



# Professional Diploma in Executive Coaching



Senior Fortune  
**1000**  
executives  
reported an average  
increase of **53%**  
in productivity levels and  
**22%** increased  
bottom-line  
profitability after having  
used coaching to enhance  
their performance.

# Enable your people to give their best performance

## Smart organisations use a coaching culture as a key enabler of organisational performance.

This coaching approach to people management can drive a business to new levels of productivity, delivering significant return on investment. This Professional Diploma in Executive Coaching combines the most effective coaching techniques with a thorough grounding in modern organisational realities to unlock the power a coaching culture can produce.

It is expected that participants will carry out more than 100 hours of practice and strong emphasis is placed on supervised coaching sessions with intensive feedback. The practical focus will enable your people to give their best and to create organisations to which people want to belong.

### This programme is for you if:

- › You are a practicing business coach who wishes to bring your coaching competencies to the next level.
- › You're a manager and leader who understands that coaching is the key to unlocking performance.
- › You're either a HR professional or organisational consultant who wants to add coaching excellence to their skill set.
- › Your speciality is in Psychology or Psychotherapy and you want to work on developing people in corporate settings.



### A Graduate's View:

// Completing the Executive Coaching Programme in the IMI has given me a terrific insight into the dynamics of different working environments and what it takes to really understand and develop the talent working across the business industry. //

Alice O'Sullivan, Senior Producer  
RTE



## Programme Themes:

### 1 The Executive Coaching Philosophy

- › Develop your own executive coaching process, practicing a wide variety of techniques and approaches.
- › Develop a working understanding of human personality and its development.
- › Analyse and evaluate critical aspects of professional boundaries such as trust, confidentiality, and ethical behaviour in coaching.
- › Analyse, compare, and evaluate theories, philosophies and perspectives around coaching.
- › Define a philosophy of coaching that provides guidance when engaging with coachee's and clients.

### 2 The Purpose of Executive Coaching

- › Analyse and evaluate the purpose of coaching in the context of organisational development.
- › Explore the links between practices like emotional intelligence, mindfulness, belief systems, and personal effectiveness and performance.
- › Analyse the relationship and interaction between coaching and other development approaches like mentoring, training and consulting.
- › Reflect critically on the use and impact of coaching in the context of an individual professional development.
- › Critically evaluate the use of coaching in the context of supporting executive teams and team effectiveness.

### 3 The Executive Coaching Process

- › Practice and review the use of common coaching tools and models and how they fit in the context of your coaching practice.
- › Analyse and evaluate the appropriate use of coaching approaches and methodologies to fit with the coachee's situation and needs.
- › Appraise the use and relevance of psychometrics tools in the context of executive coaching.
- › Analyse the impact of an effective coaching relationship between coach and coachee in the attainment of relevant coaching outcomes.
- › An equine learning experience will give you a clear grounding in coaching interactions at multiple levels — such as cognitive, behavioural, emotional, and intuitive.
- › Develop an impactful coaching process that facilitates a transformative environment for the coachee.

## Professional Diploma in Executive Coaching

## This programme will equip you to:



Confidently transfer coaching methodologies to the workplace.



Be able to use a variety of coaching approaches and techniques in a personal and organisational context.



Map relevant coaching models onto individual and company-wide challenges.

## Accreditation and Qualifications

The Professional Diploma in Executive Coaching is accredited by the EMCC (European Mentoring and Coaching Council) as an EQA (EMCC Global Quality Award) at the senior practitioner level, allowing participants to take a significant step on the road to attaining an EMCC Individual Global Quality Accreditation (EIA).

The programme supports an individual's EIA application through a significant number of hours of coaching practice as well as two group supervision sessions.

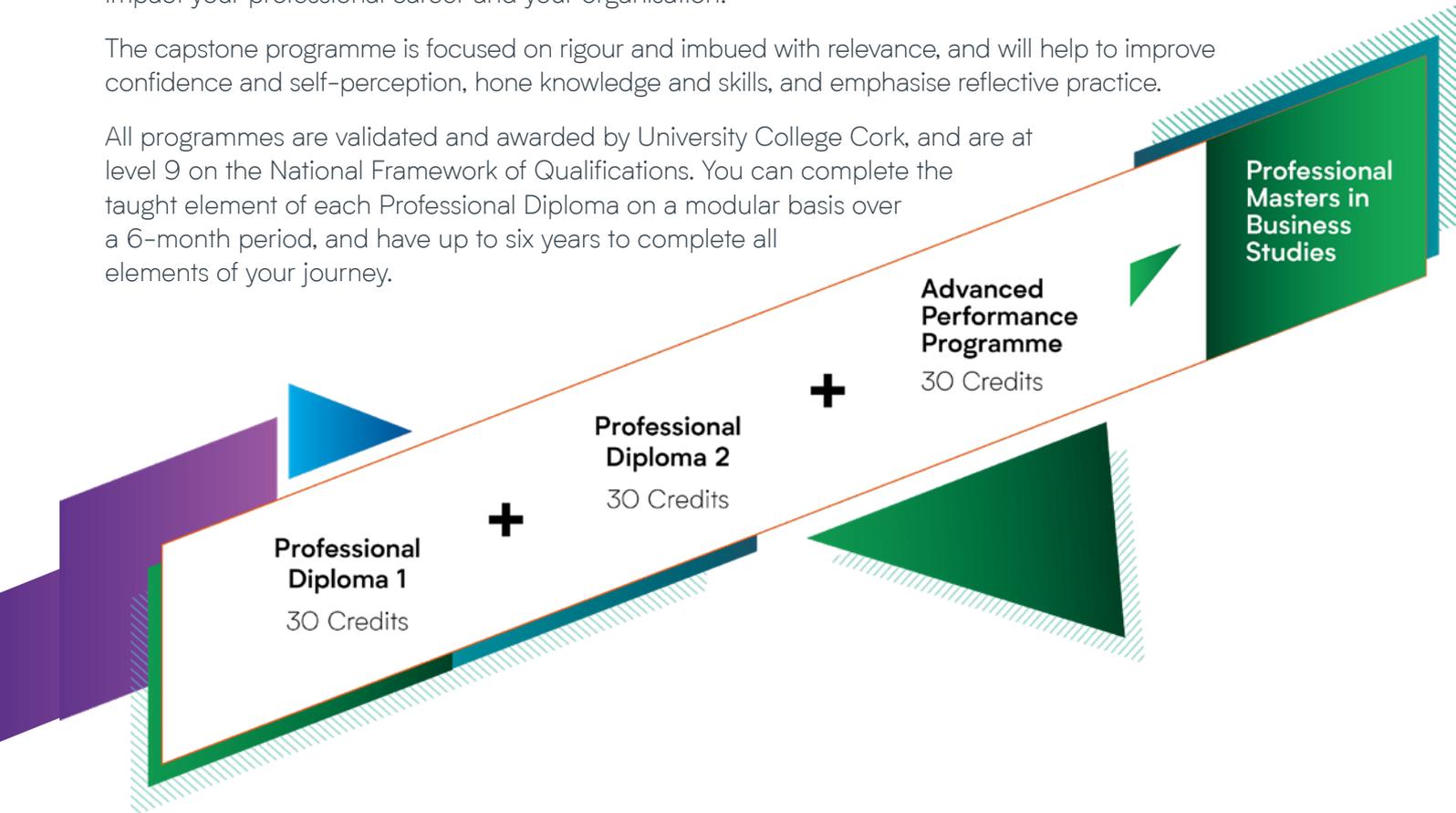
# Master of Business Framework

The Master of Business gives you the flexibility to choose the subjects that are right for your needs, while building up to a Masters Degree qualification. Each element of your journey promises to be an energising learning experience leading to a world class qualification.

The Masters qualification requires you to complete two Professional Diplomas before undertaking a final capstone programme to bring your learning together in an integrative experience, that will positively impact your professional career and your organisation.

The capstone programme is focused on rigour and imbued with relevance, and will help to improve confidence and self-perception, hone knowledge and skills, and emphasise reflective practice.

All programmes are validated and awarded by University College Cork, and are at level 9 on the National Framework of Qualifications. You can complete the taught element of each Professional Diploma on a modular basis over a 6-month period, and have up to six years to complete all elements of your journey.



The **Advanced Performance Programme** is for professionals who want to bring their leadership capabilities to a new level. Through a blended focus on the environment, the organisation, and the individual, the APP serves to synthesise the learning outcomes of your IMI journey.

Designed and delivered in partnership with Cork University Business School, this pathway will lead to a Professional Master of Business Studies, Ireland's first Professional Masters of its kind.

# Programme Delivery

Our High Impact Transformation learning approach lies at the core of all IMI programmes, meaning these sessions are always interactive, engaging and experiential.

Action and experiential learning — doing and reflecting — is a highly effective leadership and team development technique, which you will find enjoyable, challenging and in many cases transformational.

## Dates:

Facilitated Workshops:

**1) 26, 27 & 28 October 2022**

**2) 07, 08 & 09 December 2022**

**3) 11, 12 & 13 January 2023**

**4) 22, 23 & 24 February 2023**

**5) 29, 30 & 31 March 2023**

**6) 03, 04 & 05 May 2023**

## Entry Requirements:

A candidate's eligibility for each Professional Diploma or the Professional Master of Business Studies will be determined by a combination of their academic qualifications and/or relevant professional experience. A primary degree from a recognised third-level institution (NFQ level 8), with a minimum classification of Second Class Honours, will typically be required with five years relevant work experience, at least 3 of which must be at managerial level, however, prior workplace learning will be recognised where applicants do not meet the academic requirement. This experience may come from a general business or organisational background, or experience working at a management level or in the area specifically related to the Diploma. Each candidate will meet with the Programme Directors, who will interview applicants in person virtually or physically. The IMI Office of the Registrar will oversee all applications, and the final decision on any application shall remain with the Registrar. All applicants whose first language is not English will be required to show evidence of the successful completion of an IELTS or TOEFL test or equivalent as specified here. The English language requirement when using IELTS is a score of 6.5 with a minimum of 6.0 in each individual section or equivalent.



## Autumn delivery:

This Autumn, all of our Professional Diplomas will be delivered in-person at the IMI Campus to facilitate the best learning experience for participants. We will facilitate a hybrid delivery option should you require it.



**Fabio Grassi**  
Programme Director

Fabio has over 17,000 hours of training design and delivery, and over 1500 hours in executive coaching.

An IBM Global Sales School Graduate and the recipient of the 2001 IBM Winning Team Award, Fabio worked in IBM for 9 years in a variety of roles including Skill & Education Consultant for the organisation, advising executive and management teams across Europe. Fabio's major interests are in Behavioural Science, Emotional Intelligence, Talent Development and Motivation, Coaching and Facilitation.

Before coming to Ireland, Fabio was a Lieutenant of the Italian Army commanding and training a Specialist Unit of Artillery.

### Price:

Corporate Member: €9,900

SME: €10,400

Non member: €10,900

For more information, including a full listing of facilitated workshop dates, please contact our programme advisors at [programmeadvisors@imi.ie](mailto:programmeadvisors@imi.ie).



# Participant information

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\*Programmes scheduled subject to cohort size.

## Validation

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## Assignments and Workload

To earn a Masters Degree or Professional Diploma, participants will be assessed through a variety of practical assignments. Programmes will have no examinations; instead, the emphasis throughout is on the practical application of knowledge to benefit you and your organisation. Assessment workload extends across the programme to allow you to combine your learning with your work and life demands.

## Paperless policy

Brochures and course materials will exclusively be available to participants on our immersive Virtual Learning Environment. By adopting a paperless approach, IMI and our participants are reducing our carbon footprint and doing our bit for the planet. IMI's mission is to equip leaders to build the future. We are mindful that this future depends on organisations finding creative ways to sustainably deliver performance, both sustainability in the human performance of organisations and in how we use the planet's resources.