

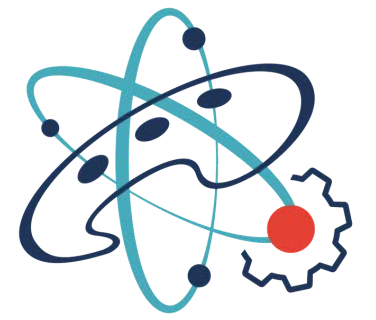
**“ Globally Accredited  
*Professional Award in  
Executive Coaching*  
with Science, Artistry and Systems ”**

**Coaching Academy  
Prospectus**





# Globally Accredited Professional Award in Executive Coaching with Science, Artistry and Systems



**Sandown Business School attracts professional individuals who are looking for a trusted and globally accredited, high-quality coaching and coach mentoring certification programmes that build its academics around the latest in evidence-based Psychology, Neuroscience and Ontology.**

- Founded in April 2022, Sandown Business School Limited is a provider of Internationally Recognised Professional Coach Training Education and Executive Talent Development Coach and Coach-Mentoring Programmes.
- Sandown Business School is the only hybrid business school run by two master coach professionals with over 50 years of experience.
- The school has been awarded Treble Accreditation for its Diploma programmes with global recognition from the International Coaching Federation (ICF), European Mentoring and Coaching Council (EMCC) and the Association for Coaching (AC).
- Sandown Business School has a proven track record and is known for its high-quality coaching certification and diploma programmes, with a reputation for producing skilled and highly effective coaches.
- The school has three Leadership Coaching Programmes, delivered 1:1. 1. Leadership SuperVision - healthy leaders lead healthily. 2. Thought Partnering similarly for leaders who need an unfiltered environment. 3. Senior Talent Development for organisations looking to attract and retain top talent. The school can offer these services because of their commercial, coaching and leadership experiences over the past 35 years. The school is building development programmes for emerging leadership to be launched in 2025.
- We have an experienced and knowledgeable faculty who are experts in their respective fields, providing students with the latest research and practical knowledge.
- We offer flexible programmes to accommodate the needs of working professionals, with part-time online learning.
- Our coaching approach resonates with the values and goals of prospective students, such as a focus on building strong relationships, developing emotional intelligence and supporting positive transformation.
- Sandown Business School Alumni offers opportunities for students to connect with other professionals in their field, providing valuable networking opportunities that can support them to advance their careers.





# Globally Accredited Professional Award in Executive Coaching with Science, Artistry and Systems



## What are the current challenges and people trends in the Non-Profit Sector that Coaching with Science, Artistry and Systems can effectively address?

**Accelerated Adaptation and Embracing Change In a Modern Working Environment:** Change is constant in the non-profit sector with diverse community dynamics, evolving policy environment, demands for resource efficiency and AI technological advancements. Professionals who pursue accelerated adaptation are proactive about learning new technologies, methodologies and strategic models to stay relevant, effective and efficient.

**Balancing Efficiency and Innovation:** Resourceful professionals can exploit current assets and capabilities for maximum efficiency while simultaneously exploring new opportunities and innovations for growth.

**Handling Contradictory Demands :** They can navigate the demands of delivering consistent, high-quality results in their current role while preparing for future roles or changing programme requirements whilst answering to demands of multi funding sources.

**Dual Strategy Implementation:** In leadership roles, this will involve managing day-to-day operations while also steering the organisation to meet its long-term strategic goals.

**Cross-Functional Teams:** Leading or participating in teams that handle different types of tasks and projects, from routine operations to innovative initiatives and varying target audiences.

**Cultivating a Versatile Culture:** Fostering an organisational culture that values both core business practices and new, experimental processes.

**Enhanced Communication and Digital First Impressions:** Elevate your communication ability to excel in the digital era. Our program hones your ability to make impactful impressions both personally and digitally, fostering collaboration and understanding across digital mediums and target audiences.

**Conflict Management and Emotional Intelligence:** Master the art of conflict resolution with enhanced emotional intelligence. Navigate the complexities of systemic challenges with grace, transforming potential conflicts into opportunities for innovation and growth.

**Self-Awareness - The Cornerstone of Leadership:** Cultivate profound self-awareness, the quintessential trait of modern leaders. Our reflective practices guide you to discover your authentic leadership style, laying a foundation for enduring impact.

**Career Advancement through Blended Learning and Hyper-Personalisation:** Propel your confidence trajectory with our blended learning approach and hyper-personalisation of your learning experience. Gain the confidence to seize advancement opportunities and sculpt a fulfilling career path.

**Social Impact and Belonging:** Make a tangible difference with skills that contribute to social, economic or environmental change.

**Expand upon Diversity, Equity, Inclusion and Belonging (DEIB)** with our added focus on belonging, preparing you to lead with inclusivity and empathy. (Described perfectly!)

**Sustained Energy and Well-being:** Learn how to maintain core energy as a vital part to sustaining balance, motivation and adaptability. A focus on self-care goes hand in hand with self-awareness in building impactful leadership.



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# Globally Accredited Professional Award in Executive Coaching with Science, Artistry and Systems



Sandown Business School attracts those wanting to self-develop and be more confident in who they are. We also have a highly developed Coaching Pathway for those wanting to become professional coaches.



## Why Sandown Business School?

Because we are raising the bar in coach education and training.

We are using cutting edge sciences to build inner transformation and our students are seeing the results.



**Are you tired of running on a treadmill not getting you to where you really want to be?  
What will self-confidence bring to your life? Come and explore your potential.**



## Why Certify?

According to the World Economic Forum in the Fifth Industrial Revolution, humans and machines will dance together, metaphorically.

This will allow for a more humanistic, somatic and human-centred approach to coaching and professional development.

Therefore, we need a school of ethics dedicated to enabling coaches and clients to be safe and engaged with a profession rather than a hobby!

Progressive accrediting bodies like the ICF, EMCC and AC are essential in future-proofing the offer of coaching to organisations and individuals.

**Ready to build and integrate your People, Power and Performance Skills?  
Yes? Be courageous and make the right decision **now**.**



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# Professional Award in Executive Coaching Modular programme:



## Programme Course Structure Options

Programme Highlights: 72 (or 86) hours over 12 weeks.

Summary of contact content: All events which includes: Programme Launch, Learning Modules, 2 x Tutor Group sessions, Webinar, Observed Practices, up to 7 x Skills Practice Groups, optional Accreditation Camp, 2 x Group Coaching sessions ending with Awards and Finales.

Final submissions include: Final Reflections, Essay based on course learning, Self Assessment and Development Plan. This can be submitted in a different format recognising neurodiversity needs.

Programme Schedule	Dates	Time Zone: GMT
Programme Launch	Week 1	1.5 hours
Tutor Group #1	Week 2	1 hour
Pro-bono Set up (optional)	Week 2	30 minutes
Module 1	Week 3	4.5 hours
Group Coaching	Week 4	3 hours
Module 2	Week 5	4.5 hours
Webinar #1	Week 6	1.5 hours
Week to catch up*		
Group Coaching	Week 8	3 hours
Module 3	Week 9	4.5 hours
Tutor Group #2	Week 9	1 hour
Module 4 Assessment	Week 10	1.5 hours
Observed Practice #2	Week 10	2 hours
Week to catch up		
Module #5 Awards & Finales	Week 12	4.5 hours
Accreditation Camp (optional)	Week 12	1 hour

\*During the catch up week - an observed practice needs to take place. SBS will allocate your partner for this event and you will need to record this session for your own records.

Anyone wishing to gain the full AACT award will need to complete 7 x SPG groups which can be arranged between students anytime during the three months. These SPG groups will be for 2 hours each giving a total of an additional 14 hours coaching practice. Please discuss with your Tutor.

We appreciate that even with the best intentions, life can get in the way. Therefore, we are able to offer students the flexibility of catching up. This can happen once for the webinar, Tutor Groups or Group Coaching without impacting the total level of attendance. This should always be agreed with the Tutor in advance and a 500-word assignment needs to be completed based on the video recording of the event.



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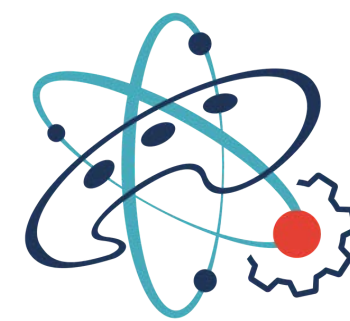
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# Globally Accredited Professional Award in Executive Coaching

## with Science, Artistry and Systems



### Module 1 - Foundations

- Neuro-Evolution of Professional Coaching
- Systemic Trust that Enables Healthy Collaboration
- **Signature Model - SAS Coaching Map**
- The Interface of Theory U with Coaching
- Co-Active Coaching Proficiencies
- Professional Ethics & Practice
- The Psychology of Contracting (Individual & Group)
- Effective Brand Presencing
- Neurobiology of Remote & Hybrid Assertiveness
- The Art of Reflective Practice

### Skills Practice Groups (SPG)

Up to 7 sessions with peers practicing competencies and skills aligned with course content.

### Observed Practice - Competency Based

Session with feedback from our trained assessors.

### Tutor Sessions

Small groups meeting with the course tutors to discuss goals, objectives and measure outcomes from the programme.  
"How you are is how you coach".

### Programme Launch

Getting familiar with the programme. Being clear of your starting position and getting to know your peers. A strong start to your coaching journey.

### Webinar

Webinar focused on how to work as a coach in any environment - in-house and/or with private clients.

### Learning Management System

Your bespoke LMS platform guides you through your learning journey. Everything you need and more is on our system.

### Module 2 - The Coach

- How I am is how I coach - Who Am I?
- Understanding Direct and Indirect Coaching
- The Alchemy of Transformation
- Neuroplasticity & Creating Mental Strength
- The Anatomy of Co-Regulation and Connection
- Breaking through Unconscious Coaching Bias
- **Signature Models - PAUSE & SOURCE**
- Integrating a Coaching Mindset
- Recognising unconscious assumptions and bias at play

### Module 3 - The Client

- Return On Investment of Coaching
- Neuroscience of Client Self Regulation/Self-Control
- Neurobiology of Decision Making in Chaos
- Interpersonal Contracting within Diverse Systems
- **Signature Models - SYSTEMIC & CARE**
- Aligning Client Energy Centres to achieve Meaningful Goals
- CARE for Client Open Loop System & Field

### Module 4 - Assessment

To include online assessment, case study and writing up your reflections

### Module 5 - Finales & Graduation

How to end well. Capturing your Journey  
Collecting the wisdom  
Reward Bank Building

Kirkpatrick, 1959, Levels of Evaluation are woven throughout the programme.



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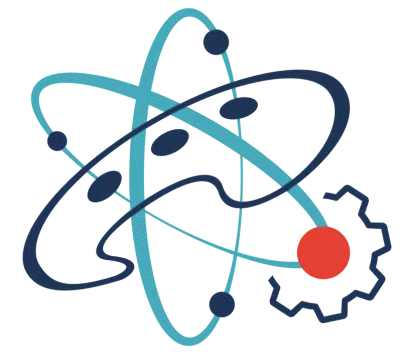


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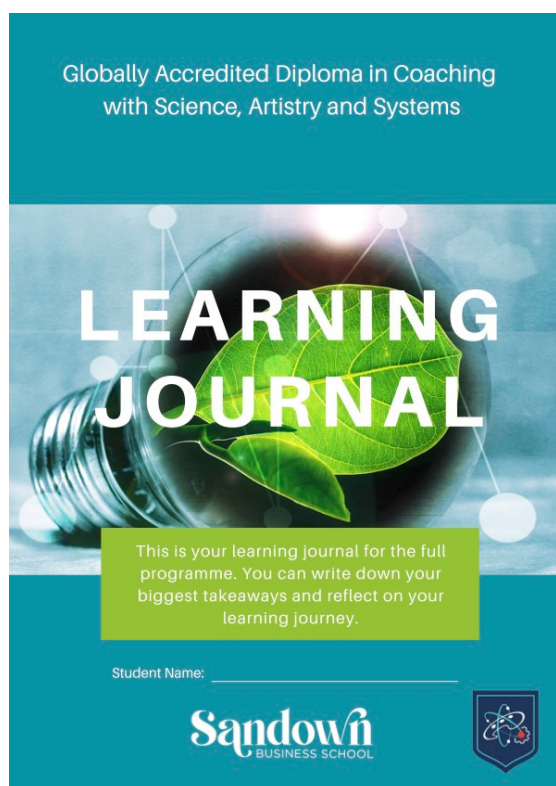


# Our **Signature** Workbooks and Learning Materials



Our **Workbooks** and **Learning Materials** are two of the many ways in which our programmes set us apart from other coach training organisations. We are not just seeking to 'impart' knowledge about coaching, how to be a good or even great coach, what coaching skills are and how to use them. Instead, we are engaging our students to really 'know' who they are, recognise that 'how they are' and 'how they show up' dramatically impacts their coaching, their client, the systems and ultimately their business.

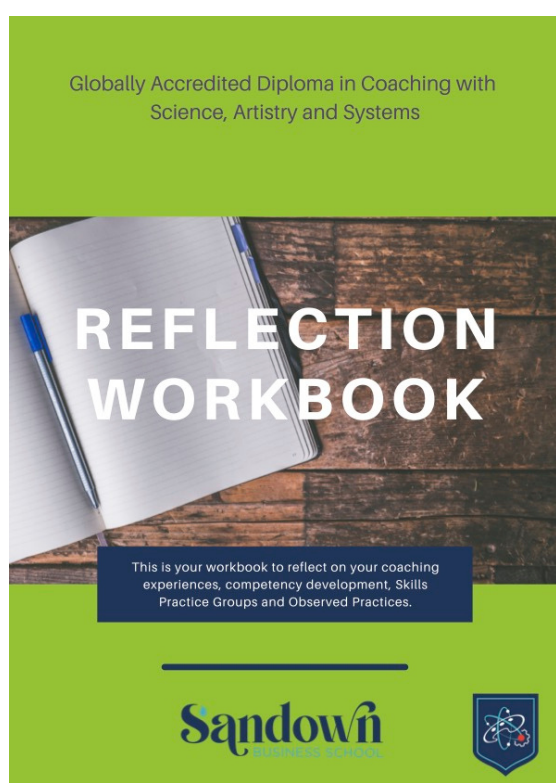
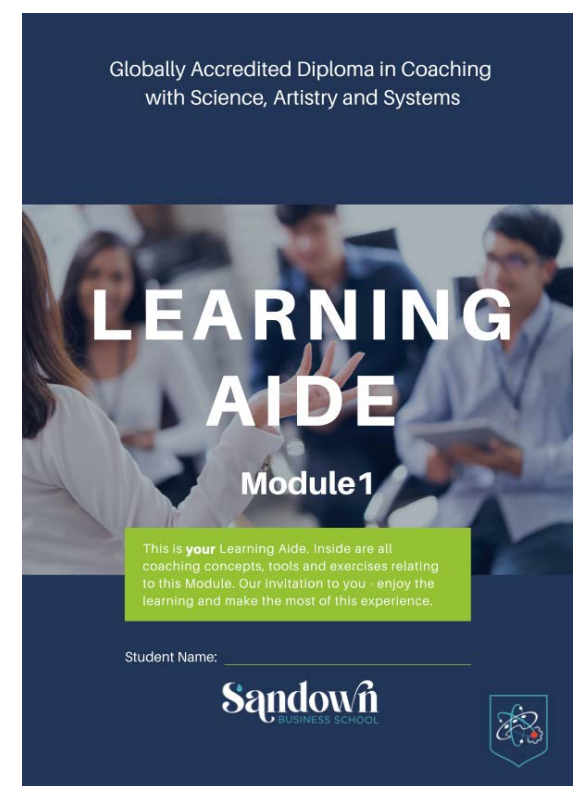
We are supporting our students to build their own Coach Signature. This provides them with the confidence to stand apart from the treadmill of other coaches. During our programmes our students develop their internal referencing to strengthen, equip and empower them from the inside ... out. Whilst knowledge is useful and can provide confidence in our capabilities, on its own it is not enough. Instead we need: Knowledge + embodied understanding + systemic awareness + at the core ... compassion (for self and other).



*Our **Learning Journal** follows all the evening events, provides questions, reflective suggestions and seeks to build the reflective practice 'muscle' to ensure our students are adopting best practice.*

*Our **Learning Aides** are a highlight of every programme. We offer additional content to support each Module. This has proven to enrich and deepen the student's knowledge & understanding. We also provide additional ways of learning; questions, quizzes & review materials to ensure our students are embodying their learning.*

*Our programmes are whole-system learning - not just cognitive appreciation & development.*



*Our **Reflection Workbook** focuses on the work the students complete with one another in their Skills Practice Groups; it captures their learnings from their Observed Practices; and also captures their Reflections which forms parts of their final Assessment.*

*Our **Purpose Playbook** is a great piece of work each student undertakes to form their signature.*



## School Accreditations and Awards

These are the accreditations our Diploma courses have achieved and also our most recent Award.



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# The Next Generation of E-Learning



## Learn and Grow on the Go....!

Research has found that hybrid learning maximises individual productivity through flexibility. Post pandemic, individuals are recognising the complex relationship between learning, wellbeing, workplace and social life.

Priorities have shifted towards a tighter integration of learning, work and personal needs.

Successful learning-life integration requires savvy goal prioritisation. We therefore have a unique opportunity to reimagine how digital technology can be more effective for individuals to learn remotely. With the developing digital capability, individuals can take advantage of learning online whilst harmonising work, life and learning.

We have developed a specially crafted learning experience that we know you will love. Effortless, Engaging and Effective training that includes interactive videos, e-books, quizzes, embedding exercises, assessments, certificates and belonging within a community.

### Highlighted benefits:

- A broad global perspective.
- Easy access on mobile or desktop.
- Clear direction for students at every level.
- Convenience and flexibility built into the student journey.
- Better energy management.
- Peer exchanges to enrich learning experiences.
- Self-Paced Learning.
- Improved virtual communication and collaboration.
- Developing new technical coaching skills.

**'Online hybrid learning is the Now ... New ... Normal'.**



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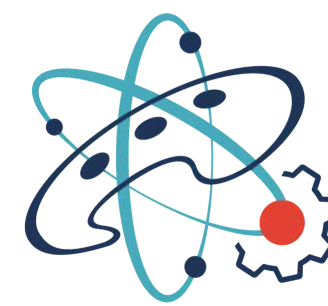


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# Globally Accredited Professional Award in Executive Coaching with Science, Artistry and Systems



## Sandown Business School

This Professional Award in Executive Coaching is the first of a series of coaching programmes designed by **Sandown Business School**, who have recently been awarded 'Best in Class' by the All Ireland Business Foundation.

This is a part-time course for those wishing to develop their coaching skills to support their profession or kickstart their journey towards becoming a professional coach.

**Sandown Business School** is fast becoming recognised as the coach educator who is raising the standards of professional coaching.

## Professional Qualification Accreditation

This qualification allows successful graduates to begin their journey as a coach or deepen their coaching skills in the workplace. This course leads to the following qualification:

### Professional Award in Executive Coaching with Science, Artistry and Systems.

This course has been approved by the Association for Coaching (AC) and qualifies for the AACT Award. You can also use this course as coach education hours towards ICF (ACC) and EMCC (Foundation/Practitioner).

## Entry Requirements

None of the courses at this level have a formal qualification entry requirement. We appreciate, however, you are bringing your life experiences to the learning which will immediately support you in your growth and development as a coach.

You will be expected to be competent in reading, writing and understanding English to a reasonable level - although we are hoping in the future to run our courses in different languages.

## Programme Duration

Our Modular programme runs over 12 weeks. There are learning activities most weeks either with Tutors, peers, or for your own self-study, reflections and research.

The programme timetable is co-designed to suit your professional needs.

For those students wanting to achieve the AACT Award, they will need to complete 7 skills practice groups. Please discuss with the tutor for more information.

Any other elements required for this programme are arranged between the Tutor and Students.

## Programme Attendance

We appreciate our students are balancing work and life whilst studying for this Award. We have therefore carefully written this programme to optimise embedding learning over the 12 weeks. All programme elements are structured to support and enhance your student journey. Our goal - to maximise your learning.

Attendance requirements: AC 90%. Sandown Business School require 85% attendance to award you with the:

**Professional Award in Executive Coaching with Science, Artistry and Systems.**

## Payment Options

We want to ensure our courses are accessible and flexible. We regularly offer 'Early Bird' discounts and also offer a 10% reduction on any course if a student refers a colleague who registers and pays for a place on the same programme.

We also offer organisations the opportunity of a group reduction. For more information on the size of the group to achieve this reduction - please get in touch.

If a student uses a CREDIT CARD, please add a fee of 1.75%. Or PAYPAL please add a fee of 4.95%. Both amounts will be added to the invoice.

**This is a life changing programme integrating neuroscience, psychology and ontology. Key concepts for today and tomorrow. Remember the quote we love 'How you are is how you Coach'. Know who you are and all you bring to coaching.**



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**Pheona Croom-Johnson****Co-Managing Partner & Academic Director of SBS**

**MSc, MA, Master Executive Coach (AC), PCC (ICF), EIA Senior Practitioner & ESIA Coaching Supervisor (EMCC) NLP Master Train the Trainer and Team Coach Supervisor (ACTC, ICF)**

Pheona is an experienced O.D. Leadership Consultant, Psychological Coach; Team Coach Supervisor, Systemic Coach and Executive Educator who has been working in Executive Education since the 1990s. Pheona creatively designs, develops and implements successful leadership and coaching programmes drawing on a variety of business and psychological models, tools, techniques and other resources in order to bring the desired changes in mindset, behaviours and actions.

Pheona mainly works with the C-Suite and Senior Leaders. Prior to Covid she was leading an international team delivering bespoke Leadership & Coaching programmes in over 15 countries. She brings healthy challenge to all her clients and constantly partners with them for them to achieve their best. Pheona brings latest thinking & learning into all her work. 'Pragmatic Psychology' to bring transformation.

**Richella Boggan**

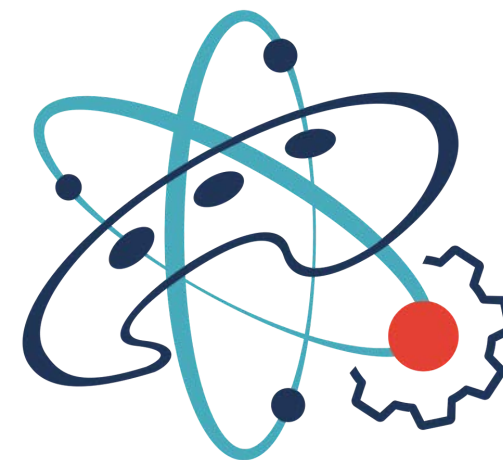
**Co-Managing Partner & Global Business Development Director, BA (Hons) Economics, Clinical Nutritional Therapist, Senior Practitioner (EMCC) & Coaching Supervisor (CSA)**

Richella is a Senior Talent Development Coach and Coaching Supervisor. For the past 30 years plus working in commercial and management environments with Senior and Emerging Leaders within a variety of organisations. Richella brings a whole-system knowledge, approach and wisdom to her work, having the additional qualifications of Nutritional Therapist, Interpersonal Neurobiology and Emotional Intelligence.



As a Senior Talent Development Coach day to day, Richella helps business keep and foster the growth of their most precious talented people and which helps a healthy thriving culture emerge through the teamwork and leadership that inspires others. Richella designs bespoke coaching programmes and workshops for Senior teams to help them unlock the most creative and innovative ways of thinking and leading.





Come and learn the truth about who you are as a coach; how to be in 'flow' as a coach and finally design the kind of Coach, Supervisor and/or Leader you are and want to be.

Join our robust educational, theoretical and practical programmes. Be supported to become outstanding in your chosen professional field.

Ready? Get in touch today.

If you would like to progress an application or learn more about the programme please go to our website at:

[www.sandownbusinessschool.com](http://www.sandownbusinessschool.com)

Or contact us via [sales@sandownbusinessschool.com](mailto:sales@sandownbusinessschool.com) or [admin@sandownbusinessschool.com](mailto:admin@sandownbusinessschool.com)

Alternatively, we'd be delighted to answer any queries directly:

You can speak to us on:

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**GLOBAL CODE**  
of **ETHICS**