

THE COACHING HUB

Podcast Episode 75 - Optimus

For us, it's not only about being in the training. It's about supporting people to truly want to master the art of

Hello. Welcome to the coaching hub podcast with me. Your host, Ruth could think if you're a coach or your coaching, curious, this is the place for you. We're going to be talking all things, coaching, pastoral development, um, business development, and I've really fallen why 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.

Yes, very exciting podcast episodes. As you know, you're listening to [inaudible] and today I'm going to be sharing about our leave to rebrand optimists coach academy. So if you have checked out the new podcast artwork, you will see that optimum is there, and you may be wondering what this is all about. So on this podcast, I'm going to be delving into what has made us move to this branding, what optimist means, what that means for potential and current and future clients, and why I believe this move is going to be making waves in the coaching industry and why I'm very happy to be on that ship. Say, allow me to introduce myself a little bit more. I know that many of you have been listening to the podcast for quite awhile. We've now been going for a year and I'm very grateful to have you as listeners.

So when the podcast started, I was running two businesses, I was running my coaching business and I was also running a pretty embryonic training business. We had our first group of Cheney's back in February, 2020, and I realized that there was a significant market for real quality coach training. I equally realized, and I talk about this a lot, that there was a lot of, um, there was a, there was a kind of a lack of clarity and a bit of opaqueness in the coach training world around the acronyms and what different coach training actually meant. And what I was finding is that lots of people coming to us and they were confused and they may have paid a significant amount of money to do training,

which they found out wasn't accredited, or they did training. And it was only partially accredited. And then they found that they had to do more things.

They had to maybe invest thousands of pounds in mentoring, or they had to invest in additional training. And I wanted to make sure that as a business, we were not opaque. We are transparent about what it actually took to become a certified coach and that we offered training that was more robust. And as I talk about robust, I mean, training, that is an end-to-end full coach training program, where people who are brand new to coaching can come in, can learn the tools can learn different modalities can really focus on coaching the whole person, and then can leave as confident and competent coaches on their way to developing, to be excellent coaches. Because over seven, eight months, you're not going to be the top of your game, but you're going to be on the path to get there. So we were looking at the branding and the business, and what we realized is this was much bigger than me.

Over the last year, we have grown our team considerably. We have other trainers who are from a whole variety of backgrounds, bringing lots of experience, former head teachers, former heads of social care people who've been coaching for 20 years. Plus people who've retrained from marketing and retail backgrounds, a whole different host of people who are former academics, who are coming in and delivering the training. And we've also grown our team in terms of a business. So the business used to be about me about Ruth could say, but now that business is so much bigger. The business is really about the movement and optimists means to be at your best. And really what our goal is, is to provide best in class training, which is unparalleled in the industry, both to individuals and to corporates. So where that starts is obviously our flagship training program, which is an AC TP, which means it's a full training program with the ICF.

And what we do is we don't sit down. So what if you go on to any of my social socials, come into the coaching community group, follow us on any of our new channels. And I'd love you to do that. We're now on Facebook, Instagram, and we have a LinkedIn business page. All of the links will be in the show notes. If you look at, as that, you'll say that overwhelmingly, we have our current and past clients commenting that we as a business, listen and act on feedback. And for me, this is one of our core principles are optimists. We believe in being the best. And we know that being the best means that you are constantly evolving. You are developing. And when you come into the optimist business, when you're doing some training with us, we ask for feedback at many points in that training.

And then we act on that feedback. We look at resource, we've been looking at our September program. We actually spent a whole day as a business. And we writing elements of that program and including some more on somatics and emotional intelligence to really support our clients. Now, when we do that, we give all of the

updates to anyone who's already invested in the training T and again, that is how we are different because we believe that when somebody commits to us, we commit to them and we will continue to support them as alumni giving them additional masterclasses, giving them any updates, completely free of charge. And we do that because again, for us, it's not only about being in the training. It's about supporting people to truly want to master the art of coaching. So as optimists, we are supporting best in class training. And that is through that program through some CCA, some continuing coach education training programs, which we're starting to release, and which are going to include coaching supervision into 2020 T and also corporate office working with other awarding bodies.

So we can deliver in-house training for corporates, both for those who want to become accredited coaches or get crazy coaches on their teams, whether that be HR or different functions, all working leaders and managers to really develop their coaching capacity. Because coaching as an industry is growing, we know this, um, some recent research said that life coaching is the second fastest growing industry in the world. And that's growing at about 6.7% each year. Now, if that is the case, then we also know that the amount of accredited life coaches, I think in the UK is about one and a half, 2000 coaches. So there is a massive mismatch between the growth of the industry and people who are actually professionals or a professionally accredited. And I know that historically, there are many great coaches who have not, you know, probably have access to the training because it is quite a new industry and I'm not discrediting anyone, but I'm thinking that if you are a new coach and you want to stand out, then having that training is now becoming a must, uh, more and more corporates demanding it T so for us, it's about really as optimists supporting people to become the best coaches, whether that is for themselves as individuals or whether they are part of an organization and helping organizations build their coaching capacity, 67%

Of leaders in organizations, and this is SMEs and large organizations said that the most important

Thing for their growth was having an external coach. So we can see that this is recognized coaching as something that is professional. And I really am part of the optimist team and leading that team to make a difference because for me, coaching can be completely transformational. I've had that both as a leader, when I worked as a senior leader in the education sector, and I've had that working as a business owner, and I've worked with thousands of people to see that significant change. And I think that we can address that as optimist as well, that that change may not be immediate. That change takes time to integrate and embed. And part of the power of being a coach is about holding space for people in a nonjudgmental way. So that able to make an implement lasting transformational change. So optimists best-in-class coach training best in class leadership

development, best in class, uh, really supporting coaches as individuals to develop their own personal styles that get results.

I am very excited to be sharing more of this brand of our mission and what we're doing for you. Listening. This may be an opportunity for you to get in touch with us about our September intakes. If you're a brand new cage, if you're an existing cage and you want to develop your scales, maybe you want to get to professional coach level and your original training. Didn't give you the hours, or maybe you just want to develop, then get in touch about our CCS or continuing coach education, or if you're working for a corporate, and this has made you consider getting support for the leadership team or for HR in developing coaching capacity, getting tapped optimists are the brand that you need to look for for excellent best-in-class coach training. And I could not be more delighted to be leading this team. If you want to come and check us out and follow us on social, we would absolutely love that. You can see lots of our students. You can get to know the optimist team. All you need to do is click on the links below and come and give us a follow and let us know about anything that you would like us to do. And if you loved this episode, I would massively appreciate if you share this tag as an optimist and let us know any feedback. Thank

You.

Thank you for listening to the coaching hub podcast with me. Ruth could see if you enjoy this. I would love you to join my Facebook group, the coaching community,

More of the recite.

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