The Coaching Academy
2018–19
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It’s been a very valuable experience. I feel like I got a lot out of it, and my line manager and I can see the impact on my work.

Senior academic managers work in high pressure situations, and having the opportunity to reflect and take stock is very useful.
Welcome to The Coaching Academy 2018–19

The Coaching Academy at the University of Birmingham is managed by POD, and comprises of 34 externally accredited internal coaches. The internal coaches undertake a range of one-to-one coaching assignments with Academic, Academic-related and Support staff from across the University.

What coaching is:
Coaching is a form of one-to-one personal development, helping individuals to realise their full potential and maximise their own performance in the workplace. The role of the coach is to facilitate the coachee’s learning rather than teaching them, taking a ‘non-directive’ approach and using insightful questioning to help the coachee to build greater awareness and responsibility for action. Coaching can also help individuals deal more effectively with change, in order to find their own solutions to workplace challenges. A coach can provide challenge and support in a confidential environment.

What coaching delivered by the Coaching Academy is not:
- Being told what to do by the coach
- A mentoring relationship, where a mentor would have ‘answers to your questions’
- A substitute for line management

How can coaching potentially help me from a developmental perspective?
Coaching could benefit you in a number of ways. Some examples could include the following:
- Supporting you in developing a greater awareness of the organisational context and culture in which you operate
- Enhancing your leadership and management skills and capabilities
- Improving your communication and interpersonal skills
- Increasing your confidence and motivation
- Supporting you in resolving workplace conflict and building more effective working relationships

What different types of ‘coaching assignments’ can the Coaching Academy support?
Coaching Academy assignments predominantly focus on supporting leaders and managers to successfully deliver their respective leadership and management agendas.

intranet.birmingham.ac.uk/staff/development
There are three main types of coaching assignment the Coaching Academy supports:

- **Leadership coaching**
  You will be a senior leader within the University and potentially a member of a College Board or a Senior Officer. The focus of this type of coaching will be to support you in further developing your strategic leadership skills and capabilities, operating in a dynamic and complex working environment – leading to improvement in your own performance and that of the wider University. Examples could include leading a significant change programme involving a diverse group of stakeholders, and transitioning into a new senior level role.

- **Managerial coaching**
  You will be a member of Academic or Academic-related staff with management responsibilities. The focus of this type of coaching will be to support you in developing the skills and capabilities required in order to successfully deliver results through others, and build a high performing team or group.

- **Individual performance coaching**
  Non-managers are also welcome to request coaching support through the Coaching Academy. These requests will be approved on a case by case basis and dependent on the level of leadership and managerial coaching demand that the Coaching Academy is servicing at any given point in time.

  To request individual performance coaching you will be a member of Academic, Academic-related or Support staff seeking to improve your personal effectiveness either within the context of your current role or broader career development plan. Examples could include managing your work-life balance, dealing with difficult working relationships, developing resilience and more effectively navigating the University and how it works.

**What will the coaching process involve?**

Further to approval of your coaching request form, you will be assigned a coach by the Coaching Academy. You will have an informal ‘chemistry meeting’ with your potential coach to explore your request for coaching/understand your development goals in more detail, and confirm you are happy to work together. This will be followed by a contracting meeting between you, your coach and line manager to establish some overarching coaching objectives and expectations. You will typically agree to meet for three to six coaching sessions over a number of months, to be agreed with your coach as part of the contracting process. The coaching programme will conclude with a final review meeting between you, your coach and line manager.
Coaching Timescale

This provides an illustration of the expected timescales involved in the coaching process.
The Coaching Academy Vision

To be a highly valued and respected provider of ‘one-to-one’ executive level coaching for University colleagues at senior levels, and be highly respected across the HE sector as best in class.
While not always easy, I found the process to be constructive and supporting. It challenged me to be more aware and to trust my own judgement… it has had a very positive impact. It has increased my resilience and given me a much greater sense of confidence in my own decision-making processes.
The Coaching Academy by Numbers

100
COACHING ASSIGNMENTS WERE DELIVERED BY THE COACHING ACADEMY BETWEEN MARCH 2017 AND MARCH 2018

30% OF ALL COACHING ACADEMY ASSIGNMENTS ARE DELIVERED TO SENIOR MEMBERS OF STAFF (GR9 OR ABOVE)

30% OF ALL STAFF WHO RECEIVE COACHING THROUGH THE COACHING ACADEMY ARE ACADEMIC COLLEAGUES

100% OF COACHEES WERE SATISFIED WITH THE COACHING THEY RECEIVED. 90% OF WHICH WERE VERY SATISFIED
Coaching Development

To book a place on this programme, please click on the link below:

Coaching Skills for Managers

Key contact: Contact POD (x44606; x43693; pod@contacts.bham.ac.uk)
Duration: One day
Delivery method: Classroom based at Park House Annexe (Situated at G19 in the green zone on the campus map).

Who it is suitable for
You will be a member of Academic, Academic-Related or Support staff who manages staff and want to explore how to effectively use coaching skills to get the best out of your team.

Content
The session will combine theory with practical exercises allowing you to apply your learning, consider how this compliments your leadership style and gain feedback from others on the course.

- Identifying when coaching is appropriate as a leader
- Integrating a coaching culture within the organisation
- Introducing the GROW framework
- Exploring coaching skills and techniques to get the best of others
- Practical, experiential learning

What you will be able to do after the course
You will have a better understanding of how applying a coaching style of leadership helps empower, nurture and develop your team members, allowing the University to utilise its talent. This course will increase your own confidence as a manager and enable you to delegate and manage resources effectively.

So what’s distinctive?
This workshop offers you the space and time to reflect upon your ability to coach and develop others. There will be opportunities to immediately apply your learning helping you demonstrate flexibility in your leadership approach. A safe learning environment also affords you the opportunity to receive coaching support and experience from colleagues and tutors.

HOW TO BOOK
To check dates and book now, please visit the POD intranet page: intranet.birmingham.ac.uk/staff/development
The coaching was enormously helpful, both in terms of identifying some new strategies to improve communication, and also understanding the actual problem. Verbalising the issue makes it seem less threatening and much more manageable.
HOW TO FIND US

POD is situated at Park House Annexe
(Situated at G19 in the green zone on the campus map)