

Meyler
Campbell
Mastered

LEARN FROM THE BEST: YOURSELF

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**YOU KNOW
THE RIGHT
ANSWERS
CAN YOU FIND
THE BEST
QUESTIONS**



Done well, business coaching knows few boundaries.

It can unlock ideas,
make up minds,
banish inertia,
help define the
way a person leads
— and even redefine
the culture of a
whole organisation.

But to do it well requires the experience of someone who has been there, and the enlightenment of someone who knows how far they still have to go.

Mastered equips proven leaders and rising stars with the skills and experience they need to become great business coaches. Graduates gain command of the full range of coaching skills; and, crucially, learn how and when each one will have the greatest impact. If the time is right for you to consider a second career as a business coach, add world class coaching to your portfolio, or make coaching the cornerstone of your approach to leadership, Mastered could well be for you.

It's not cheap, it takes time, and initially it can feel uncomfortable. But it works. And it has produced the most respected and valuable business coaching community on the planet.

AS
EASY
AS

1:3

There's a simple
strength at the heart
of the programme:
the **Syndicate**.

All Mastered training adopts the Oxbridge tutorial system, bringing together world-class Tutors and students in a ratio of 1 to 3. (So one Tutor with three participants, or two Tutors with six.) These small groups – which we call 'Syndicates' – enable the most focussed, personalised and effective learning there is.

Exceptional care is taken when putting your group together. The goal is to ensure the optimal blend of experience, personality and opportunity – so that no conflict of interest holds it back, and ideally, that the personal alchemy makes it soar. Prospective participants are closely consulted at each stage of this important process and you, not Meyler Campbell, have the final say on your unique group.

In this way, Mastered brings together exceptional individuals whose paths might never have crossed, and who are intrigued by the prospect of working together. For many Alumni, it's this opportunity to work closely with a diverse group of fascinating and inspiring people that defines the Meyler Campbell experience and makes it so rewarding.

**THE ONLY
FROTH
IS ON THE
COFFEE**



The word 'coaching' can cover a multitude of sins as well as virtues.

Not with Meyler Campbell.

Our coaching is always a means to a simple but essential end: seriously effective thinking for individuals and organisations. We are firmly at the sharp, business end of the field and the calibre of our Alumni speaks for itself.

Consequently, Mastered is highly time efficient and relentlessly focused on outcomes. Expect a rigorous, intensive course that may challenge you to break the habits of a lifetime: commitment, courage and an open mind are essential.

In return, you reap the rewards of profound personal satisfaction and the ability to bring about sustained change in individuals, teams and systems.

A close-up portrait of Genevieve Tennant, a woman with blonde hair, looking slightly to the side with a thoughtful expression. She is wearing a dark top and a pearl necklace.

**"FEW THINGS ARE MORE
MOTIVATING THAN SEEING
SOMEONE ACHIEVE
SOMETHING THEY DIDN'T
DARE THINK POSSIBLE."**

Genevieve Tennant
Mastered Alumni

LEARN UNLEARN
REPEAT

Our students are a veritable 'who's who' of business leaders and rising stars, having each demonstrated exceptional talent at the highest levels of their profession.

But our challenge is to turn these seasoned operators into absolute beginners: because the true work begins *after* they complete the programme.

Mastered is designed to accelerate your development as an executive coach – rapidly equipping you with the confidence and knowledge to coach in-house for your employer or with your own clients; and to instil in you the desire to keep learning and developing your skills throughout your coaching career.

Although based on world-class theory and empirical research, the course favours as much practical, first-hand experience as possible and includes a wealth of exceptional learning opportunities – through access to our famous programme of CPD events and illustrious community.

Your Mastered training is the beginning, not the end.

But it is the very best way to start your journey into coaching.

OPEN TO ALL



NOT FOR EVERYONE

Meyler Campbell has grown by word of mouth; people value their experiences with us and the unique community they have joined, and personally recommend us to others they respect.

This imposes a bond of trust upon us.

That's why we are so careful about who we accept, so painstaking in the way we match and train them, and so committed to ongoing support and professional development.

We'd encourage you to think about the long game too: you're not just investing in a course, you're becoming part of Meyler Campbell itself. We endorse each other and we embark on a long-term partnership. So you need to be certain that this is the right community for you; just as we need to be sure your contribution will enhance what we offer. (We'll do some due diligence when you apply; we encourage you to return the compliment.)

LIKE
EVERY
GOOD
COACH

WE
WON'T
TELL YOU
WHAT TO DO

We don't set out to champion a single approach or immerse each candidate in a 'Meyler Campbell method'.

No such method exists.

Instead we expose you to the world's leading thinking and practice in each of the core areas, and a plethora of relevant tools.

Great learning unsettles, and you go down the confidence curve before you come up again.

But the renewed confidence is built on a thorough grounding in the essentials: trying it for real in structured, safe, but increasingly searching contexts; the stimulus and challenge of your Syndicate and individual tutoring; and the sparks of inspiration and discussion with the wider community.

The end result is a clearer view of your unique approach to coaching – and the confidence, resilience and flexibility you need to embed what you have learned in your organisation, or embark on a successful independent career.

QUICK

FACTS

In a few words and one simple chart: what Mastered is, what it's not, and how it works.

BUSINESS-MINDED

While coaching insights can be applied to all aspects of life and relationships, we focus on how experienced leaders can help a whole organisation. Mastered graduates learn how to help businesses, organisations and individuals perform better.

HIGHLY FOCUSED TRAINING IN VERY SMALL GROUPS

Modelled on the Oxbridge tutorial system and designed to reflect the pressures on your time, Mastered empowers hand-matched teams (of one Tutor and three participants) to steer and schedule their own course within a tried and tested structure; and breaks the studying down into concise and accessible chunks.

FIRST-HAND, REAL-LIFE LEARNING

A clear focus on practical experience. Tutorials focus on real practice issues and problem-solving. As part of the course each participant is required to take on four practice clients, the practice coaching is supported by individual supervision sessions with the Tutor between tutorials and each of the 8 tutorials provides the opportunity to be coached/ apply your own learning to your own real situation.

STRENGTH IN BREADTH

We take an 'agnostic' approach: rather than devotion to a single method or tool, we give you a thorough grounding in all essential aspects of business coaching. This gives graduates the 'map of the territory' i.e. the knowledge and flexibility to specialise later, or adapt their style to suit different clients and situations.

JUST THE START

Mastered is just one aspect of the Meyler Campbell network. Since our foundation in 1999 we have trained over 1000 Business Coaches from around the world. Our thriving community, thought leadership, and events gives you exceptional opportunities for ongoing support, professional development, and more.

FULLY ACCREDITED

The Mastered programme is accredited by the Association for Coaching and in 2012 it was awarded the European Quality Award conferred by the European Mentoring and Coaching Council. Individual accreditation through EMCC is available for all graduates on completion.

PROGRAMME STRUCTURE

A series of tutorials, usually monthly, that mix taught content and discussion with coaching practice, observation and feedback.

The programme usually takes 8–12 months and must be completed within 24 months.

- Application
- Syndicate and tutor matching
- Planning meeting
- 8x tutorials interspersed with practice coaching and one to one supervision
- Study, structured reading and written work
- Elective hours to attend elements of the CPD programme
- 'Class of' networking and learning events
- Business panels
- Graduation
- Continuing Professional Development

To master a craft you
never stop learning it.

Get in touch with
info@meylercampbell.com
or call us on
+44 (0)20 8460 4790

Beyond the Mastered programme our
Continuing Professional Development syllabus
gives you access to some of the best thinkers,
practitioners and learning in the field.

It also provides the opportunity to network
with the best coaching community in the world.

When it comes to becoming a world-class business
coach, you're looking at the best place to start.

MASTERED
THE ULTIMATE BUSINESS COACH
TRAINING PROGRAMME

meylercampbell.com