

One of manyTM Certified Women's Coach

Why become a Certified Women's Coach?

Research shows that increased gender diversity in leadership roles creates better results in business.

“Research from US firms finds that mixed-gender boards outperform all-male boards (McKinsey 2012b) and that the Fortune 500 companies with the highest proportion of women on their boards performed significantly better than firms with the lowest proportion (Catalyst 2011).”

– Is Gender Diversity Profitable? Evidence from a Global Survey (2016), the Peterson Institute for International Economics

So why do businesses still struggle to promote women leaders?

One factor is that senior women are more likely to leave the workforce than their male counterparts.

- Women are more likely to experience burnout, according to a study by Montreal University in 2018.
- They are also likely to shoulder a disproportionate amount of caring responsibilities outside the workplace. (In 2016 the Office for National Statistics found that, when it came to managing households, women on average were doing almost 40% more than men.)

The resulting attrition of talented female staff at mid-management level is a cause for concern. One approach to addressing this trend is to boost individual support for women in ways tailored to their needs:

“Tailored support for women can include mentoring, coaching and networking programs and senior-level sponsorship, as well as higher visibility of successful role models.”

– Closing the Gender Gaps: Advancing Women in Corporate America, Goldman Sachs, 2018

A new approach to women's leadership

Our training recognises that many talented, highly educated women find the toughest challenge to their leadership arises not from any singular issue, but from the multiple responsibilities they juggle in every area of their lives.

We see a pressing need for leadership training designed specifically for women which addresses this, and supports women to develop effective strategies to allow them to focus and flourish.

In Centred Leadership: How talented women thrive McKinsey characterises the most effective female leaders as

“...having a well of physical, intellectual, emotional, and spiritual strength that drives personal achievement and, in turn, inspires others to follow.”

As Certified Women's Coaches, our graduates not only develop their own “well” of sustainable, resilient strength, and the resulting courage to lead and inspire others authentically and courageously – but gain cutting edge tools and strategies to coach others to do the same.

Coaching Certification trains women to coach effectively and powerfully, using tools and techniques designed specifically to support other women.

OUR TRAINING SUPPORTS THEM TO:

- Develop an authentic leadership and management style adapted to their unique strengths
- Use focused coaching with individual team members
- Accelerate team growth with focussed application of the Women's PowerTypes™ and our conversation templates
- Support their team and colleagues to tackle imposter syndrome, fear of visibility, and lack of confidence
- Empower women to utilise their “soft skills” and instincts to amplify their performance and create results
- Manage and lead others confidently and effectively using cutting-edge tools and strategies
- Maintain a healthy work-life balance, navigate career and family responsibilities & help others to do the same

What's included in the training?

- 6 month foundation training program
- 5-day intensive coach training
- 12-week coaching practical
- Tailored feedback and observation
- Dozens of downloadable tools and templates to use in the team environment

6-month foundation training program

Starting immediately, coaching trainees have access to the foundational programs which embody the tools and methodologies they'll be using with their coachees. Over 6-months, our faculty will take trainees through 10 foundational training calls covering core coaching competencies such as:

- Establishing trust and intimacy
- Active listening
- Powerful questioning
- Plus, an exploration of the unique One of many™ approach with focussed exercises.

By the time trainees arrive for their live intensive coach training, the principles, tools and distinctions will be second nature.

5-day intensive coach training

The Certified Women's Coach Training Intensive is an applied, highly experiential 5-day training with Dr Joanna Martin, and the One of many coach training faculty. A week rich with coaching demonstrations, and practice, the team will lead the full cohort of coaching trainees step by step through the dozens of coaching tools, scripts, and skills.

Participants will leave with a deep understanding of how to coach women effectively, and feel confident applying the core competencies that make a fantastic coach. They will have learned and practiced dozens of coaching frameworks and techniques.

Essentially, they will be equipped with enough experience to start working effectively and powerfully with women (and men) in their industry.

12-week coaching practical

Training continues for the following 12 weeks with live conference calls with our Head of Coaching, psychotherapist and change agent, Annie Stoker.

In each session trainees listen in as Annie leads a real client through a 12-week program, demonstrating the skills, tools and structure of the program. By the end of each session trainees are 100% clear on how to lead a client through the tools and techniques focussed on that week.

Trainees then have the opportunity to apply what they've learned during 1:1 coaching time with clients. We will support each trainee to identify 3 practice clients to work with before the program. These could be members of their current workplace or organisation if appropriate.

Tailored feedback and observation

Getting helpful and actionable feedback is a crucial part of becoming an effective coach. We make sure every trainee receives plenty of feedback and input to help them learn, grow and develop. Over the course of certification trainees receive 5 pieces of written feedback, and plenty of ad hoc verbal feedback from our experienced trainers on their coaching sessions.

Assessment

To ensure our Certified Coaches have reached the necessary level of excellence we have a simple but rigorous certification process, consisting of:

1. A written assessment
2. Feedback from 3 practice clients on the coaching they have done with the trainee, totalling 36 hours of coaching experience with at least three different people. Trainees have up to 6 months to complete the coaching programs and for clients to submit their feedback.
3. 3 recorded coaching sessions which are submitted during the practical for feedback from our assessors

After successful completion of the certification process the trainee will become a Licensed Coach. Ongoing licensing (including training and support) is payable annually at £150 plus VAT.

Find out more

To find out how One of many Coaching Certification can develop your female leaders, contact the team at One of many on 0203 355 6639 or talk@oneofmany.co.uk

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