

Meyler Campbell

The Business Coach Programme



What is the Business Coach Programme?

Meyler Campbell's Business Coach Programme is the premier business coach training programme in the UK today, bringing together Tutors and participants from business, government, law and academia. We have been told that our Programme **builds confidence**, provides **new coaching tools**, delivers **business goals** and gives unique access to the **coaching community**.

Unique, bespoke Tutorial-focused approach

Based on the Oxbridge Tutorial system, the Programme is designed to fit the business needs and busy schedules of senior people. Participants work one to one or in very small groups, and each Programme is designed around individuals' unique prior knowledge and future aims.

Full accreditation

The Business Coach Programme is fully accredited by Meyler Campbell, the Solicitors' Regulation Authority (formerly the Law Society of England and Wales) and the Worldwide Association of Business Coaches (WABC). Graduates are also eligible to receive the WABC Certified Business Coach (CBC) designation. In May 2009 Meyler Campbell was awarded Course Recognition with the Association for Coaching.

World-class Faculty and Supervision

The Programme is delivered by a core faculty of world-class Tutors, plus guest lecturers who are global leaders in their field. Chief Supervisor for the Programme is Professor Carol Kauffman of Harvard University.

Thriving long-term Alumni community

The Business Coach community is made up of many of Europe's most senior coaches, and representatives of some of the world's leading organisations, providing unrivalled networking opportunities. During and after Business Coach, the active Alumni Programme provides access to a warm and dynamic community, substantial charity/pro bono activity, and the stimulus and challenge of wide-ranging and ongoing learning.

Research

Meyler Campbell is actively involved in research at the forefront of UK and global business coaching and keeps the Programme at the leading edge through extensive links with a number of Universities, professional organisations and independent researchers around the world.



Who should attend?

Senior leaders, managers and HR professionals who need or want to be able to coach well as part of their role.

People with the appropriate organisational background, who now want to transition to becoming a business coach. Whether wholly freelance, employed, or with a portfolio career, many of Europe's most successful business coaches are Graduates of the Programme.

A requirement for the Programme is to have real business or organisational experience, and approximately one third of the Business Coach participants are at CEO or main Board Director level. The community is very diverse; the key requirements for joining, alongside business credibility, are a genuine interest in coaching, and being more or less sane.

Case Studies

Organisational change

The background – Württembergische UK with major reinsurance exposure to the Twin Towers site, was critically affected by 9/11.

The need – WürttUK had to change its strategy drastically, and downsize; coaching was introduced at an organisational level for staff retention and to sustain morale and performance through post-9/11 turbulence.

The solution – Though it was clear that some external support was required to generate skills internally, the coaching itself had to be internal, by Württembergische's Head of Human Resources, Verity Lewis, who selected the Meyler Campbell Business Coach Programme for its business focus and flexibility.

This flexibility made it possible for Verity to combine the Programme with her demanding job. When there was a calmer period, she would press on with the Programme but when the stress in the business got too great, she was able to "freeze" Business Coach briefly, and get through the next weeks or months just using its Supervision as support for her own coaching. It was also very helpful to plug into



the Business Coach community – going to learning events with others on the Programme provided a valuable networking support.

The results – The internal coaching programme that Verity subsequently ran at WürttUK has resulted in tangible business benefits. Critical and tough business targets including staff retention were met. One coachee cited the coaching programme as a key success factor in increasing premiums by 20 per cent. Another attributed to it hitting a personal development objective – extraordinary under the circumstances – of 30 per cent planned growth.

Transition to Coaching Career

The background – After a successful career in law, Geoffrey Hand's participation in the Global Challenge, the ultimate experience for any amateur sailor, had a totally unexpected personal and professional impact on him.

The need – Geoffrey's experiences of team dynamics and the importance of self awareness and human relationships on his boat changed his priorities. Learning that three boats in the fleet of twelve which alone adopted some sort of coaching finished first, second and third, and that the

outright winner was coached by their sponsor's in-house business coaching team – Geoffrey was struck by the power of that coaching intervention and its obvious application to people in business.

The solution – Geoffrey enrolled on Meyler Campbell's Business Coach Programme. His priority was to be completely focused on coaching within the business community and preferably within the professional world in which he had spent his career to date. For Geoffrey, Meyler Campbell excelled in providing a course that was ideally suited to his needs. The teaching was "exemplary" and the wide range of extra-curricular educational events "very stimulating".

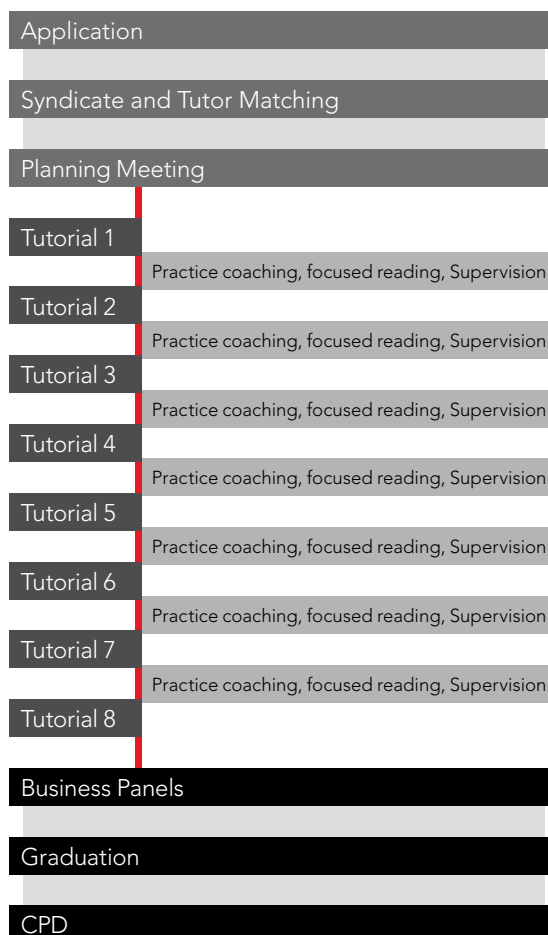
Commonality with his fellow students was "far beyond my expectations – everyone I have met as either student or alumni throughout my association with Meyler Campbell has been outstanding in their personal, professional and academic qualities."

The results – As a result of Business Coach, Geoffrey has a successful coaching business, Peer Professionals Limited, and now sees his own coaching clients heighten their self-awareness, objectivity and clarity of strategic direction.

How does it work?



Programme Map



The Programme consists of a series of Tutorials, approximately once a month, mixing taught content, discussion, and practical tools with coaching practice, observation and feedback.

Between each Tutorial session the Programme includes practice coaching, tightly focused reading to expose participants to the latest thinking and tools world-wide, and individual coaching Supervision.

There is the option of working one on one with a world-class Tutor or the preferred mode for most is to work in carefully matched small learning Syndicates of three participants working with their Tutor.

Typically the Programme would include:

- contracting and business issues
- exposure to all the major approaches to coaching in the UK today (including psychometrics and assessment techniques; tools from sports psychology; Positive Psychology, professional practice and many more)
- detailed coverage of the factors required to build success in business coaching, whether in-house or externally

The Programme normally takes a minimum of 12 months and must be completed within 24 months.

Who teaches the Programme?



Daniel Burke

Daniel Burke was a senior Partner at KPMG, working with Global Chairman Lord Sharman on firm-wide strategy issues. He co-founded the successful executive coaching business The Alliance as well as becoming one of the first Meyler Campbell Faculty Members. In 2007 Daniel's ground-breaking research on motivation in coaching was published in the International Coaching Psychology Review.



Sam Humphrey

Sam Humphrey was Head of Global Coaching at Unilever plc, and is now a Faculty Member and an international consultant in integrated leadership development through her own company, Grit. Sam is a member of the CIPD Coaching Advisory Group, holds a Professional Masters in Coaching and sits on the Editorial Board of the journal Coaching at Work.



Carol Kauffman

Professor Carol Kauffman of Harvard University is Chief Supervisor for Meyler Campbell, with whom she works exclusively in Europe. Professor Kauffman is Founding Director of the Coaching and Positive Psychology Institute at Harvard, and is Director of Continuing Education for the Post-Doctoral Psychology Fellows at McLean Hospital at Harvard Medical School.



Henry Marsden

Dr Henry Marsden brings to the Faculty a deep research specialism with almost ten years' practical experience of applying it in demanding business contexts. He is a Director of Kingston Jones, which undertakes international coaching and consultancy in senior leadership development, and is also a Visiting Lecturer in Psychology at both undergraduate and post-graduate levels at London Metropolitan University.



Ann Orton

Ann Orton is one of Europe's leading business coaches with 20+ years of international experience with consultancy Kepner-Tregoe in the USA and Europe, leading teams and coaching on strategy, change management and process thinking. As well as being a Meyler Campbell Faculty Member she is also a founding member of The Alliance, and coaches pro bono and chairs Boards in music, theatre, and the fine arts.



Anna Phillips

Anna Phillips was Global Director of Executive Development for the insurance giant Royal Sun Alliance, with particular responsibility for the development of the top 250 worldwide. Since becoming an independent, Anna has built a highly successful practice in the financial, media, pharmaceutical and education sectors, and even in that toughest of all environments, global investment banks.



Anne Scoular

Managing Director of Meyler Campbell, Anne is on the World Association of Business Coaches (WABC) Expert Review Panel on coach training; the British Psychological Society (BPS) SGCP Working Party on Accreditation, and the Global Coaching Convention (Dublin 2008). She recently received the rare honour for a non-medical, of being made Fellow of the Royal Society of Medicine (FRSM).

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