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8-11 MAY 2011

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HONORARY PATRON

HANNA GRONKIEWICZ-WALTZ
PRESIDENT OF WARSAW

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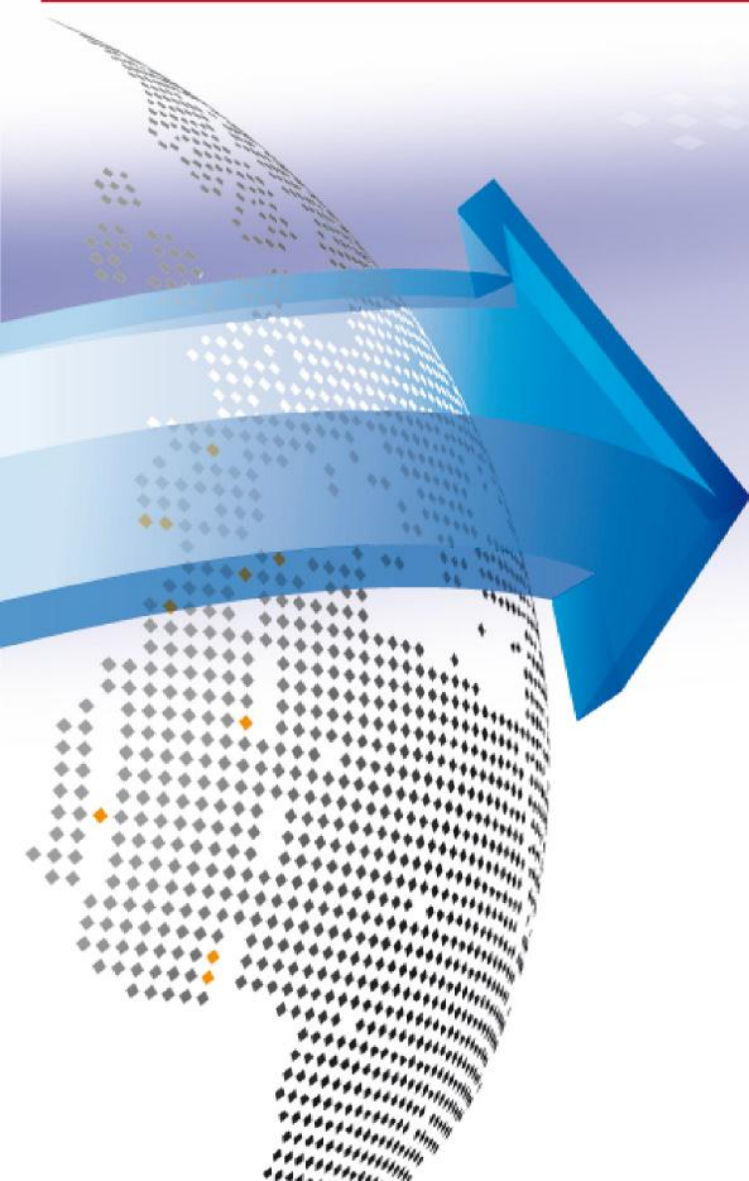


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The World's Big 6 Coach Training Companies

The Way Coaching is Being Delivered



Introduction

Noble Manhattan Coaching

- Established in 1993
- 26 Countries, 7,800 Coaches trained

Gerard O'Donovan

- CEO of Noble Manhattan Coaching
- President of International Institute of Coaching
(11,000 members, 76 Countries)

Today's Talk

- **The Big Companies**
- **How Measured**
- **Standard Bodies**
- **The Standards - Company & Personal**
- **Core Coaching Competencies' (The IIC's)**
- **New Trends**
- **The Move to Distance Learning**

The Big Companies

* Total Companies 780

The Top 6

- CoachInc
- CoachVille
- CTI
- Erickson
- Newfield
- Noble Manhattan

How Measured

- 1) Length of time established
- 2) Number of students trained
- 3) Number of countries trading in
- 4) Annual turnover in €, \$



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Current Standards Bodies

ICF



International Coach Federation

IIC



International Institute of Coaching



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Current Standards For A Coach Training Programme

- Hours training 200
- Hours coaching 50 +
- Tutor delivered training 35 to 50

Current Standards For An Individual Accreditation

- Hours training 150 (Specific)
- Hours coaching 50 min
- Tutor delivered training 35 to 50
- Interview
- Recordings of 2 Sessions
- Copy of Qualification
- Testimonials from Clients (5)



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Core Coaching Competencies' (The IIC's)

- 1 Presenting a Professional Image in every Session**
- 2 Creating a Safe Environment for the Coaching Relationship**
- 3 Questioning Skills**
- 4 Listening Skills**
- 5 Facilitating Growth**
- 6 Planning and Accountability**

New Trends

Youth

Social media

Communications

-webinars

-Tele Classes (*Skype , Blogs, podcasts, Social
Media Chat, Smart Phones, IPads, accessible
WiFi*)



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Distance Learning



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The Move To Distance Learning

What is **Distance Learning**?

*Benefits of distance learning?



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ADVANTAGES OF DISTANCE LEARNING METHODS for the Individual

- Accessibility for those living away from the training centers
- Saving time and other resources (transport, lodging etc.)
- Potential of reaching global and big target populations, thus reducing cost per trainee
- Flexibility to study in any convenient location with an Internet connection
- Self-paced learning
- Accessibility for those of restricted mobility
- Access to rich and global resources and experts
- Increased possibility of interactions between faculty and learners, and between the learners themselves
- Now possible to do Interactive exercises and work in teams



Social constructivist theory (Vygotsky, 1970) proposes that we learn best in collaborative environments, in which students' ideas encounter and are enriched by those of other students. This is, of course, in contrast with a traditional, teacher-led model of instruction. Instead, most of the tools provided to us in the past have been instructor-centered, top-down systems, including our much-vaunted learning management systems. O'Hear (2005)



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Distance learning – or “*distributed learning*” – is estimated to have captured as much as 30% of all corporate training in the U.S., says the U.S. Distance Learning Association, while worldwide revenues in the corporate e-learning market are predicted to surpass \$23 billion in 2004, up from less than \$2 billion in 1999, according to IDC.



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Distance learning can provide convenience and cost-effectiveness when circumstances require busy executives to combine work and education. More importantly, early research suggests there is no significant difference in educational effectiveness between distance learning and face-to-face learning environments, according to [Maryam Alavi](#), professor of decision and information analysis at Emory University's [Goizueta Business School](#).



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You can complete most of the classes at your **convenience**. Most of the classes are asynchronous, which means you don't have to attend a lecture at a particular time and place. You can review the assignments and do your homework during off-hours or from home.



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Research results have consistently shown that with good instructional design there's no significant difference between distance learning and in-class learning. We found a college that upholds the best principles in distance learning.

Enjoy the flexibility without compromising quality.

- One of the biggest distance learning benefits is the issue of **flexibility and time**. Because students are not confined to a classroom for a certain number of hours on a given day, they can approach their coursework with flexibility and complete lessons when it suits their schedule.
- Distance learning programs allow for **increased access to learning** and **encourage life-long learning**.

- Distance learning allows students to **choose from a wider pool of academic institutions for their ongoing learning**
- Another benefit of distance learning to students is the ability to do interactive teamwork between groups. Students have the opportunity to correspond with others from different backgrounds and to hear from a variety of speakers from around the world.

- **Students have access to experts and tremendous volume of online databases,**
- **Instructor communication** is an additional distance learning benefit. With the evolution of e-mail and Internet chat rooms, instructor-student contact can be maintained and strengthened.
- There are also **social benefits** to distance learning. Without having to leave your community, you can maintain your personal, cultural, and social lifestyle. Your circle of comfort is maintained, reducing additional stress, as you pursue your degree.



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Effectiveness

Not only is distance learning convenient, it is also effective. Several research studies have found that distance learning is equally or more effective than traditional instruction when the method and technologies used are appropriate to the instructional tasks, when there is student-to-student interaction and when there is timely teacher-to-student feedback (Moore & Thompson, 1990; Verduin & Clark, 1991).



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Affordability

Many forms of distance learning involve little or no cost. For example, almost all of the homes in the United States have televisions and many are connected to a cable-TV service. For these homes, it is relatively easy for the students to watch a public broadcast television show or educational documentary. In addition, almost all homes have access to a telephone and/or the Internet, enabling the use of voicemail and audioconferencing.



Multi-sensory

One of the benefits of distance learning is that there is a wide variety of materials that can meet everyone's learning preference -- at least part of the time. For example, some students learn from visual stimuli, such as video, and others learn best by listening or interacting with a computer program. If distance learning courses are well designed, they will likely offer learners a wide range of choices, thereby providing the optimal combinations of interaction and media.



Interactivity

Contrary to popular opinion, distance learning courses can offer increased interactions with students. In particular, introverted students who are too shy to ask questions in class will often "open up" when provided the opportunity to interact via e-mail or other individualized means (Franklin, Yoakam, & Warren, 1996). Through the increased interactions, teachers can better meet individual student's needs.

The reported key benefits of e-learning are outlined below:

Greater flexibility of learning	73%
Greater accessibility of learning	65%
Cost savings	53%
Greater quantity of learning	25%
More effective learning	23%
Record keeping for compliance requirements	24%
Better focus on business requirements	21%
Other	22%

Other includes: saves time, self managed, consistency of message, ability to track learning, provides an alternative, brings people together, best practice/cutting edge



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Advantages of e-learning to the organization

Reduced overall cost is the single most influential factor in adopting e-learning. The elimination of costs associated with instructor's salaries, meeting room rentals, and student travel, lodging, and meals are directly quantifiable. The reduction of time spent away from the job by employees may be the most positive offshoot.

Learning times reduced, an average of 40 to 60 percent, as found by Brandon Hall (Web-based Training Cookbook, 1997, p. 108).

Consistent delivery of content is possible with asynchronous, self-paced e-learning.

Expert knowledge is communicated, but more importantly captured, with good e-learning and knowledge management systems.

Proof of completion and certification, essential elements of training initiatives, can be automated.

Easy and relatively cheap updating of study material as compared to hard-copy material (especially books).



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Along with the increased retention, reduced learning time, and other aforementioned benefits to learners, particular advantages of e-learning include:

Self-pacing for slow or quick learners reduces stress and increases satisfaction.

Interactivity engages users, pushing them rather than pulling them through training.

Employers are focused on reducing face-to-face training and increasing e-learning

Once e-learning is implemented, employers are focused hitting specific e-learning targets

The skill of integrating on-line and off-line activities will be most important



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Equity

Educational inequity is a major issue in this and other countries. Rural schools often have less contact with educational trends, fewer qualified teachers, and more need for technology. Distance learning offers great potential for alleviating these issues and has been employed very effectively in Canada and Australia -- two countries with geographically diverse student populations.



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Coaching is changing lives and changing Companies



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An abstract graphic on the left side of the slide. It features a stylized globe composed of a grid of small dots, with several large, blue, 3D arrows pointing towards the right. The background is a light blue gradient with a subtle pattern of small diamonds.

END