



inspiring natural potential...

MA in Applied Coaching

The
GWiz
Learning Partnership

Acknowledgements

to

The Performance Solution

This programme would not have been possible without the hard work of The Performance Solution. The GWiz Learning Partnership are an approved supplier of NLP Training courses. On completing our NLP Practitioner, Master Practitioner and PSiNLP Trainer's Training you will register for the remainder of the MA in Applied Coaching with the Performance Solution.

THE PERFORMANCE SOLUTION AND UNIVERSITY OF DERBY CORPORATE



MA in Applied Coaching

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Thank you for enquiring about the MA in Applied Coaching with the University of Derby Corporate. This prospectus should tell you everything you need to know about the course and help you decide whether this is the course for you.

OBJECTIVES OF THE COURSE:

The purpose of this programme is to provide students with the cognitive, critical and intellectual skills to become reflective coaching practitioners and to facilitate self-learning and development based on the work-based learning experiences offered by the Personal Development Plan, Learning Agreements and ICF Portfolio development within this award.



This programme aims to provide students with the ability to develop a wide range of skills and competencies that will prepare them for a variety of career opportunities, including professional executive coaching in the UK, Europe and internationally. It will also provide a route for return to study and act as a foundation for those wishing to pursue a Coaching related Doctorate.

On completion of this programme students will be able to analyse, synthesise and evaluate those factors of applied coaching that are required for a solutions focus. They will explore the themes of coaching to ensure that they become conversant with these main aspects of personal development. Furthermore, students will develop skills in understanding, application, analysis, synthesis and evaluation.

A specific aim of this programme is to provide a course of study that enables professional accreditation from the International Coach Federation. Ensuring that students are eligible for professional certified coach membership of the ICF is important if they are to meet the needs of the prospective employers and/or clients, especially those whose quality assurance processes require internationally professionally qualified and certificated coaches.

WHY STUDY FOR A MASTERS?

- Extend and enhance your knowledge and understanding of applied coaching by means of a detailed and critical evaluation of each of the three core and one optional module areas and the 11 ICF competence areas that define the practice of coaching.
- Gain a critical awareness of current debates in applied coaching, and enhance your skills in evaluating the research that underlies these debates.
- Develop your written, oral, organisational and problem-solving skills to an advanced standard enabling you to engage in professional and academic communication.

- Develop your abilities to design, conduct, and present an empirical research study in the area of applied coaching to an advanced level in a sustained manner, at a level consistent with academic and professional standards.
- Learn to identify and reflect on the application of ethical principles to both research and practice in the field of applied coaching.
- Develop critical awareness in analysing and evaluating data related to applied coaching to a professional level.
- Refine your capacity to work independently and understand your role in and the process of, contracting with organisations as business coaches and mentors.
- Support your progression to further postgraduate study and employment opportunities in the area of applied coaching.
- Prepare to apply for professional certified coach qualification with ICF
- Develop your understanding of the requirements and conduct rules of the ICF, including how to progress through to professional certified coach level, engage with coaching supervision and maintain CPD requirements.

WHAT QUALIFICATIONS WILL I ACHIEVE?

With this MA programme, not only will you finish the course with either a Post Graduate Certificate, Post Graduate Diploma or Masters Degree in Applied Coaching from the University of Derby, you will also earn qualifications through your studies along the way:

- Certificate in Professional Coaching Skills recognised by:
 - Association for Coaching
 - International Coach Federation (Accredited Coach Specific Training Hours)
 - Institute for Leadership and Management
- Psychometric certificates:
 - iWAM: Inventory for Work Attitudes and Motivation
 - Extended DISC
- Certificate Higher Professional Coaching Skills recognised by:
 - Association for Coaching
 - International Coach Federation (Accredited Coach Training Programme)
 - Institute for Leadership and Management
- NLP Practitioner Certificate
- NLP Master Practitioner Certificate
- NLP Trainer's Training Certificate

MODE OF STUDY

This programme is carried out by blended learning. This means that you can complete assignments from home and attend block modules, in your own time at a variety of venues including the University of Derby Enterprise Centre. You will be able to fit your degree around work and family obligations. The programme can be taken as full or part-time. Full time students will complete the course in 1 year while part time students will complete in 2 years.

Students set out their individual Learning Agreement at the beginning of the course. This details the modules you have selected (where there is a choice) and when you plan to submit assignments. Your learning agreement will be signed by you and your tutor and must be adhered to throughout your studies.

WHAT WILL I LEARN?

As a student of The GWiz Learning Partnership you will already have completed NLP courses that have been evaluated and recognised. The University of Derby therefore recognise certain training courses, such as ours, that meet the required standard for credits towards the MA. All students take the following courses and if completed *prior to enrolling for the MA in Applied Coaching* they must give evidence of their completion and that they meet the appropriate learning outcomes:

- NLP Practitioner
- NLP Master Practitioner
- Professional Coaching Skills
- EITHER Higher Professional Coaching Skills OR NLP trainer's training.

If you have already completed one of these training courses you will need to check with The Performance Solution to see if your course is recognised. If you have not yet completed the training you will need to ask The Performance Solution or The GWiz Learning Partnership about enrolling on relevant courses.

Depending on the training course you have attended you may need to write separate assignments. A full programme of modules can be found on the next page.



University of Derby Enterprise Centre

MODULES

Module title	Module code	Module type	Credits	Tutor delivery time	Action Learn	Individual study	Means of assessment
1. Fundamental theoretical framework of neuro linguistic programming		Core	30	98	24	178	1500 word peer assessment + 3,000 word assignment
2. Professional coaching skills		Core	30	72	24	204	Professional Development Portfolio
3. Mastering cognitional coaching		Core	30	98	24	178	Practical assessment + 3,000 word reflective assignment
4a. Higher Professional Coaching with Mentoring and Supervision Skills		Option	30	80	24	196	60 min live coaching session+ open book exam+ 3,500 word report
4b. Teaching Applied Coaching with Neuro-Linguistic Programming		Option	30	112	52	136	Closed book exam+ peer assessed presentation+ peer assessed demonstration + 3,000 word report
5. Methodology and Research Skills		Core	15	36	0	126	3,500 word research proposal
6. Independent Study		Core	45	6	0	294	12,000 – 15,000 word dissertation + 1000-1500 word reflective statement and development plan
Total MA			180	502	148	1312	

Choose one Box from each Module to build your learning agreement of 180 total credits for a full Masters

NB: Not all previous qualifications will count as full credits. Check with TPS to find out if yours could count as prior learning.

<p>Fundamental theoretical framework of neuro linguistic programming</p> <p>Assessed NLP Practitioner AND 2 assignments: i. peer assessment ii. evaluation of own coaching practice with development plan 30 Credits</p>	<p>PGCert</p> <p>Professional coaching skills</p> <p>Professional Coaching Skills course (ICF ACTP part 1) AND 1 assignment: Professional Development portfolio 30 credits</p>	<p>Mastering cognitional coaching skills</p> <p>Assessed NLP Master Practitioner AND 1 assignment: Log of hours and Reflection and evaluation of own NLP skills. 30 credits</p>	<p>PG Dip</p> <p>Higher prof coaching skills</p> <p>HPS course (ICF ACTP part 2) AND 3 assignments: i. 60 min live, peer assessed coaching session ii. open book exam iii. 3,500 word assignment 30 Credits</p> <p>OR 4b</p> <p>Teaching applied coaching with NLP</p> <p>Trainer's Training AND 1 x 3000 word assignment: Critically evaluate the ideas, theories and arguments within NLP. 30 Credits</p>	<p>Methodology and research skills</p> <p>Methodology and Research Skills AND 1 x 3500 word assignment: Dissertation Proposal 15 Credits</p>	<p>MA</p> <p>Independent study</p> <p>Dissertation (12000 -15000 words) AND Reflective statement and development plan (1000-1500 words) 45 Credits</p>
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ABOUT THE MODULES

1. FUNDAMENTAL THEORETICAL FRAMEWORK OF NEURO LINGUISTIC PROGRAMMING (**CORE**)

This module provides the opportunity for the student to focus on understanding the basic positive psychology, the underpinning theory, the systems, and techniques, and on learning and demonstrating neuro linguistic programming, to facilitate clients to take action which results in sustainable high performance change for themselves, their teams and their organisation. Students will develop practical tools and techniques that are congruent with professional applied coaching and be able to crucially evaluate the performance of themselves and others.

NB: For this module students must undertake an approved assessed NLP Practitioner Programme.

2. PROFESSIONAL COACHING SKILLS (**CORE**)

This module provides the opportunity for the student to develop an aspect of study defined by their profession as necessary to their learning and development needs. They will focus on discovering the techniques for coaching skills and underpinning knowledge in order to establish a progressive context for coaching. They will describe those patterns including making new distinctions in such a way as to understand how they relate to the outcomes they are connected to, and to managing transformational change and contrasting the personal and structural perspectives of coaching, while understanding the emergence of these concepts. Students will develop practical tools and techniques that are congruent with professional coaching and pay particular attention to understanding the need for contracting, ethics and boundaries.

NB: For this module students must independently undertake an assessed Coaching Programme.

3. MASTERING COGNITIONAL COACHING (**CORE**)

This module provides the opportunity for the student to develop an aspect of study defined by their profession as necessary to their learning and development needs. The module builds on the theoretical concepts presented at the certificate level and develops constructivism as the philosophical base for core psychologies in the cognitional coaching context. The content provides in depth understanding of core personality processes and how these can be changed by altering the subjectivity of experience. Students will further develop practical tools and techniques that are congruent with professional cognitional coaching.

NB: For this module students must independently undertake an assessed NLP Master Practitioner Programme.

4A. HIGHER PROFESSIONAL COACHING SKILLS (*OPTION*)

This module aims to develop the knowledge gained at Certificate level, and integrate this into coaching practice. The module aims to incorporate a study of team influences on high performance, to evaluate unique individual processing preferences and motivational strategies, and to provide a coach supervision framework by which to address client generated topics.

NB: For this module students must undertake an ICF Accredited Coach Training Programme.

4B. TEACHING APPLIED COACHING WITH NEURO LINGUISTIC PROGRAMMING (*OPTION*)

The module integrates the theoretical concepts of Applied Coaching and neuro linguistic programming presented within this educational framework. The content provides in depth understanding of the training process and how this can be developed within the Applied Coaching and neuro linguistic programming framework to facilitate adult learning of the constructivist philosophy of Applied Coaching and neuro linguistic programming.

This module is intensive by design and integrates the learning of Fundamental theoretical framework of neuro linguistic programming and Mastering cognitional coaching and professional coaching skills content into a training programme to enable the transfer of learning to others within a formal or informal learning environment. The module aims to incorporate in depth study of training skills within the methodology of Applied Coaching and neuro linguistic programming and to provide a framework by which to develop, design and deliver effective Applied Coaching and neuro linguistic programming training.

NB: For this module students must independently undertake an assessed NLP Trainer's Training Programme.

5. METHODOLOGY AND RESEARCH SKILLS (*CORE*)

This module aims to equip students with an understanding of the processes and ways in which knowledge is developed, understood, and applied. As such the module initially focuses on the social and (social) scientific construction of knowledge from an ontological and epistemological perspective.

The module then focuses on methodological issues of a more applied nature in terms of different types of 'research', selection of research 'problems' and construction of aims, and fundamental methodological strategies such as qualitative versus quantitative data, deduction versus induction etc.

The evaluation of a range of research techniques and development of research skills in terms of data collection and analysis and the management of a research project are the final element of the module.

The module will require students to design a research project and prepare a proposal so will provide experience in producing reports to professional standards.

6. INDEPENDENT STUDY (*CORE*)

Independent Study normally forms a significant part of a master's programme. This is a major piece of independently researched work, providing an opportunity to carry out an in-depth investigation of a management problem or issue that should normally have a strategic dimension which addresses organisational issues and provides a process for solving management problems.

Independent study will provide the student with the opportunity to use and enhance the knowledge and intellectual skills gained during the course, by means of an extensive investigation of a significant management area. The module provides an opportunity for those studying any of the specialist programmes to explore an in depth topic relevant to that programme. It also provides the opportunity for students to reflect on the research experience and use what they have learned to guide their future development via a reflective statement and development plan.

ENTRY REQUIREMENTS

Students will normally be expected to have an appropriate undergraduate degree or equivalent qualification, a professional qualification of equal standing or a substantive portfolio of work experience at an appropriate level. Applicants should have relevant maturity, managerial experience and motivation and will gain from developing their applied coaching knowledge and understanding and their coaching skills over the duration of the programme.

Holders of non-UK degree or other qualifications will be subject to the University's normal entry procedures with regard to the assessment of the equivalence of qualifications. Where a candidate's first language is not English, advanced English Language competence in the form of appropriate certificated learning (IELTS requirement of 6.0 or equivalent) must be demonstrated as detailed in the University of Derby Admission Regulations.

International students whose first language is not English may also be required to attend an in-session English for Academic Purposes programme.

Selection to the course will be through completion of application form, and possibly a face to face or telephone interview. The interview is a process of mutual selection: for applicants to discuss how the course meets their needs and the course team to judge their suitability for the course.

APPLICATION PROCESS

APPLICATION FORM

In order to be considered for this course you will need to complete an application form online. This will be submitted to the university so that we know you're interested and can assist you with the next steps.

In order to be considered for the course you will need to be interviewed by one of course tutors. This can be over the phone. Contact lucy@theperformancesolution.com to arrange an appointment.

WHAT WILL I BE ASKED AT INTERVIEW?

The interviewer will ask

- to hear about your professional background. This is to assess how relevant the course is to you. Don't worry if you feel your line of work is unrelated as our interviewers are aware that coaching can be applied in any profession.
- about any other qualifications you have. Although students can be accepted with no previous qualifications, you will need to show that you have the ability to work at Masters level. Usually students have an undergraduate degree.
- about any professional qualifications that may earn you APL (Accredited Prior Learning credits) for the course. These include accredited coach training programmes and approved NLP practitioner, master practitioner and trainer's training courses.
- about your reasons for wanting to do the course. It is important that students understand the importance of committing to their MA programme so the interviewer will need to see that you are aware of the work required and are looking forward to the journey.

APL PORTFOLIO

In order to be considered for accreditation of prior learning on this programme, each student must complete a portfolio detailing their prior learning and experience. This will include certificates, a full CV and evidence of recognised learning and the application of this learning demonstrating meeting of module learning outcomes. There is an electronic template for portfolios which should be uploaded onto the Pebblepad system.

You will normally claim a maximum of 90 credits for APL unless you have an equivalent post graduate diploma and are entering with advanced standing at Masters level.

FEES:**1. Fees for the whole programme of learning for those with no prior training in Coaching or NLP.**

These full course fees include Professional Coaching Training accredited through ICF, accredited NLP Practitioner and Master Practitioner Training and certification in Extended DISC and iWAM Psychometrics.

Fees are payable to The Performance Solution in 3 instalments usually annually at the start of each stage:

	<i>University Fee</i>	<i>Approximate Training course fees</i>	<i>Total fee for Post Graduate Certificate</i>	<i>Cumulative fees towards complete MA</i>
Post Graduate Certificate	£2700.00		£7670	£7670
Fundamental theoretical framework of NLP (NLP Practitioner)		£1975		
Professional Coaching Skills		£2995		
Post Graduate Diploma	£2700.00		£8445	£16115
Mastering Cognitional Coaching (NLP Master Practitioner)		£2250		
Higher Professional Coaching Skills Course		£3495		
Teaching Applied Coaching with NLP		£3700		
Masters stage including 1:1 dissertation supervision	£3250.00		£3250.	£19365
TOTAL COURSE	£8650.00	£10715	£19365	19365

All prices exclusive of VAT and subject to change

2. Fees where individual training courses are charged separately and are not included in the cost of your MA.

Fees are payable to The Performance Solution in 1 or 3 instalments:

- If paying in 1 instalment, the full course cost is payable before the start of your studies. If paying in 3 instalments the cost of each stage is payable at the start of that stage.

	<i>Fee</i>
Post Graduate Certificate	£2,700.00
Post Graduate Diploma	£2,700.00
Masters	£3,250.00
TOTAL COURSE	£8,650.00

- If paying in 2 or 3 instalments, the first payment is payable before the start of your studies. This is the set fee for the Post Graduate Certificate level (£2700). Any APL that you are eligible for is deducted from your payments for the Diploma and Masters stages. An example is given below

	<i>Fee</i>	<i>Discount for APL</i>	<i>Fee with Discount for APL</i>	<i>Cumulative cost with Discount for APL</i>
Post Graduate Certificate	£2,700.00		£1,800.00	£1,800.00
I have my NLP Practitioner and have applied it in a coaching context:		-£900.00		
I have my Professional Coaching Skills have applied it in a coaching context :				
Post Graduate Diploma	£2,700.00		£900.00	£2,700.00
I have my Higher Professional Coaching Skills or NLP Master Practitioner have applied it in a coaching context:		-£900.00		
I am submitting for NLP Trainer's Training, Higher Professional Coaching Skills or Master Practitioner in a coaching context:		-£900.00		
Masters	£3,250.00		£3,250.00	£5,950.00
TOTAL COURSE	£8,650.00	-£2,700.00		£5,950.00

HOW WILL I BE SUPPORTED?

The dedicated team at The Performance Solution and University of Derby Corporate will be available to support you throughout your MA. GWiz students will be supported through the NLP modules and assignments. You will be allocated a supervisor who will read drafts of your assignments and give you feedback. The TPS office is open 9am to 5pm on weekdays and can be phoned or e-mailed for advice about assignments. Arrangements will be made to meet the needs of overseas students. You will also be able to contact the University and have access to online learning resources and the Blackboard system via your student login and library access.

You will be set up with a PebblePad account which is an online portfolio builder. This will help you to structure your assignments and your supervisor can access these to see if you need any extra help. This is a tremendous tool which provides evidence of lifelong learning and can be used as a marketing tool for potential employers and clients.

Online resources will also be used to put you in touch with other students studying for the same degree so you can help and support each other and you will be expected to form and contribute to action learning sets.

Monthly conference calls or face to face meetings will take place with the other students in your action learning set so that you can share learning and resources and benefit from other people's questions as well. The outcomes of these will be logged in your portfolio.

Support on this programme is only an e-mail or phone call away. The helpful course staff will make sure you have all the information you need. Because we keep cohort numbers small, we know all our students by name and are able to provide the right advice for you as an individual.

WHO TO CONTACT

Your contact at The GWiz Learning Partnership is: Melody Cheal

E-mail: melody@gwiztraining.com

Phone: 01767 640956

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Bradford on Avon

BA15 2AR

www.theperformancesolution.com

Your contact (once you are enrolled) at University of Derby Corporate is. Jodie Whitemoor

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Phone: 01332 597864
University of Derby Corporate
University of Derby Enterprise Centre
37 Bridge Street,
Derby. DE1 3LA
www.derby.ac.uk/corporate

WHY STUDY AT UNIVERSITY OF DERBY CORPORATE?

University of Derby Corporate business to business division of the University of Derby and one of the very few universities in the UK offering Work-Based Learning qualifications. This means that your degree is based on real life professional experience. It also means that we understand that fitting lectures round a busy lifestyle is difficult which is why this work-based programme offers flexible ways of studying.

The MA in Applied Coaching exists in the University of Derby Corporate portfolio which has a finger on the pulse of international organisations. This is a course for students with professional experience who want to study in an environment that respects and understands organisations.

The University is located in the middle of England. Depending on your own location, you may want to visit the university to use the library or just enjoy the campus. Derby has invested over £100m on improving facilities in the last three years including expenditures on the learning centres, sports facilities, the student bar, energy efficiency and campus improvements.

Arrangements are being made for MA students to attend other appropriate modules at Derby to continue their professional development, should they so wish.

WHY WORK WITH THE GWIZ LEARNING PARTNERSHIP?

Our NLP programmes are taught by NLP Master Trainers, Melody and Joe Cheal who both have degrees and MSc in psychology.

MELODY CHEAL MSc



Melody has a Masters Degree in Applied Positive Psychology, for her dissertation she looked into the benefits of NLP on both self-esteem and well-being. The research included both quantitative and qualitative data and was based on a one day workshop with over 50 participants on the experimental workshop and a similar number in the control group. The results were statistically significant, demonstrating the positive impact of NLP on self-esteem and well-being. She went on to present her results at the International NLP Research Conference in 2010 and an academic paper is currently in publication.



Melody also holds a degree in Psychology and a diploma in Psychotherapy. She is an NLP Master Trainer running NLP Practitioner, NLP Master Practitioner and NLP Trainer Training courses certified by the Positive School of Intrinsic Neuro-Linguistic Psychology.

Melody spent fourteen years gathering experience of the business world working in banking, telecommunications and the public sector before co-founding The GWiz Learning Partnership in 1993.

She is also a qualified Myers Briggs practitioner and EI practitioner and added to all this is five years Transactional Analysis training, meaning she is able to help organisations access the hidden potential in their staff. She is also in demand for her work in transforming average or even troubled teams into high performers.

Melody is a visiting lecturer at the University of East London, teaching "Wellbeing and Positive Psychology" to undergraduates and NLP to Masters Degree students. Additionally, she is a member of the CIPD and is ILM accredited.

Melody's interests are many and varied. She has a keen interest in personal development, canine and wolf psychology, conservation and movies. She also enjoys western horse riding, walking the GWiz dogs, nature watching and stage combat (particularly sword fighting).

JOE CHEAL MSc



Joe is an NLP Master Trainer who enjoys learning new things... by exploring diverse fields of science, philosophy and psychology and then integrating these 'learnings'. He is the creator and editor of the new ANLP Journal: Acuity.

He holds an MSc in Organisational Development and Neuro Linguistic Technologies, a degree in Philosophy and Psychology, a diploma in Performance Coaching, a certificate in HNLP Coaching and a diploma in Hypnotherapy, Psychotherapy and NLP. He is also an EI practitioner and an ILM accredited trainer.



In focusing his training, coaching and consultancy experience into the business environment, Joe has inspired others to achieve outstanding results. Since 1993, he has worked with a broad range of organisational cultures, helping 1000s of people revolutionise the way they work with others. His training sessions are often described as "humorous, thought provoking, interactive and leading to highly practical strategies".

With a passion and a penchant for the nature of paradox, Joe is currently writing a book entitled: "Solving Impossible Problems: Managing Paradox and Uncertainty in Organisations". His MSc dissertation was an exploration into 'social paradox' and his findings were published in the first NLP Research Journal in 2009.

The Positive School of Intrinsic Neuro-linguistic Psychology

In 2010 Melody and Joe joined with International Master Trainer, Julie Silverthorn to create PSiNLP to deliver NLP Trainer's Training.

JULIE SILVERTHORN, M.S, CH, CMH



MASTER'S DEGREE, CLINICAL PSYCHOLOGY 1980

CERTIFIED NLP MASTER TRAINER SINCE 1992

CERTIFIED HYPNOSIS MASTER TRAINER, first international organization to offer Hypnosis Trainer's Training

CO-AUTHOR, TRAINING TRANCES and DREAMING REALITIES

CHAIRMAN INTERNATIONAL HYPNOSIS SOCIETY

CO-DEVELOPER, HUMANISTIC NLP 1994

CO-DEVELOPER, THE POSITIVE SCHOOL OF INTRINSIC NLP 2010

Julie is warm and friendly and gifted with a natural love of people. She has great energy and a special knack for presenting information in ways that are easy to understand. Her students love her natural optimism and their ability to learn and grow from her encouragement and teaching. Julie began her study of Hypnosis in 1982 and through her love of Hypnosis she became deeply involved with NLP. She has been in the field of Psychology for over 30 years, a NLP Trainer for over 20 years and a Master Trainer for 20 years. She has also been a Certified Hypnosis Trainer for over 15 years.

WHY WORK WITH THE PERFORMANCE SOLUTION?

This is a partnership programme. It is designed, developed and delivered by key personnel at The Performance Solution and accredited through a British University. All module leaders have post graduate qualifications (several have Doctorates) and are specialists in the world of coaching and associated psychologies. They are all practising coaches.

The Performance Solution is one of few organisations in the world to have multiple international accreditations and awards for its programmes, thus offering students the opportunity to gain professional as well as academic qualifications. The programme has been designed to enable you to use previous learning and experience to apply for credits towards your qualification and to ensure that when you graduate you can call yourself a 'professional coach'.

The Performance Solution is renowned for its ethical and international approach and supportive environment. Module leaders from The Performance Solution sit on international regulatory and accreditation committees for several professional organisations, working at the leading edge of the profession.

Graduates from the MA in Applied Coaching will be supported to continue onto Doctorate Studies if that is their intent. Ongoing coach and NLP supervision is also available by telephone and/or face to face thus meeting the needs of our international clients.