCormick, DMC Coaching LLP,
The Henley MSc in Coaching & Behavioural Change.**

Our Singapore coaching tutors



Agata Mathiasen (PCC)

Lecturer in Coaching and Behavioural Change

Agata Mathiasen (MA Psychology) works primarily as executive and leadership coach, intercultural facilitator, management and organisational development consultant. She has more than 15 years of professional experience within Human Resource and Learning & Development in a global setting.

As facilitator, she provides leadership, intercultural training and addresses clients' business needs associated with working globally.



Johan Frederik Banzhaf

Program Director & Learning Designer

Johan joined Henley in 2019 to drive the launch of PCEC in Denmark. Prior to this he spent 10 years at Aalborg University immersed in the topic of human performance. His niche is the intersection of neurobiology, performance psychology and cultural leadership. Within these topics he has designed and delivered coaching programs on both Bachelor's and Master's level. Simultaneously, he's worked as an independent consultant, facilitating change for ambitious individuals and teams.

Key facts

Program duration:

Typically 9 months : 7 days of workshops over 3 months, plus 6 months of coach mentoring, coaching practice, reflection and coaching supervision.

Program fee:

S\$ 12,000.00 (not including GST)

Application deadline:

April 9, 2021

Program dates:

Workshop 1: Sep. 17 - 18, 2021

Workshop 2: Oct. 22 - 24, 2021

Workshop 3: Dec. 3 - 4, 2021

The Henley Centre for Coaching

The Henley Centre for Coaching is a vibrant community of practicing coaches, offering qualification programs, networking and research activities and a comprehensive membership model.

Over the past decade, Henley Business School has established itself as the global leader in universitybased coach education and research. Our Professional Certificate in Exectutive Coaching now runs multiple intakes in a range of locations across Europe, the Middle East, Singapore and Africa, while our MSc in Coaching & Behavioural Change is delivered annually from our beautiful Greenlands campus, next to the River Thames in the heart of the countryside, just 40 miles from central London.

In addition to our coaching programs, the Centre for Coaching offers resources for all coaches to support their continued professional development. The Centre offers webinars, masterclasses, supervision, partnerships with professional bodies, and an annual conference, with many of its events counting towards Continuous Professional Development (CPD). Our masterclasses cover topics including setting up and marketing your coaching business. Our network, reputation and the Henley team make Henley Business School the perfect choice for those looking to continue their learning journey.



Membership benefits

The Henley Centre for Coaching offers its members a virtual learning environment where they can shape research and practice in coaching. Key benefits of the membership include:

- Ability to hold virtual conversations, to explore and develop new ideas together.
- Research reports and newsfeeds of curated highlights to keep you up-to-date with all the latest thinking and developments in coaching.
- Access to online coaching magazines.
- Online access to the Academic Resource Centre.
- Free access to around 10 live webinars per year.
- Annual networking events to help you build your coaching network.

Annual membership is available to all professional coaches. Membership options include:

- Student membership.
- Alumni membership.
- Associate membership Your program fees include membership in the Centre for the period of your study.

After completion of your studies, you can opt to continue as a member of the Centre at a discounted fee as an alumni member. Membership is a natural step for Henley coaching alumni. It provides an opportunity to stay in touch, continue your development and be a part of the growing international coaching community. You will benefit from the network you build whilst you are studying and continue to benefit from lifelong connections you have made as part of the Henley coaching community.

IME Singapore Pte. Ltd. representing Henley PCEC in Singapore

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