

# Azesta Approach to the Coaching Professional Level 5 Apprenticeship

# Coaching Professional – is this a fit for you or people within your organisation?

- What qualifications and job role are required?
- Why study with Azesta?
- What is involved in the programme?
- What is the commitment and time required?
- What support and resources will I have?
- Q&A



**What is your interest in this particular qualification?**

# Prerequisites for government funding

- UK resident for at least the last 3 years
- 5 GCSEs or equivalent recommended
- Maths GSCE / 'O' level (Grade C or above) or CSE (Grade 1) or Functional Skills Level 2 (must be gained before end of apprenticeship)
- English GSCE / 'O' level (Grade C or above) or CSE (Grade 1) or Functional Skills Level 2 (must be gained before end of apprenticeship)
- No pre-existing coaching qualification at Level 5 or above
- A job-role or aspired-for role that has coaching as a significant part of it and a current role that enables you to coach people within the organisation for at least 3 hours a week
- Management / organisation support for you to undertake an apprenticeship and spend 6 hours per week minimum coaching and studying

# About Azesta

History

Knowledge and expertise

Ofsted, ILM, City & Guilds

Further development for coaches



# Stretch coaches



Angela  
Armstrong



Karen  
Pankasztelo



Shirley  
Gaston



Meg  
Burton



Jo  
Shuttlewood



Cordula  
Gwilym

# Learning through experience



“I found the whole day challenging and stimulating.”

“I can honestly say it was by far the best programme/training I have ever undertaken.”

“I had high expectations as I kept hearing such positive feedback, and was not disappointed. Size and mix of the group was perfect and everyone was engaged.”

# Programme components

- Induction
- Skillscans
- LMS (EOS)
- Masterclasses
- 1:1 stretch coaching
- 3-way reviews
- Assessment and feedback
- Observation and feedback
- EPA

The screenshot shows the azeesta LMS interface. On the left is a navigation menu with the following items: What is Coaching?, What is Coaching Activity, Characteristics of a Coach, Formal & Informal Coaching, Rapport Building, Building Trust, Transactional Analysis, Conversation & Challenge, Coaching Competency Frameworks, Growth Mindset, Unconditional Posit..., Unconditional Positive Regard Activity, Maslow's Hierarchy of Needs, Herzberg Hygiene Theory, Pink's Three Drives, and Competence Curve. The main content area is titled 'Reverse Mentoring' and contains the following text:

Reverse Mentoring

This type of mentoring exists where someone in a senior position is being mentored by an employee with less seniority. For example, senior executives in an organisation kr day-to-day issues faced by customers than their entry-level employees. So, when it comes to deciding on the next customer service strategy for the organisation, it's a goc executives to get some mentoring from their entry-level colleagues.

Be aware that mentoring is different to gathering feedback. Feedback from these employees would be great but remember mentoring is more of a long-term relationship an executive being paired up with an entry-level employee over a period of time to gain knowledge from their experience.

For example, the head of sales might go out on the road with a sales exec once a month to learn what it's like dealing with customers, to understand their wants and need n see first-hand the objections they have to the organisation's products.

Counselling, Training, and Consultancy

One-to-one

High client input

Mentoring

Coaching

The diagram shows 'Mentoring' on the left and 'Coaching' on the right. An upward-pointing arrow is positioned between them, with the text 'One-to-one' above the arrow and 'High client input' to the right of the arrow.



# Module Content

**1.**  
**Introduction to coaching and learning**

**2.**  
**Understanding me as a coach**

**5.**  
**More coaching theories and models**

**6.**  
**Embedding a coaching culture and measuring impact**

**Coaching**  
Review own skills and abilities as a coach and develop a plan

**3.**  
**Developing your coaching toolkit**

**4.**  
**Practical realities and challenges of coaching**

**Coaching**  
Review own skills and abilities as a coach and develop a plan

# Optional ILM Level 5 Qualification

- Understanding the Skills, Principles and Practice of Effective Coaching and Mentoring within an Organisational Context
- Undertaking Effective Coaching or Mentoring within an Organisational Context (18/54)
- Reviewing Own Ability as a Coach or Mentor within an Organisational Content

## Cost

Registration fee (£150-£220) plus £400 + vat for additional marking (Cert) or £800 + vat for the additional marking (Diploma)

# Masterclasses



# End Point Assessment

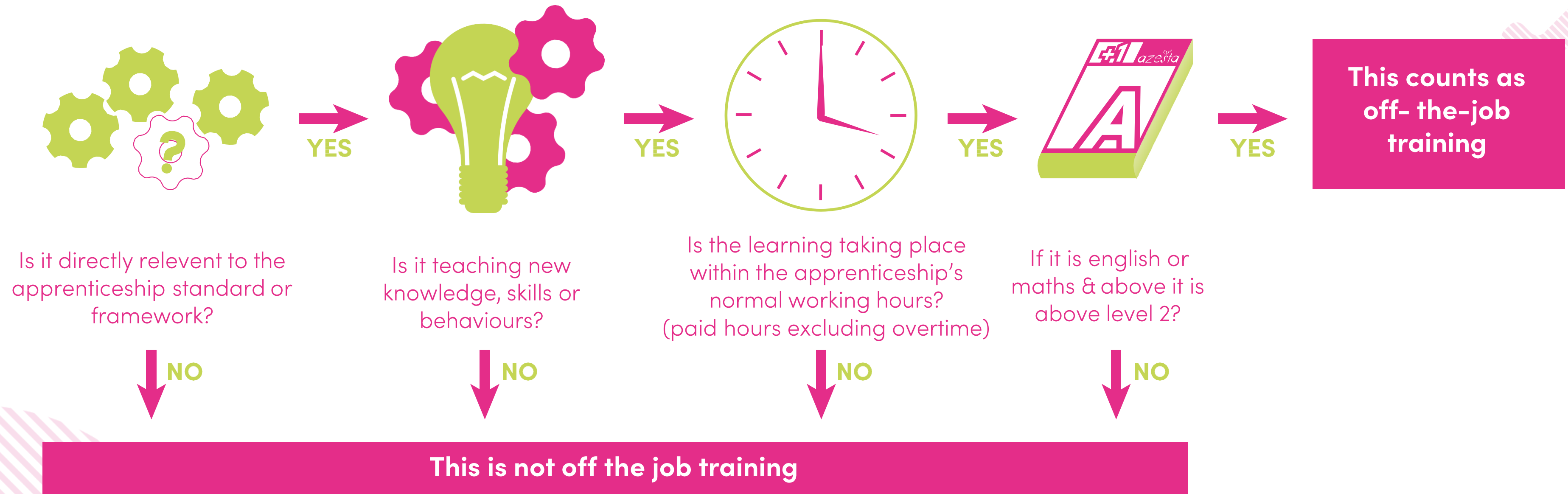


Observed  
coaching x2

Knowledge  
test

Competency based  
interview  
(portfolio)

# 20% 'off-the-job'



# How do you plan to fit this around your job / enable people to do this in your organisation?



# Coaching Professional – the investment

- £5,000 investment from levy
- Full support from line managers
- 20% of job time devoted to learning and coaching

Next step, if you want to be part of this cohort, is to complete the pre-enrolment form and book an eligibility 1:1



# Feedback from current participants...

“Reliable, punctual and totally committed to helping me on this apprenticeship. Valuable feedback with written assignments and with coaching reflection practice. Genuine authentic person who shares her wealth of knowledge and skills- very generous in her approach to allow me to access many tools and resources. Extremely helpful in teaching me functional maths and making sure that I am prepared for the exam. Very friendly and responsive.”

**| Sarah, Cohort 1**

“Karen always checks in how I am doing generally, allows me to have my agenda and is really easy to talk to. It’s good for me to be able to ask questions and just have a space to talk about the course. Karen has given me some suggestions which have been very helpful.”

**| Sue, Cohort 3**

“As part of the day I was on the receiving end of my first coaching session. It was with Karen so a very experienced coach, but I was amazed by how in such a short space of time it really helped me to gain some clarity about i) what I wanted and ii) how to do it. Was very powerful and made me excited to be part of this and hopefully provide this for others.”

**| Maria, Cohort 3**

“I find Shirley is a really helpful and responsive tutor- she is brilliant at getting back to me, when I have a query. She also has an incredible ‘can do’ attitude and focuses on the positives. She has really given me a boost over the past year. In every session, she’s totally ‘on it!’

**| Jennie, Cohort 1**



# Q&A

**What are your thoughts /  
plans at this point?**