

THE COACHING HUB

Podcast Episode 61 - Why I designed my own coaching qualification

and welcome to the coaching hub podcast with me, your host, Ruth Kid feet. If you're a coach or you're coaching curious, this is the place for you. We're going to be talking all things, coaching personal development and business development in a really fun way. You're going to have live coaching sessions and you're going to come away with tools and techniques that you can practically use and take away. If you enjoy this podcast, I would love you to subscribe. And if you really enjoy it, give me a review. So you wouldn't have had lots and lots of people been

Speaker 1 ([01:02](#)):

Who talks about coaching and the qualification that I offer and the experience that I offer. And today I thought it was going to, I've got to share a little bit of my journey, which is I saw this big opportunity to use my skills as an educator, as a coach and a teacher, and combine them in creating an experience that would be more accessible, that would be online, that would help people build on existing skills throughout

Speaker 2 ([00:20](#)):

And develop new skills. Hello, look me to developing my own coaching qualification. So if you do not know my background, I have, well, I started studying psychology when I was 16 and I went on to study psychology and management at university, got my degree in it, got my master's in psychology and education. And then after some time working in recruitment and sales, I went into education. I was a business teacher and then I was a consultant. And then I was a senior leader within education working, not only in the schools that I worked with, but also did some leadership coaching and mentoring at a national level. So I had a background in education in psychology and business, and I knew about coaching.

Speaker 1 ([02:00](#)):

Actually. It was something that I brought in, in my roles and it was something that I was really, really interested in. So in my roles, in education, I designed and developed curriculums. I was also an assessor and I was really interested in pedagogy and how people learn. And that's something that I've taken on from there. And then I made the conscious decision that I wanted to actually be a qualified accredited coach, an accredited coach of the ICF. That was important to me. And I did some coach training and I remember doing some of the training and I've done many, many, so there's no way anyone will know what I'm talking about, but doing some of the training, I found it so

limited in its depth. It didn't really bring in much of the psychology, much of the noise science. And I thought, actually this could be delivered in a much better way.

Speaker 1 ([02:55](#)):

And I remember really thinking there's a massive opportunity here for coach training that is more robust, but also accessible. There was something for me about making it accessible for more people. And I think, you know, as I develop my coach training, actually before the pandemic hit, it was going to be a combination of in-person online because what I felt that there was a lot of coach training that was imperson face-to-face and that doesn't always work for everyone. And I remember when I was doing it, actually physically having to go to locations was often really, really difficult for me to manage with a young family. So I knew that actually part of the accessibility was making sure that it was online and also making sure that the units actually built on each other. So there was a progression and a building of skills and a building of competencies.

Speaker 1 ([03:54](#)):

And for me, part of building the program was really looking at the way that it would be delivered, but also the way that the students would be assessed, because what I found as well in other programs is some great training, some Greeley quality training and then an assessment, but there was never any indication of what the assessment criteria were. So we weren't really clear on the expectation of what was needed in the assessment. And for me as an educator, I think it's super important that from the outset, people know what to expect and people know how they're going to be measured and assessed. And actually when people know you can use that assessment information as developmentally as a way of helping people to develop the skills that they need for that particular course. So I saw this big opportunity to use my skills as an educator, as a coach and a teacher, and combine them in creating an experience that would be more accessible, that would be online, that would help people build on existing skills throughout and develop new skills.

Speaker 1 ([05:14](#)):

So the qualification was developed in 2019. And I think this is another thing that, that really gives me so much joy with this qualification is that I'm always, and this may not, people may not realize this, but we're always every single week in meetings. And every month we review what has happened in the sessions, we reviewed client feedback. We look at what we can do to improve. We look at the processes and if the processes are serving and supporting the clients, we even look at really simple things like, you know, calling the, the feedback sessions, feedback and observation rather than the assessment. So they know that the only time that they're being assessed is at the end and they know that the developmental nature of the course is at its core. We look at the texts and we actually changed one of the texts recently that we send to people to make sure that they support their learning.

Speaker 1 ([06:11](#)):

And they are the most appropriate tests for the course. We look at the resources and we review them actually each round to see, okay, well, what works really well? What could we add in? Why was there maybe some confusion? What could we have explained or

modeled better? What else do people need? And I think that having this mindset around learning and pedagogy where I know that part of the nature of courses is to really always evaluate has meant that we've created something super special. And it means that we will continue to pioneer and innovate and make sure that what we're teaching is relevant is evidence-based is taught in a way that people understand and is appropriate to what the end product is. And what I love about it is it brings together all of my skills, my strengths, and what I really enjoy. And I was laughing to somebody the other day that as a former teacher, she had, I've basically created a mini school.

Speaker 1 ([07:23](#)):

And with that, there has been so much learning. So all of the people who are joining in the future, we have even more things that we're going to be sharing. Even more ways. We're going to support you to become competent and confident coaches who are going out into the world, whether in that business or whether working for someone else and delivering powerful, impactful coaching. If you can hear in my voice that I love, this is a hundred percent true. And I am the first person to admit that like anything, it is a work in progress. And I think that that is a massive strength of our course. We are humble enough and self-aware enough to know that sometimes we can do things better. And because of that always challenging the way that we deliver and the way that we put the course together to support our clients more.

Speaker 1 ([08:24](#)):

So my advice for you, if you are thinking about developing a course from scratch, look at how you want to be different map out the modules and the learning opportunities and see how they fit together. See why you can add in more support for your students. Think about what the minimum that they're going to need to actually get through that module and how you can support them and think about those who want to do more and what you can give them. It is one of the most amazing achievements of my life to have brought this qualification into the world. And I know that is making such an impact, not only on the people who are doing it, but also on the people who are working with them. It's a massive ripple effect. So if you are interested in joining our may cohorts, we've got a coaching experience week going on right now. So you can click the show notes to join, or you can click the information on the show notes about the training and come and have a chat with one of us to see if this is

Speaker 2 ([09:31](#)):

The place for you to really grow and develop as a coach. I would love to have thank you for listening to the coaching hub podcast with me. Ruth could say, if you enjoy this, I would love you to join my Facebook group, the coaching community for more of the things.