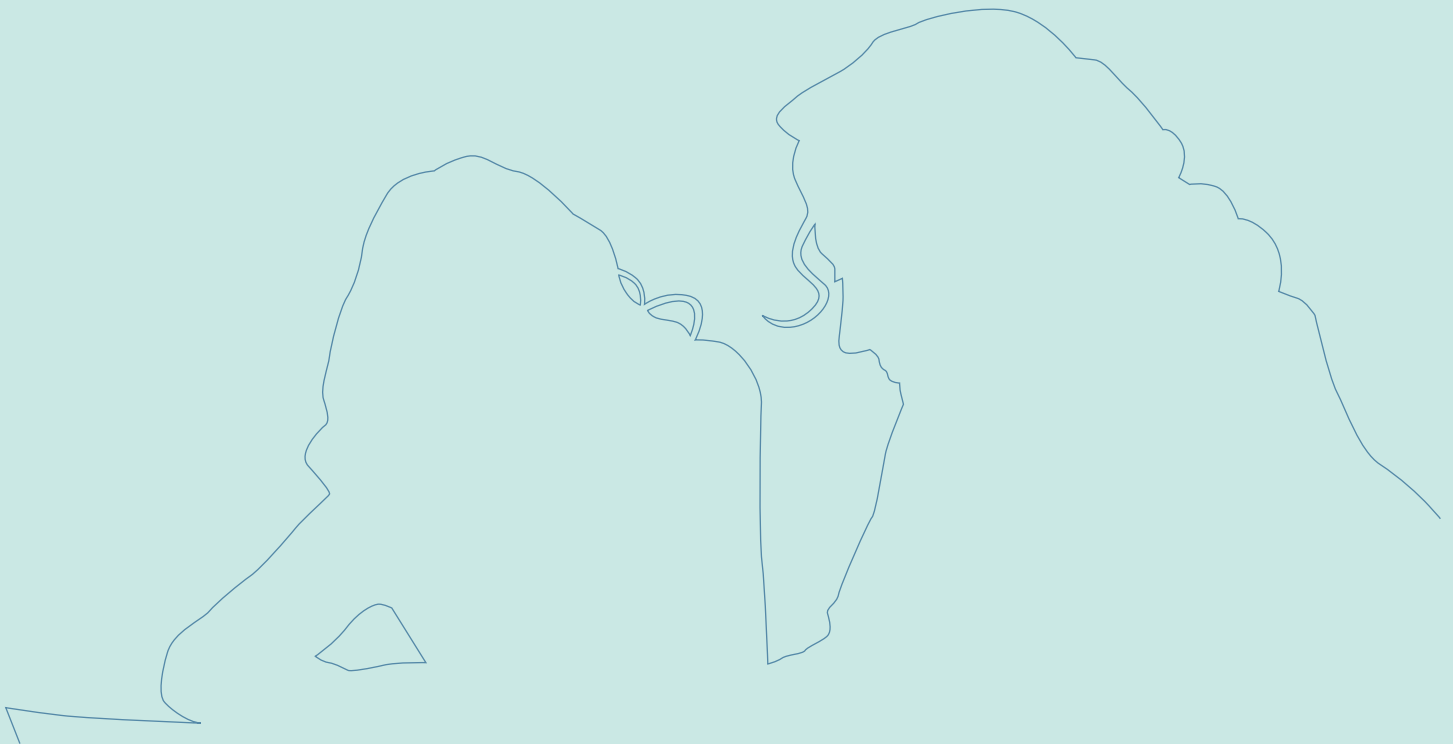


Professional Development Foundation educate.

Fulfilling your potential in coaching



prospectus

Leader's Welcome

On behalf of the programme, I would like to welcome you.

We see our role as:

- encouraging your life-long learning
- helping you to learn from experience
- increasing your capacity for reflective practice
- facilitating the generation of a significant piece of work based research.

We look forward to sharing your learning journey which will, we hope, prove both enlightening and challenging.

We are here to support you in undertaking the challenge of moving beyond your current experience - it's your journey.

Professor David Lane
PhD., C.Psychol., FBPsS., FCIPD., FCP.

A handwritten signature in black ink that reads "D Lane". The signature is written in a cursive style and is underlined with a single horizontal stroke.

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Who We Are

The Professional Development Foundation has been developing professionals for the last 35 years, committed to our guiding principal:

Sharing our passion for learning.

Over the last ten years we have specialised in coach education and development. We have a passionate and abiding commitment to achieving the highest academic and professional standards for our emerging profession.

- We were one of the initiating partners of the Global Coaching Convention and our senior faculty are active on the current steering group.
- We contributed to the European Mentoring and Coaching Council's standards committee and a number of our faculty are senior members.
- All our degree programmes are professionally accredited by EMCC at Practitioner or Master Level.
- We are a strategic partner of the World Wide Association of Business Coaches (WABC) designing their range of professional programmes.
- We provide the independent assessment of the WABC Charter Business Coach programme and the WABC Accredited programme for training schools world wide.

In this prospectus we offer a range of development programmes for the more experienced coach. Designed to provide a full range of professional and academic programmes for the professional throughout their career, our programme includes all levels of educational opportunity, including postgraduate certificates and Professional Doctorates. All our academic awards are part of a validated programme with Middlesex University, UK. This means that all our students taking an academic award are registered with the University, undergo the university assessment process, obtain a Middlesex University postgraduate certificate, Masters or Doctorate Degree and can attend the Middlesex Graduation Ceremonies held annually in London.

Our courses are continuously updated by drawing upon our extensive experience to provide an evidence based coach education and development programme to suit coaches with a range of experience and perspectives. All our programmes are work-based and develop your learning about coaching within your own coaching practice. Although assessment is rigorous and continually audited through the appropriate University QAA standards the focus of our programmes is on practice and your practice specifically. They do not have a prescribed curriculum but identify and expand upon the experience and learning each coach brings with them. Your programme is bespoke to you and your current development.

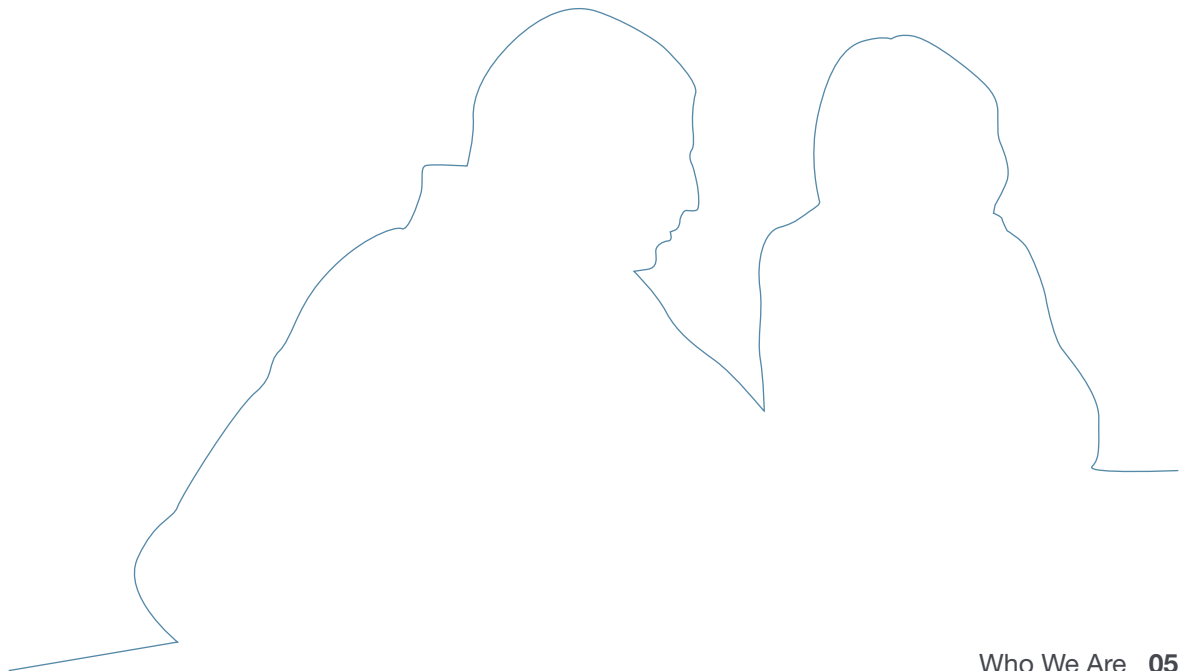
We do not espouse a single model of practice as we consider it inappropriate for the experienced coaches with whom we work. Instead, our founding Director Prof David Lane has developed the meta-model approach, now used by many advanced programmes. This approach develops and consolidates your own personal model of practice making it explicit and expanding upon its evidence base.

We have 10 faculty members from around the UK and associate faculty from Europe, Australasia, South Africa and the USA. You will be assigned an experienced Coach Advisor to act as supervisor and facilitator of your learning. You will also have the benefit of a blended learning experience with access to a virtual learning environment, manuals and workbooks as well as Master Class video web casts and peer group learning sets.

Throughout your learning journey the faculty of the PDF will be available to guide you and help make your programme a truly developmental experience.

We know how important it is for you to feel that there is the right match between you and your chosen programme. It is also important to us to have students who can fully benefit from our programmes. This prospectus outlines each of our programmes but we would welcome the opportunity to discuss your requirements and aspirations in person.

Simply contact Client Manager Carole Ferro on **+44(0)1257 400197** or email her on **carole.ferro@pdf.net**



“Thank you very much for a really excellent programme – it gave me many new insights and a powerful framework for developing my coaching model and reflective practice based on best professional principles.”

- Martin Down, The Executive Coaching Partnership Ltd, United Kingdom



Specialist Programmes in Coaching

The Professional Development Foundation offers a range of specialist programmes for coaches wishing to develop their practice. These have been designed with the professional coach in mind and cover the development needs of those for whom coaching is a significant part of their role description (e.g. HR professionals) and for those wishing to develop their practice as professional coaches in organisations or in private practice.

They are:

- 1 Introductory courses in coaching skills
- 2 Practitioner Postgraduate Certificate Programme
- 3 Master Coach Designation
- 4 Chartered Business Coach Accreditation
- 5 Master Degree (Coaching, Coaching Psychology, Business Coaching)
- 6 Professional Doctorate Programme in Coaching

1) Introductory Courses in Coaching Skills

The PDF has a rich experience in providing coaching skills courses for managers, teachers, social workers, health professionals and local government officers. These foundation level programmes are usually developed with the particular working environment in mind so please contact us for a discussion and no obligation quote.

2) Practitioner Postgraduate Certificate Programme (EMCC Quality Award Accredited)

The Practitioner programme has been developed for the experienced internal or external coach working with a restricted client base who wishes to obtain recognition for their knowledge and skills and undertake a practice-based project.

3) Master Coach Designate (EMCC Quality Award Accredited)

This programme is ideally suited to the senior external or internal coach working with a broad spectrum of clients in a variety of contexts. It provides a route for the acknowledgement of their Master Coach status gained through their significant experience as a professional coach.

4) Chartered Business Coach (WABC Accredited)

This designation has been developed by WABC as part of their professional accreditation to acknowledge the expertise and leadership of senior Business Coaches within their field.

5) Masters in Professional Development (Coaching, Coaching Psychology, Business Coaching, Business Psychology and Coaching) (EMCC Quality Award Accredited)

This work-based Master's Degree is available to experienced coaches and has a focus on research within practice.

5) Professional Doctorate in Coaching

The Professional Doctorate was specifically designed to enable research into practice at the Doctorate level. Candidates choose their own focus for study and undertake research in their area of choice.

Title	Coaching Skills	Practitioner Programme	Master Coach Designate	Chartered Business Coach	Master Degree (Coaching, Coaching Psychology, Business Coaching)	Professional Doctorate in Coaching
Academic Award	N/A	Postgraduate Certificate	180 (90 credits at M Level, 90 credits professional experience)	180 (90 credits at M Level, 90 credits professional experience)	180 credits at M Level	Doctorate
Professional EMCC/WABC accreditation	N/A	EMCC Practitioner	EMCC Master	WABC Master	WABC Master	N/A
Purpose of programme	Workshops and coaching for those interested in coaching as part of their leadership style	Credential for coaches of at least 2 years professional experience	Credential for coaches of at least 5 years professional experience working with senior and Board level executives	Credential for business coaches of at least 5 years professional experience working with senior and Board level executives	Credential for business coaches of at least 5 years professional experience working with senior and Board level executives	Professional Doctorate for experienced coaches of at least five years experience wishing to undertake research which has impact upon their practice and profession
Fees	In consultation	£3950+VAT	£5200+VAT	£5200+VAT	£8100+VAT	In consultation
Time scale	3 months	4-9 months	6-12 months	6-12 months	6-12 months	3-4 years

Introductory Courses in Coaching Skills

Over the last thirty years the PDF has provided foundation level coaching skills courses for a range of sectors from senior research managers, teachers, social workers, health professionals and managers in the private and public sector.

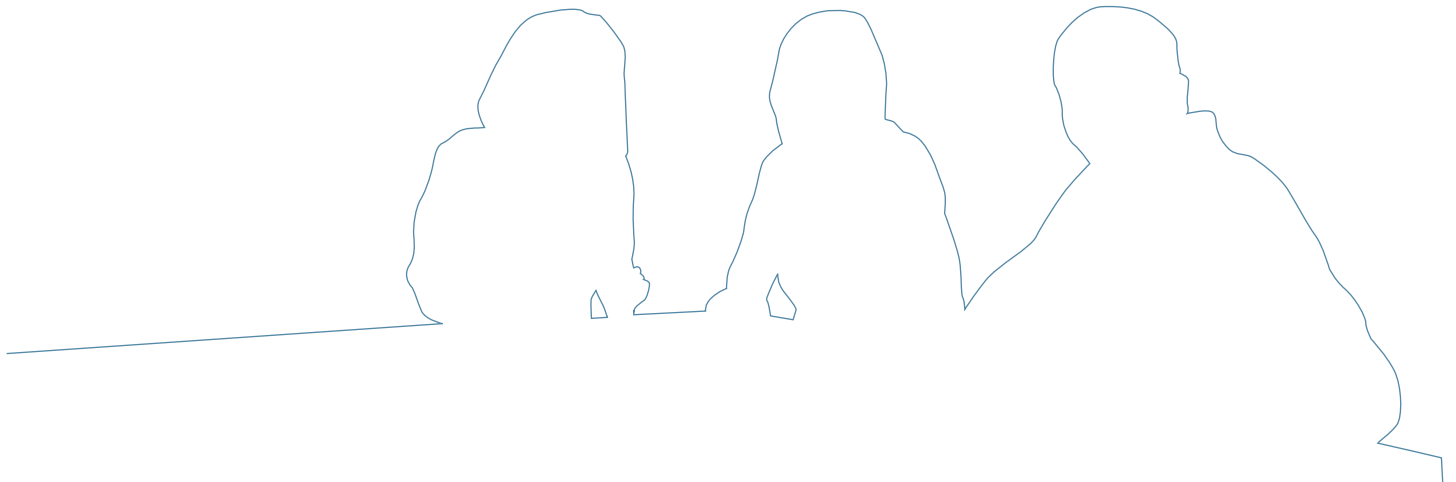
These courses are designed for the busy professional manager and executive seeking to get the most from her/his staff. The structure of the course and the learning modes used draw upon best practice and research i.e. the courses are generally 3-4 days of workshops spread over a number of months with appropriate intersessional support from tutors and coaches.

The courses aim

- to provide an appropriate level of theoretical underpinning and skills practice for manager coaching and,
- opportunities and support for the direct application of these skills within the workplace.

Obviously the content and specific goals of the course will be highly specific to your organisation and your own goals for coaching. This is why we advise an early discussion so we can offer the bespoke course which will be congruent with your organisation's learning and development strategy, and be the appropriate, evidence-based and supported introduction to coaching for your people.

To arrange a call with one of our experienced faculty please call Carole Ferro on **+44(0)1257 400197** or email her on **carole.ferro@pdf.net**



The Practitioner Postgraduate Certificate Programme

EMCC Accredited (Practitioner)

Aims

The PDF Practitioner Postgraduate Certificate provides coaches who have been working professionally for at least two years (either as internal or external coaches) with a credential, which identifies and acknowledges their experience and skills whilst also providing a challenging and appropriate development programme. It is intended for those coaches who believe they can evidence their practice and meet the standards identified by the EMCC Practitioner level 7.

Approach

You will be guided by an experienced and fully qualified Master Coach through a blended learning programme to produce:

- 1) a portfolio that evidences your practice is at Practitioner level. The programme includes one-to-one coaching, self-assessments, a virtual learning environment, guided reading and a written submission and
- 2) a work-based project of your own design which advances your practice in an area of your choice.

The programme can be taken as an individual or as part of a cohort of peers. Cohorts are formed at approximately four monthly intervals.

Programme Outcomes

- Ability to evidence the range, depth and source of your existing professional knowledge and capabilities.
- Provide explicit demonstration of how you bring this knowledge to bear on your coaching practice.
- Identify the ethical framework you use within practice and how it informs your practice.
- Explicitly describe your model of practice and its theoretical underpinning.
- Use structured inquiry to examine an area of practice.

How is it assessed?

You will develop your portfolio in stages with feedback from your supervisor. The portfolio is then assessed by two independent assessors, a Master Coach and an academic assessor from Middlesex University. If the award is equal or exceeds 40 credits at Postgraduate level then you will be able to proceed to your work-based project.

If the award falls short of this level of credit then in discussion with PDF faculty you can choose to undertake further development (with PDF or other providers) and resubmit after its completion.

The assessment is against the competencies approved by EMCC (for Coaching) and WABC (for Business Coaching) for Practitioner-level coaches.

The work-based project is designed by you, in consultation with the research faculty of PDF. It can include a range of approaches from the analysis of a specific organisational coaching intervention through to an in-depth literature review of a specific area of interest to you. The assessment is of your 4,000 word report on the work.

What support will be provided?

Your resources have been designed for the distance learner and come in four forms to suit most personal learning styles.

- A designated and qualified Master Coach who is available to you on-line or through individual telephone/webcam tutorials.
- A detailed manual/workbook, which will take you through each stage of the preparation of the portfolio and project.
- Access to a virtual learning environment where you can access background resources such as coaching bibliographies and reflection manuals and where you can discuss and develop your submission with the help of your peers.
- Web-based and face-to-face workshops given by Prof David Lane and other faculty, aimed at developing your unique and congruent model of practice.

Time commitment

Between six months and a year depending upon your availability. This is an individual programme designed to fit around your work commitments.

Costs

£3950 (+VAT).

Location

You will contract with your own Master Coach the frequency of your interactions and whether they are one-to-one in person or using our specialised web-based technology and/or more remotely through telephone and email. There are no requirements to attend our centres physically.

If you prefer to learn as part of a cohort there will be an initial induction workshop in London. This will allow you to meet your fellow candidates and the PDF faculty. If you cannot attend then you will be inducted individually.

Technical Requirements

You will need access to and the ability to use:

- an internet connection preferably broadband,
- a computer with a webcam, the ability to play audio and a printer,
- Microsoft Windows 97 and Word 7.0 or above,
- up-to-date anti-virus software.



Completing the Chartered Business Coach portfolio - especially thinking through which learning areas to pull forward out of what feels like a vast “undergrowth” of learning - made me see myself in sharper definition as a coach. Everything feels clearer, crisper and more organized. The programme is a rigorous process that provides experienced coaches with a wonderful opportunity to pause and consolidate their learning.

- Melinda Sinclair, Canada

The PDF route for designation of Master Coaches (EMCC Accredited) and Chartered Coaches (WABC Accredited)

Aims

The Master Coach Designation (EMCC Accredited) and the Chartered Coach Designation (WABC Accredited) provides experienced senior coaches with credentials which identify and acknowledge their experience and skills whilst also providing a challenging and appropriate development programme. It is aimed at those coaches who wish to have their existing knowledge and expertise acknowledged. It uses PDF's experience and contribution to professional standards with EMCC, WABC and, more recently, the Global Coaching Convention, to provide you with a current and robust designation.

Approach

You will be guided by an experienced and fully qualified Master Coach through a blended learning programme to produce a portfolio which evidences that your practice is at the appropriate level (Master level for EMCC Accredited and Charter level for WABC Accredited). The programme includes one-to-one coaching, self-assessments, a virtual learning environment, guided reading and a written submission. It can be taken as an individual or as part of a cohort of peers. Cohorts are formed at approximately four monthly intervals.

Programme Outcomes

You will be able to explicitly:

- identify the range, depth and source of your existing professional knowledge and capabilities;
- demonstrate how you bring this knowledge to bear on your professional practice through the development of professional judgement and analysis;
- identify the ethical framework you use within practice and how it informs your practice;
- demonstrate that you have undertaken an analysis of your professional experience and its operational context together with the theoretical perspectives which inform your practice;
- synthesise this into a framework and/or model of practice which is coherent to the purpose and client base of your practice;
- demonstrate the skilled use of a wide repertoire of methods for planning action in response to your own professional needs and those of your clients;
- identify how you use your personal, professional and organisational resources to bring value to your work and your clients.

How is it assessed?

You will develop your portfolio in stages with feedback from your supervisor. The portfolio is then assessed by two independent assessors, a Master Coach and an academic assessor from Middlesex University. They will assess it and identify the value (or equivalent credit) of the knowledge and experience evidence within it, against the competencies identified for Master level Coaches by EMCC or Chartered Coaches by WABC (depending upon which award you are seeking).

In summary these standards include:

- Training and experience at mastery level.
- Relevant years' of experience.
- Evidence of competent practice.
- Evidence of ethical practice.
- Underpinning knowledge at mastery level.
- A coherent model of practice.

If the award is equal to, or exceeds, 180 credits at Master level then you will be supplied with a statement identifying accreditation as a Master Coach. If the award falls short of this level of credit then you can choose to follow a Masters degree with a certificated supplier to achieve the necessary credit.

What support will be provided?

Your resources have been designed for the distance learner and come in four forms to suit most personal learning styles.

- A designated and qualified Master Coach who is available to you on-line or through individual telephone/webcam tutorials.
- A detailed manual/workbook which will take you through each stage of the preparation of the portfolio.
- Access to a virtual learning environment where you can access background resources such as coaching bibliographies and reflection manuals and where you can discuss and develop your submission with the help of your peers.
- Web-based and face-to-face workshops given by Prof David Lane and other faculty, aimed at developing your unique and congruent model of practice.

Time commitment

Between six months and a year depending upon your availability. This is an individual programme designed to fit around your work commitments.

Costs

£5200 (+VAT).

Location

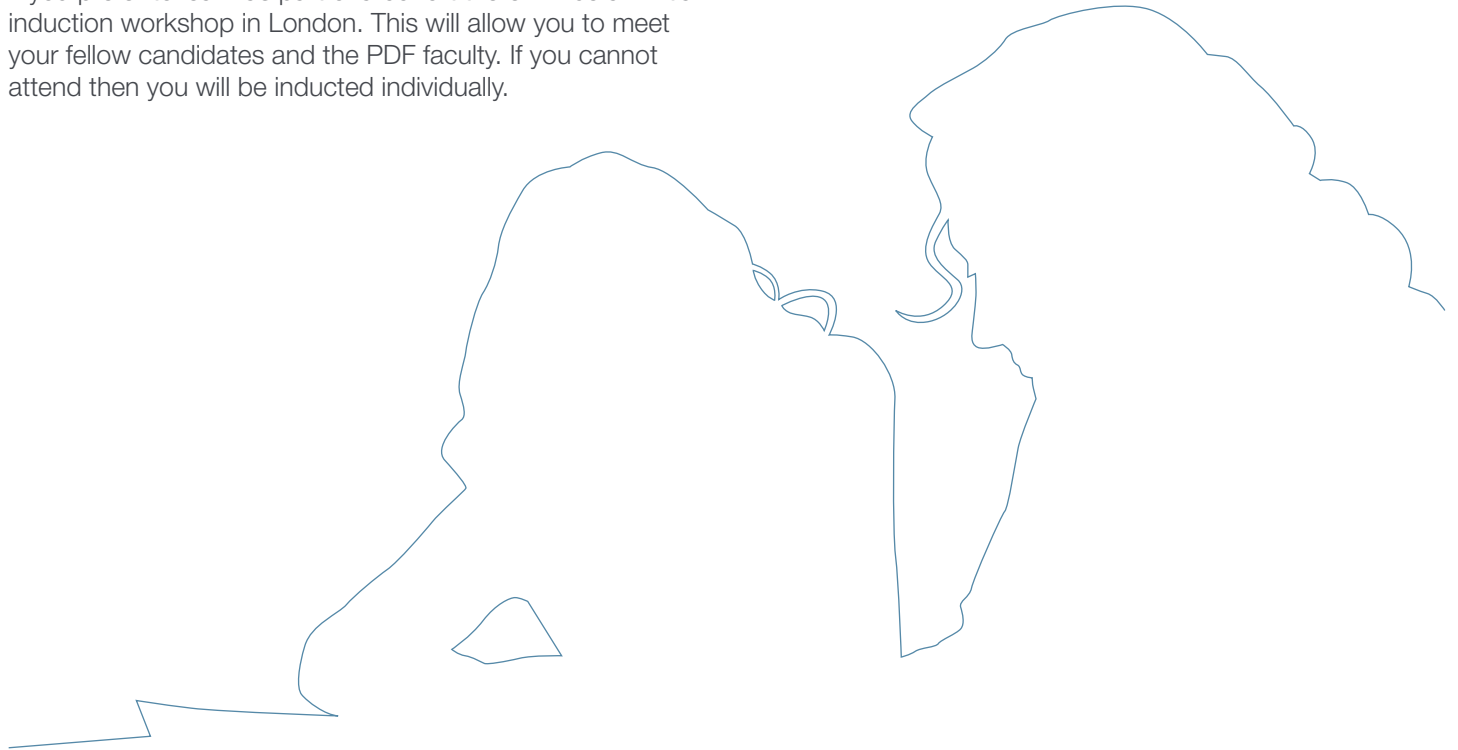
You will contract with your own Master Coach the frequency of your interactions and whether they are one-to-one in person or using our specialised web-based technology and/or more remotely through telephone and email. There are no requirements to attend our centres physically.

If you prefer to learn as part of a cohort there will be an initial induction workshop in London. This will allow you to meet your fellow candidates and the PDF faculty. If you cannot attend then you will be inducted individually.

Technical Requirements

You will need access to and the ability to use:

- an internet connection preferably broadband,
- a computer with a webcam, the ability to play audio and a printer,
- Microsoft Windows 97 and Word 7.0 or above,
- up-to-date anti-virus software.





“The Chartered Business Coach program has taught me that I have the right skills and experience to facilitate change with either organizations or individuals. It has forced me to take a good look at where I stand now as a business coach and at how I got here. It has also clarified my path for the future. This is the best credential for professional, highly experienced business coaches who are passionate about our emerging profession and feel compelled to take it to the next level.”

- Ton de Graaf, The Netherlands

The Master's Degree Programme in Coaching

EMCC Accredited (Master's Level)

Aims

The Professional Development Foundation's Master Degree Programme has been developed to provide a flexible learning experience for busy professional coaches, underpinned by best practice and research in learning and development, whilst maintaining the highest academic standards. It is not an introductory course but one that draws extensively from the coaches' own practice.

The PDF Masters in Professional Development (Coaching) is accredited by the European Mentoring and Coaching Council at Masters Level, thereby providing you with the assurance of quality in both provision and faculty.

Approach

You will be assigned an Advisor who will be available to you throughout your programme. The programme includes one-to-one coaching, self-assessments, a virtual learning environment, guided reading and a written submission. It can be taken as an individual or as part of a cohort of peers. Cohorts are formed at approximately six-monthly intervals.

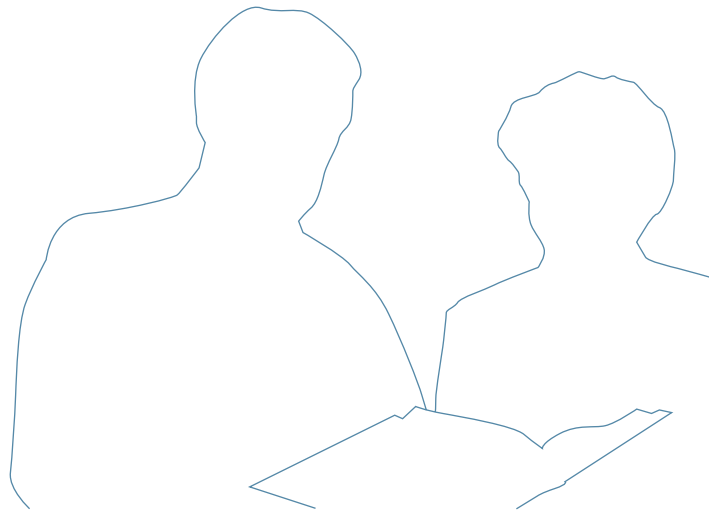
The Programme Structure provides a map of the stages in the programme. Throughout each of these you will be supported within peer learning groups, with detailed step-by-step manuals, workshops and tutorials, a virtual learning environment and advice from a learning coach and research supervisor.

The flexibility of the programme comes from the following elements:

- You will be supported to plan your own programme and submission deadlines to meet your professional needs.
- The assessment of modules is specifically designed to address your learning as a coach. Therefore the required submissions do not include essays on workshop content or exams. Assessment tasks reflect the real life requirements of your practice. These could include observation of practice and reporting of work-based projects.
- The PDF have developed a specific 'Learning Journey Document' © which allows the learning from workshops and small projects to be coherently developed into a submission for assessment. This assessment will include your model for coaching; its underpinning theoretical and philosophical basis; case studies and your log of coaching and supervision.
- Your assigned Learning Coach and Research Supervisor who will work with you throughout the course of your programme.

Programme Outcomes

- Critically analyse and evidence the range, depth and source of your existing professional knowledge and capabilities.
- Provide explicit demonstration of how you bring this knowledge to bear on your coaching practice.
- Identify the ethical framework you use within practice and how it informs your practice.
- Explicitly describe your model of practice and its theoretical underpinning.
- Ability to undertake research in a specialist area of practice.



What support will be provided?

Your resources have been designed for the distance learner and come in five forms to suit most personal learning styles.

- A designated and qualified Academic Advisor and Coach who is available to you on-line or through individual telephone/webcam tutorials. Throughout your programme you will be given feedback on all your work prior to submission so you can be confident you are progressing and achieving the required standard.
- Detailed manual/workbooks, for each module.
- Access to a virtual learning environment where you can access background resources such as coaching bibliographies and reflection manuals and where you can discuss and develop your submission with the help of your peers.
- Web-based and face-to-face workshops given by Prof David Lane and other faculty, aimed at developing your unique and congruent model of practice.
- For your project work you will also receive guidance and support from dedicated research supervisors drawn from a range of disciplines through webcam tutorials and on-line workshops.

Time commitment

Eighteen months to two years.

Costs

£8100 + VAT over two years.

Programme Structure

Stage 1: Review of Prior Learning

This stage acknowledges the real expertise already held by you and developed through your professional work. It allows a self-assessment of you as a learner and your current development.

Stage 2: The Programme Plan

You will be supported to develop your own programme which meets your development needs, within your own work context and fulfills the requirements of a Masters programme. This learning plan becomes a contract between the individual, their organisation and the university.

Stage 3: Advanced Coaching Practice

This module can be taken if your review of learning has identified the need for further coaching development. It can include training and development provision by PDF or another training provider accredited by PDF. It must address your development needs as identified in your programme plan but can do this through an in-house workshop programme or similar training provision.

Stage 4: Research modules

You will undertake two modules: one on research methodology to give you the tools to design and undertake a work-based project; the second is the research activity itself and this will address an area of practice in which you have an interest and passion thereby contributing to your development but also the work of your organisation or professional area.

Location

You will contract with your own Advisor the frequency of your interactions and whether they are one-to-one in person or using our specialised web based technology and/or more remotely through telephone and email. There are no requirements to attend our centres in person.

If you prefer to learn as part of a cohort there will be initial module workshops (normally held in London). This will allow you to meet your fellow candidates and the PDF faculty. If you cannot attend then you will be inducted individually.

Technical Requirements

You will need access to and the ability to use:

- an internet connection preferably broadband,
- a computer with a webcam, the ability to play audio and a printer,
- Microsoft Windows 97 and Word 7.0 or above,
- up-to-date anti-virus software.

The Professional Doctorate Programme in Coaching

Aims

The Professional Doctorate Programme has been developed to provide the opportunity for Coaches to undertake a Doctorate programme focused upon, and researching into, their own practice. The candidate chooses their own specialist area of study and undertakes research which not only meets all the criteria for Doctorate level work but also has the potential to make an impact upon the student's own practice, that of their peers and their profession. It is an opportunity for coaches interested in research at this level to work on an area of direct impact upon practice with the support and advice of researchers from a range of disciplines.

Approach

You will be assigned an Advisor who will be available to you throughout your programme. The programme includes one-to-one coaching, a virtual learning environment, guided reading and written submissions.

The Programme Structure provides a map of the stages in the programme. Throughout each of these you will be supported with detailed step-by-step manuals, workshops and tutorials, a virtual learning environment and advice from an Advisor and research consultant(s) identified as a specialist in the chosen area of study.

Programme Outcomes

These will be specific to the candidate and driven by their choice of research.

What support will be provided?

Your resources have been designed for the distance learner and come in four forms to suit most personal learning styles.

- A designated and qualified Academic Advisor and Coach who is available to you on-line or through individual telephone/webcam tutorials. Throughout your programme you will be given feedback on all your work prior to submission so you can be confident you are progressing and achieving the required standard.
- Once you have fully identified your research project you will also be assigned a research consultant (an expert in the field who may well be working in another institution or University) who will be available to you throughout your project work.
- Detailed manual/workbooks for each module.
- Access to a virtual learning environment where you can access background resources such as coaching bibliographies and reflection manuals and where you can discuss and develop your submission with the help of your peers.

Time commitment

Although some candidates have finished sooner, the typical timescale is between 3 and 5 years.

Costs:

Under review.

Programme Structure

Stage 1: Review of Learning to date and preparation of research proposal.

Within this initial stage you will prepare three submissions which identify your learning to-date and acknowledge the real expertise already held by you and developed through your professional work. You will also develop your research proposal with the help and support of your Advisor. This is then constructively reviewed by University faculty who will be looking at whether it is at the appropriate level, practicable and has the potential to make an impact upon your coaching practice and the professional. Following their feedback you will have the opportunity to further develop your research proposal into a tractable and appropriate research plan.

Stage 2: Research activity and preparation of the research report.

Once your proposal has been approved you will be able to carry out your research confident that your project will be able to deliver the results required of a Doctorate level programme. Your consultant will be chosen on the basis of their expertise in your chosen subject and they will then be available to you throughout your project work. It is highly possible that your consultant will be part of another institution or university and we actively encourage candidates to choose their own consultants.

Location

You will contract with your own Advisor on the frequency of your interactions and whether they are one-to-one in person or using our specialised web based technology and/or more remotely through telephone and email. There are no requirements to attend our centres although you will probably want to meet your research consultant in person. This will be arranged for mutual convenience.

Technical Requirements

You will need access to and the ability to use:

- an internet connection preferably broadband,
- a computer with a webcam, the ability to play audio and a printer,
- Microsoft Windows 97 and Word 7.0 or above,
- up-to-date anti-virus software.

Frequently Asked Questions About The PDF Programme

Is a work-based degree of equal standing to other university Master's degrees?

The Post Graduate Certificate, Master's and Doctorate Degree are assessed to the same level and rigour as a conventional PGC, MA or MSc or PhD. The difference is that you will need to show impact and application of your studies within your professional work. It enables practitioners to attain excellence in their professional practice and have that excellence acknowledged. Previous students have presented their work at professional conferences and published within refereed journals. This is a practice we actively encourage. All our research supervisors are research-active publishing at the highest level.

What are the taught elements of your courses?

The degree courses are for senior coaches wishing to have their experience and knowledge accredited. You advisor/ Master Coach will support you in the development of your portfolio explicitly identifying your competencies and skill using the range of resources at your disposal. In addition we provide workshops (on-line and in person) specifically dealing with:

- the development and exploration of your coaching model.
- the planning, execution and analysis of your research.

What can I work on for my project?

This is your opportunity to carry out a research or development project which addresses questions and dilemmas about which you are passionate. We actively encourage creative and exploratory research which will impact significantly on how you and your fellow professionals work. It must be innovative and can be highly strategic. Examples have covered such diverse topics as 'Evaluation of a Coach Training Programme within a Multinational Bank', 'The Voice of the Client within the Coaching Engagement' and 'The Concept of Professionalism in an Emerging Profession'.

What academic qualifications do I need to enter the programme?

The programme is about advanced professional practice so traditional academic entry qualifications are not prescribed. You will need to be able to demonstrate that you are able to undertake major project work within your role and you have the capability of making an impact on your organisation or profession. Often people underestimate the influence they have and it is worthwhile having a conversation with one of our senior faculty if you have any concerns about this. They have a broad experience of current work roles and can advise you on the route you should take on this programme before you apply.

I cannot pay the fees all at once. Do you offer a payment plan?

We offer yearly, and in some circumstances, six monthly instalment plans so you can spread the cost of your programme. All academic programmes are eligible for Career Development Loans which are available for professionals wishing to develop their careers and their practice.

Will I be a student at Middlesex University?

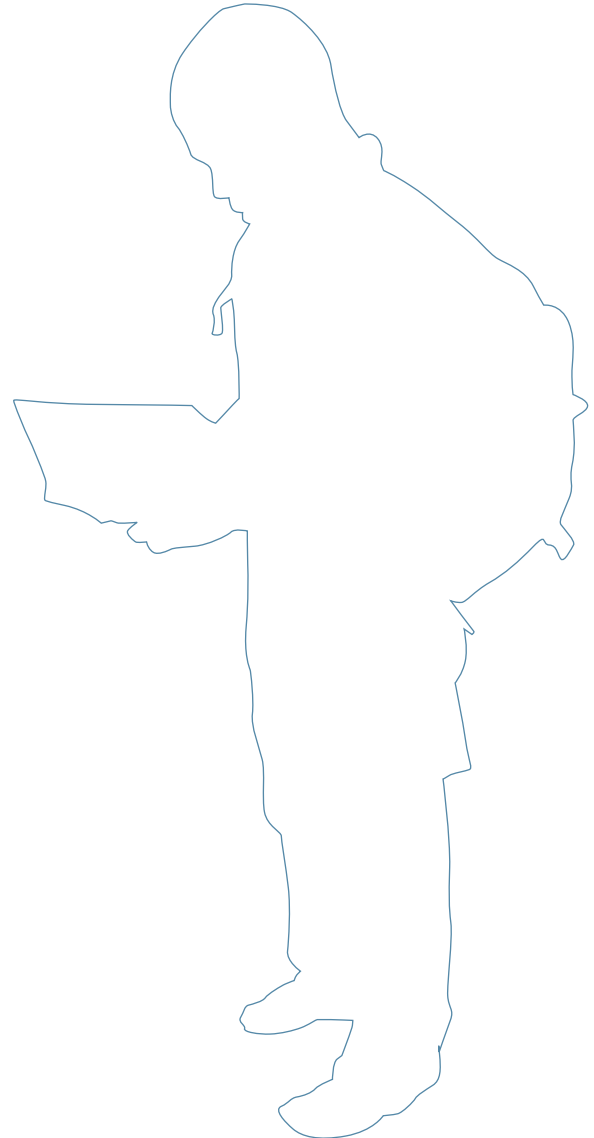
For our entire academic programme up to and including the Master Degree you will be registered with Middlesex University and able to take full benefit of your student status. The Doctorate programme is run through Middlesex University directly and so you will need to enrol with their administration system as well as having advisors from their faculty working with you.

If once I have started I don't think the programme meets my needs can I get a refund?

We have interview procedures to make sure the programme is a good fit with your needs but should you wish to leave we have a sliding scale of refunds depending upon how long you have been in the programme.

Can I study as a member of a group?

Some people find the stimulation of group discussion and dialogue essential for their learning. Where possible we form our students into learning cohorts who meet virtually or in person. Alternatively, we can offer an individual programme appropriate to those who have a less regular diary or who would like to undertake their programme in a particular timeframe.



Faculty Members

Prof David Lane



As Research Director of the International Centre for the Study of Coaching at Middlesex University, David contributes to leading edge research in coaching as well as the supervision of senior coaches undertaking Doctoral research with the Centre. He also developed a Masters programme in Executive Coaching, which is now available in the USA, South

Africa and the UK and the first Professional Doctorate programme in coaching. As a coach for more than twenty years, David has worked across a wide range of industries in a number of countries. Typically working with senior executives facing major change his coaching assists them to align their contribution to change, where they want to go and what makes sense for the business.

David's work with the European Mentoring and Coaching Council has been concerned with Codes of Conduct and Standards and kite marking of coach training. Working with the Worldwide Association of Business Coaches he has researched and developed the standards for the Certified Master Business Coach award. His contributions to counselling psychology led to the senior award of the British Psychological Society for "Outstanding Scientific Contribution". He is an accredited executive coach and supervisor (APECS) and a full member of the Worldwide Associations of Business Coaches.

Dr Annette Fillery-Travis



As a research academic of over twenty years standing Annette has specialised in developing her students' appreciation of enquiry and research methodologies and their pivotal role in developing a sustainable and evidence-based model of practice. She is an experienced educational coach of both Masters and Doctorate students. She is also a trained

facilitator and team coach. As a practicing coach her focus is the development of specialists and experts who are moving to more strategic roles. Annette has published widely in both academic and professional journals. Her recent book, 'The Case for Coaching' is published by CIPD. Active in a number of professional bodies she was the EMCC Moderator for the recent quality assessment of coach training courses within the UK. She is the Head Assessor at PDF and responsible for the training and supervision of assessors on this programme.

Nicola Hurton



During a successful first career as a violinist, Nicola studied Psychology with the Open University. After graduating, she qualified and practiced as an Occupational Psychologist. Since then, she has obtained an MSc in Occupational Psychology (at Birkbeck College, University of London), and acquired 10 years' varied experience in individual/

organisational development (in the private, public and academic sectors).

This experience has included a range of consultancy projects with the PDF, research and development for a Reuters company, research on counselling methods/theories at Goldsmith's College (University of London), the development of a Coaching Competency Framework and self-appraisal system for Coaches, and the assessment of submissions for PDF/Middlesex coaching programmes. Nicola has also developed specific expertise in facilitating and supervising individuals' Career Development. She recently co-authored (with Sarah Corrie and David Lane) a chapter on career development for counselling professionals.

Pauline Willis



Pauline specialises in delivering programmes that link individual performance and potential with the achievement of strategic organisational objectives. She does this by aligning change programmes with core business objectives and supporting key individuals within the organisation to successfully negotiate the change process. Knowledge and

skills transfer to individuals within the client organisation leads to sustained growth and change without creating a dependency on external consultancy support.

Pauline delivers a range of business psychology services including the provision of tailored, client focused coaching and mentoring programmes. The design, implementation and evaluation of coaching and mentoring practice is currently Pauline's core area of professional interest. Coaching clients are predominantly executives, leaders or 'high potentials' working within large blue chip companies. A number of Pauline's clients are leaders of strategic organisational change who are themselves acquiring advanced coaching or mentoring competence. Pauline also works with a small number of self-funded personal coaching clients. In 2002/2003 Pauline worked with 'Ruth', a personal coaching client on behalf of the BBC Radio 4 programme Nice Work as part of a media experiment to test the effectiveness of coaching as 'stressbusting' strategy.

Pauline has a strong professional background in business psychology and consulting with 14 years experience spanning a range of industries including health, energy, electronics and information technology both in Australia and the UK.

Marina Dieck



Marina Dieck brings 18 years business experience to Executive Coaching, Consulting and Facilitating teams to high performance. Formerly HR Director at Microsoft, she founded MD Management Consultants in 1997 and is an executive coach and independent consultant providing support at the individual and organisational level. She works

with executives, managers, and professionals on strategic planning, building high performance teams, developing leadership skills and planning organisational change. She has extensive international experience, has trained with Corporate Coach University and is an assessor for the EMCC Quality Award and a member of the EMCC and ICF.

Lise Lewis



Lise Lewis has been inspired by her people development experience - gained through working in Human Resources in both the public and private sectors for over 15 years - to develop her own coaching practice over the last 6 years. Lise specializes in executive, leadership and business coaching including change management and generally

making the most of talent! The types of organisations Lise has worked with are AOL (internet service provider), BNFL

(nuclear industry), University of Gloucestershire (Education) and Capita (financial services). She is currently chair of the EMCC standards committee and a member of the Global Coaching Convention Steering Group.

Sarah Corrie



Dr Sarah Corrie is a Chartered Clinical Psychologist who is committed to helping her clients achieve transformational results in their lives. She has extensive experience in both public and private sector services and runs her own practice as well as working as a freelance writer, trainer and lecturer.

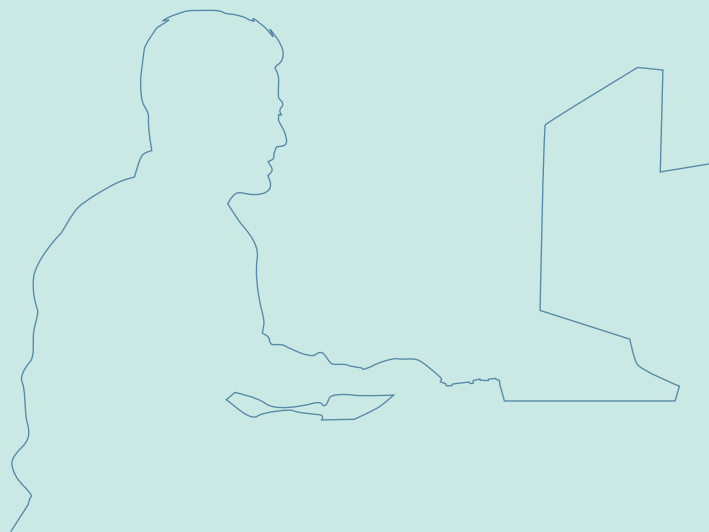
Sarah is an Accredited Therapist, Supervisor and Trainer with the British Association for Behavioural & Cognitive Psychotherapies. She is also Deputy Course Director of the Postgraduate Diploma in Cognitive Behavioural Psychotherapy run by Central and North West London Mental Health NHS Foundation Trust in conjunction with Royal Holloway, University of London.

Sarah has a background in the performing arts and is a member of Equity and the Imperial Society of Teachers of Dancing. She has published widely and her latest book "The Art of Inspired Living: Coach Yourself With Positive Psychology" is published by Karnac.

How to Apply

To study on any of our programmes you will need to demonstrate that you have the capability for undertaking self-directed learning and are working at a level consistent with advanced research and development project work.

You would normally be working at a senior professional level and have the freedom to develop part of your working role. You will have a number of years' of professional work experience behind you and feel competent within your coaching practice. It is likely that you will hold a first degree (although not required).



Requesting an application

We strongly suggest that you have an initial conversation with one of our senior faculty so we can get to know you and identify early on whether this programme is suitable for your development needs. This will be highly informal and will be an opportunity for you to fully explore the potential of this programme before you invest significant time in the application.

Once you and we are satisfied that this would be an appropriate programme for you, we will invite you to submit an application.

You must submit:

- The completed application form.
- An up-to-date cv.
- A short statement of up to 1000 words which identifies your reasons for doing the programme, your professional scope and any initial thoughts you may have on the focus of your programme.

Once we have received your application we will contact you for your formal interview. After interview you will be notified of the results and, if successful, how you can prepare to start your programme.

Contact us

We will be delighted to talk with you about your choice of programme at any stage. Simply contact Carole Ferro our Client Manager:

Carole.ferro@pdf.net

Tel no: +44(0)1257 400197



Professional Development Foundation Enterprises (Ltd)

Telephone: +44(0)1257 400197

Email: enquiries@pdf.net

Website: www.pdf.net