

CERTIFICATE IN PERFORMANCE DEVELOPMENT COACHING TESTIMONIAL

The Beech Centre's Certificate in Performance Development Coaching is the first programme of its kind to be formally recognised by the Association for Coaching. Here the impact it on had one successful graduate...



Phil Jackson,
Director of Service Support,
Humberside Fire
& Rescue Service

In my previous role as Area Manager, I was sponsored by the Head of Learning and Development to attend a six month 'management development' course run by The Beech Centre. It was only when I arrived on the first day of the programme that I realised it was going to be development I'd never experienced before!

With my blinkered Fire Service thinking, I envisaged a typical training course involving a traditional transactional Fire Service approach to management development. I was very wrong.

The self-exploratory, values-centred style of the programme enabled me to quickly realise that this was as much about personal development as it was about management skills. I was very sceptical - I wasn't used to a self-exploratory approach to learning. Values were as important, if not more important than the skills.

MANAGER AS COACH OR COACH AS MANAGER?

To me, one of the most revelatory aspects of the programme was to understanding the relationship between a coaching style and a day to day management style. I found that you can manage people using a coaching style.

The Fire Service expectation of someone who holds 'rank' is that they have the answers to every question. People have lost the habit of finding their own answers and coaching helps to turn that mindset around. I now help other people to find their own solutions to things. I never intended, or wanted, to be a coach. All I wanted was to become a better manager and I believe that I've achieved that aim through my knowledge of coaching.

The different approaches and questioning techniques empower people to uncover solutions where none seemed to exist. It takes time and effort to do it properly but it's well worth it!

My "light bulb" moment was discovering the link between coaching and the day job! The course was career-defining for me. It confirmed some of the good aspects of my performance and helped me to recognise how I could improve on my skills to become a better manager. I also found out what it feels like to be coached. This is really important if you are to develop empathy for the people you deal with at work or in your private life. I found that I really could make a real difference to people through using my coaching skills.

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To find out more about the Certificate in Performance
Developing Coaching, please email
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PEOPLE, PERFORMANCE AND ORGANISATIONAL DEVELOPMENT