

“Clean Coaching for Leadership”

Accreditation – Full Details

Overview

Our complete programme of Clean Coaching online learning is ‘Institute Approved’. This is the new stamp of recognition and endorsement offered by the Institute of Leadership and Management.

The Institute of Leadership and Management is a well respected professional body, established since 1947 and provides you with independent verification that our programme delivers the most up to date approaches and content.

Our optional accreditation programme completes your training with a robust and independent assessment process which checks your development as a “Clean Coach for Leadership” against 10 core competencies (see below for details).

Our assessment team consists of worldwide experts in Clean Language and other Clean processes.

Our accreditation is recognised within the Clean Community as an indication of your skills attainment.

Successful candidates will receive a certificate to mark their professional development from the Institute of Leadership and Management as well as confirmation of your grade of Professional Membership as an outcome. This grants you use of the post nominal letters ie ‘**MInstLM**’ - commanding respect and credibility from leaders and coaches alike.

You can learn more about the Institute of Leadership and Management here: www.institutelm.com

Accreditation costs just **£250.00** which includes the Institute's fees for certification, arranging an independent assessment of your skills, checking your submission and processing your paperwork.

We recommend you pay a deposit of **£60.00** to register with the Institute as you book on our final module – Module Four, which covers Advanced Clean Language skills and techniques for coaches. Then the balance of **£190.00** will be due when you have completed all modules and are ready to submit your application.

We will then assist you throughout the module to compile the information required for your accreditation application.

Benefits of Accreditation

'Institute Approved' programmes are the benchmark of high quality, bespoke leadership and management development and are recognised by organisations & institutes worldwide.

An 'Institute Approved' certificate "Clean Coaching for Leadership" which marks your professional development with a credible stamp of approval from a prestigious, well known professional body.

All applicants get access to 12 month's membership of the Institute of Leadership and Management. You have access to 'study membership' whilst you complete your training with us, providing excellent coach learning and development resources and support through their magazine 'Edge' and their website: **www.institutelm.com**.

Your membership to the Institute of Leadership and Management will be upgraded to full professional membership once your accreditation application has been approved. The length of your membership will continue for 12 months from initial registration, and is then renewable in the first year for a reduced fee of £100 per annum. In the second year and onwards this will revert to their Standard fee (currently £150 per annum)

Finally, your profile will be added to the Clean Coaching website's listing of Accredited Clean Coaches to promote your status as an accredited Clean Coach.

The Accreditation Process

The process for accreditation is thorough and involves external verification from an independent expert from the 'Clean' community.

To start the accreditation process, we recommend that you **register** with the Institute of Leadership and Management at the start of the final training module with us (eg Module Four). We do this for you on your request and charge you £60.00 which is passed on to the Institute to set up your membership with them.

We will then assist you throughout your final training module to compile the information and evidence required for your accreditation application.

During the entire programme, you are continually assessed after your recorded practice sessions and during Module Four, your feedback will be given in a more structured way to reflect the 10 core competencies you will be assessed on by the independent verifier.

We will prompt you to gather **evidence of your Clean Coaching experience** during the programme, as both coach and coachee, including contacting other classmates to provide necessary confirmation for accreditation purposes.

To submit your application for accreditation, students must firstly complete **all four modules** of our complete Clean Coaching programme. Once you have finished the fourth training module with us, all you need to do is provide us with the balance of payment and **two 1000 word written assignments**, both of which can be worked towards whilst completing your training with us.

You will also need to provide references (these may be from fellow course participants) and your submitted recorded Clean Coaching session.

Your application for accreditation must be submitted within 6 months of completing your final training module with us.

Upon success, you will receive a certificate from the Institute of Leadership and Management to confirm that you have successfully completed the programme and reached the required level of competency to be awarded the accreditation status of "**Clean Coaching for Leadership**".

Recognition of Prior Learning

If a student has already undertaken Clean Language training through another organisation, some or all of that training may be recognised as prior learning and you may not need to complete Module Two of our programme.

If you think you are eligible, please email coach@angeladunbar.co.uk in the first instance highlighting what training you have undertaken and who with.

If you have not completed sufficient Clean Language training, but would like recognition of prior learning, you may submit an additional recording to demonstrate your Clean Language competence. There is an additional fee of £100 for this service.

Fees

The total fee for accreditation is £250.00.

We recommend that you pay a **deposit of £60.00** at the start of Module Four to register with the Institute and gain full support for your application during your learning. When you are ready to submit your accreditation application, the **balance of £190.00** is due.

The fee includes the Institute of Leadership and Management direct costs for membership and certification, arranging an independent assessment (s) of your

skills and compiling a final assessment report, approving your essays, checking your overall submission and processing your paperwork.

Clean Coaching for Leadership: Summary of Accreditation requirements:

1. Complete **all four modules** of the Clean Coaching online training course
2. Provide a recorded Clean Coaching session (40 – 50 minutes duration) which highlights your Clean Coaching competencies. You may use a practice session completed during your training and we will advise if any seem appropriate. The final decision on which recording to submit will be yours.
3. Provide a written reflective statement (up to 500 words) on the recorded session to provide a rationale on why you chose the questions / approach you took. If there was anything, in hindsight, you feel you would like to have done differently, this is your opportunity to highlight your understanding of what you could have done better. In addition, optionally you may also choose to transcribe a 10 minute section of the session and comment on each question / coachee response accordingly.
4. Provide written confirmation from your coach (usually a fellow course participant) that you have completed 4 Clean Coaching sessions as a coachee, each at least 20 minutes in length. **
5. Provide written confirmation from a coachee (usually a fellow course participant) that you have completed 4 Clean Coaching sessions of at least 20 minutes each in length. **
6. In addition, a short reference from your coachee describing what their experience of being coached by you was like for them (please note, a paragraph or two is sufficient).

7. Write a short essay that describes your coaching philosophy and how Clean Coaching impacts on your work. Guidance and examples are available. Maximum word count 1000 words, minimum 900.

8. Write a case study outlining how you have used a variety of Clean Coaching skills and techniques within a real coaching assignment. This could be a single session, a series of sessions, or across a variety of coachees as part of an organizational project. To protect confidentiality, please do not disclose names. Guidance and examples are available. Maximum word count 1000 words, minimum 900.

** PLEASE NOTE you will have ample opportunity to work with suitable coaches /coachees during your training and they may provide you with the required written confirmations. If preferred, you may also submit your confirmation(s) and reference from appropriate people who were not course participants.

Clean Coaching for Leadership – 10 Core Competencies (Criteria used for assessment).

The 10 core competence areas are:

1. Establishing and working towards an outcome. Using PRO throughout the session to focus on what the coachee wants, not on what they don't want.

2. The ability to work with a 'light-touch' eg being non-directive, staying clean, being an 'equal opportunity' questioner

3. Delivering questions with the right pace, syntax, rhythm and emphasis.

4. Demonstrating the skills of active listening (accurate reflection of coachee's words, appropriate focus of questions, etc)

5. Demonstrating the ability to 'hold' the client's metaphors in an accurate and clean way (staying with the resource, verb, sensation, metaphor etc until symbol is clear and/or landscape transforms)
6. Demonstrating an understanding of where to direct the coachee's attention – making appropriate choices in the moment on where to go next with your question
7. Demonstrating an understanding of when to focus and when to expand the coachee's attention – showing a wider appreciation of what's happening with the coachee across the whole session, recognising change when it happens, being able to spot patterns and take a rudimentary 'systems thinking' approach
8. Demonstrating a confidence in the process and ability to continue through to a conclusion
9. Creating a safe learning environment where coachees can take risks
10. Ability to manage the time and session structure