

blend

Associates Ltd

Psychologically Informed Coaching Programme *To Upskill Existing Coaches*

Designed specifically for
coaches working in high
stress environments



Blend has exceptional coaching results in high stress environments

We'd like you as a coach to achieve the same
Would you like to...


- Develop highly attuned coaching skills to effect greater change in every coaching session?
- Understand the psychological barriers that inhibit change and learn how to create transformations that stick?
- Be confident when working with stress, anxiety and personal issues that are affecting performance so the coachee feels heard, helped and able to plan a way forward?
- Learn how to use body work, powerful visualisation techniques and skilful listening to enhance healing and growth in each session?
- Clearly identify when coaching becomes counselling and what to do if it does?
- Spread your skills, creating greater wellbeing, productivity and morale in your coaching?

Why Blend?

Blend Faculty was conceived from a deep-seated desire to assist healthcare leaders and their teams, who bore a significant burden during the pandemic. Through skillful coaching, we provided support to individuals and teams during a period of unprecedented stress.

We know that coaching and the needs of clients have changed forever. We have gone on to develop a deep understanding of the psychological challenges that coachees face in the workplace. Our coaches are skilled in supporting those working in customer focussed stressful environments.

We have designed this programme to better equip coaches to deal with the demands of coaching clients in uncertain, ambiguous and traumatic times.



My coach was fantastic! She supported me and was very in tune with my previous mental health struggles and supported me in confidence and self esteem building.

I was able to see that it was my environment causing my doubts and how it was not allowing me to flourish.

Responding to the current challenges your coachees face

We understand that coachees in high stress environments face unique challenges. These coachees may have experienced:

- moral injury,
- burnout and
- regular traumatic experiences

Leading to impaired performance, sickness, resignations and more.

This can feel overwhelming and lead to ineffective and potentially damaging coaching experiences if the coach is insufficiently skilled to work with such demanding issues. Our programme can upskill qualified coaches working with these issues.



We expect you to be trained to ILM5* or ILM7*, which provides good competence in coaching skills but can be inadequate in the face of the deeper issues they work with in your coaching practice.

This course will teach you how to work at a deeper, more restorative, and effective level, which is crucial for improving well-being, performance, and retention in a demanding workplace.

**Due to the level of this programme, coaches must have achieved at least ILM 5 to be eligible to enrol.*

Psychologically Informed Coaching

What is it?

Psychologically Informed Coaching is a powerful way of coaching at a deeper level where real insight and change happens. It takes relevant, key psychological concepts and integrates them within existing coaching skills. Coaches will build on their ILM 5 or ILM7 coaching competencies to become far more effective, skilful and intuitive.

Our fundamental goal is that people engage, heal and progress more effectively with a coach at this level than with coaching that just addresses urgent symptoms which are likely to recur if not properly worked through.

What Outcomes Can I Expect?

Coachee benefits*:

- Greater job satisfaction and workplace advocacy through feeling supported, understood and valued.
- Improved meta-cognitive skills; better able to pro-actively process information to monitor and revise goal oriented behaviours.
- Improved competence, mental health and resilience by being skilfully and holistically coached in their role.

Coach benefits:

- More skilled and motivated coaches leading to each coaching session being more effective.
- Greater role satisfaction through a greater sense of competence.
- Development of powerful skills that can enhance their own professional and personal relationships.

Benefits for Organisations you work with*:

- Sustainable behavioural and performance change.
- Increase in coachee's objective work performance (as rated by those working with them).
- Increased organisational commitment and reduced intention to leave.

**The Effectiveness of Workplace Coaching: a Meta-analysis of Contemporary Psychologically Informed Coaching Approaches. Wang, Q. et al, Journal of Work Applied Management (2021)*

How Will These be Measured?

We use a focused combination of qualitative and quantitative measures to ensure that you can see the benefits of the programme for yourself. These include:

- Pre and post surveys
- Journals
- Reflective review

Draft Programme

100 Hours CPD (32 hours taught) with full course attendance

Module 1

Full day online

Introduction to Psychologically Informed Coaching (PIC)

You will discover what PIC is and the ways it can help you and your coachees. You will consider the issues and challenges you currently face in your coaching role and share the existing skills and experience that you bring to the group.

You will have the opportunity to state your specific goals. We will contract for how we work, including commitments to practice the learning between modules and how to reflect on that practice to embed and layer your development.

Essentials for an Effective Coaching Environment.

We will discuss the practical, psychological and cultural necessities for effective coaching in your workplace and consider the “desirables” for coaching to flourish. We will acknowledge the barriers to these and what can be done to reduce them as we decide how to best set up your coaching environment.

The Ridiculous Power of Being Heard and how to Unleash it.

We can think of listening as a passive, unskilled activity lacking direction and goals but the experience of the person being “really” heard (often for the first time) can be transformative. You will learn how skilled listening can unleash powerful, dynamic forces within your coachee and how to do it skilfully. You will never again, put the word “just” in front of the word “listening!”

Module 2

Online – ½ day (4 hours)

How to Engage with a Highly Stressed or Anxious Coachee.

In highly stressful environments we move into survival mode and our pre-frontal cortex (where our reason and sense of self reside) goes “off-line”. You will learn how to recognise this and how important it is to ground your coachee to get back “online” before you can begin to coach effectively.

You will learn proven tools and techniques to help your coachee become more self-resilient and confident in dealing with stress and anxiety.

Module 3

Online – ½ day (4 hours)

Why Changing our Behaviour Can Be So Difficult and Ways to Make it Easier.

Coaching is about behaviour change and yet coachees often stay stuck in old patterns that do not serve them. You will better understand why this is and how the idea of “will power” can be both shaming and counterproductive.

Taking concepts from behaviourism, neuroscience and motivation theory you will learn how to co-create and nurture resilient change with your coachee.

Draft Programme Cont...

Working With Warring Parts to Free Up Change

We like to believe that we are one consistent and unified self when the reality is that we are a mass of conflicted parts, each vying for our attention. To test this, just put a cake in front of a person on a diet!

This inner conflict can sabotage meaningful change and lead to self-criticism, demotivation and helplessness. You will learn how to identify these warring parts within your coachees and how to help them work towards an agreed way forward that all the parts “buy into”, making sustainable change far more likely.

Module 4

Online – ½ day (4 hours)

How to Work With the Body to Change the Mind.

We know the impact that poor mental health can have on our bodies and why working with thoughts, beliefs and goals can have a positive impact on our physical health. In this module you will learn how to work somatically with your coachee to improve their mental wellbeing.

Managing Relationships

A good coaching relationship is essential for progress but what does this look like? Using concepts including Theory of Mind and Transactional Analysis, you will develop ways to further improve the potency of your coaching interactions.

You will learn how to empower your coachee to improve their own interpersonal skills and relationships.

Module 5

Online – ½ day (4 hours)

Do I Look Back? Benefits and Pitfalls of Looking at Your Coachee's Past.

Coaching is a present and future-orientated activity but sometimes experiences from the past can block progress the coachee wants to make. We will explore your role when this happens and how to navigate the twin perils of avoiding the past or acting like a counsellor.

By understanding that it is not the experiences themselves but the belief (or “script”) that the coachee took from them, you will learn how to unblock these limiting and outdated scripts.

What to do if Trauma Comes Up.

As a skilled coach, your coachees may sometimes bring traumatic experiences that are outside the scope of your role. We will explore what to do when this happens so that you are working safely and your client is ethically supported at a time of vulnerability.

Draft Programme Cont...

Module 6

Online – ½ day (4 hours)

What to Do When Coaching Gets Stuck (and What Not to Do!)

Often, coaching is an exciting and dynamic activity but sometimes the work becomes stuck and progress slows to a crawl. Before we look at our coachee we must first reflect on what this brings up in us. Feelings of being deskilled can lead us to work too hard or become resentful of the coachee for example.

You will examine your own processes and learn how this “stuckness” can be a pre-cursor to transformative change in the coachee if we embrace and work with it.

Seeing the Desired Future to Enhance Belief - The Four Minute Mile Principle.

Visualising a future desired state is a powerful way to foster motivation and belief. Many of the neurons that fire are the same as when we are actually experiencing it and the brain releases dopamine giving us pleasure and enhanced focus.

You will discover how to quickly create a vivid inner world for your coachee using techniques from hypnotherapy and Neuro-Linguistic Programming.

Module 7

Full day online

How to Squeeze the Juice from Supervision.

Good supervision can develop us, ensure we are acting ethically and support us when we need it. We will explore what might inhibit us from embracing its potential fully and how best to use this vital resource.

What About Me? Self-Care and Self-Development.

Coaching (in addition to the other demands of our job and personal life) can bring up a number of feelings in us. It can nourish and deplete us. To be an effective coach, self-care is crucial but what exactly does that mean for you and how do you practice it consistently?

Putting it All Together.

By now you will be coaching in new, more insightful and impactful ways, built on the skills and experience you brought at the beginning of the programme. This is your opportunity to reflect on and celebrate your development, to consider the impact you have had on your coachees and to explore how you will continue your professional development as a coach after the programme.

**Currently seeking accreditation for EMCC Global Quality Award EQA
(Bespoke Senior Practitioner Programme).**



Your Programme Tutor

STEVE NEESAM



Steve is a Senior Practitioner in Coaching with the EMCC and a coach supervisor and trainer.

He is a BACP and UKCP accredited psychotherapist, hypnotherapist, relationship counsellor and psychotherapy supervisor.

He has designed core psychotherapy training programmes for a UKCP accredited training college and was a member of their academic board.



His previous career was in the banking industry, moving from cashier to Regional Manager. This high pressure leadership experience informs his work as a coach and a trainer.

His training style is to work in a structured, flexible and interactive way to ensure that learning is attained, solidly understood and put into practice straight away.

“Steve is an excellent, engaging and knowledgeable tutor and I felt he kept a good balance between all the training components including discussion of the concepts with the participants that I found very thought-provoking and rewarding”.
Sanna



Programme is available across 2024 & 2025

Costs

£3,250+VAT or USD equivalent

Programme 1 Dates

- Friday 16th February
- Wednesday 17th April – Thursday 18th April
- Thursday 16th May
- Thursday 13th June
- Thursday 18th July
- Thursday 15th August
- Thursday 12th September
- Wednesday 16th October – Thursday 17th October

Contact us

Programmes can be booked via individual places or an organisation can purchase a whole programme for a minimum of 8 attendees.

Please contact us via the following:



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