

 bca

You

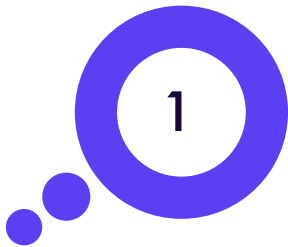
Your team

Your Business

But even better

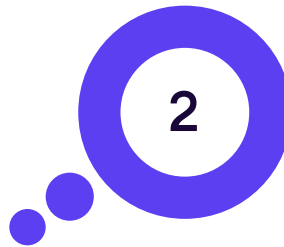
We help leaders to **think**, and then **act** better

At the Business Coaching Academy (the BCA), this is what we mean by coaching. It's not some technique or framework. It is a fundamental shift in the way we communicate, the way we show up, the energy, attitude and commitment we bring for ourselves, our team, our stakeholders and our customers.



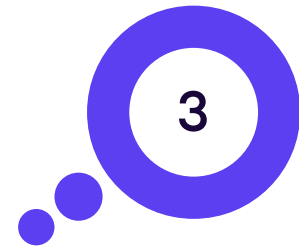
Develop

Exceptional leadership attitude
and ability



Accredit

Aspiring leaders and coaches with
globally recognised business
coaching credentials



Provide

Exceptional coaches (trained by us)
at a cost-effective rate

We see things differently

Just imagine if every leader in your organisation was able to think and act even better than they do right now? Imagine the impact this would have at every level of your business and on your ability to grow. An improvement in strategic thinking, greater challenge, more trust and honesty, greater motivation and appetite for change.

Are you ready to get even better?

Whether it's working with your organisation, or with you on an open programme, we will push you. By creating a challenging but high trust environment, together we'll surface the tough stuff and agree on what needs to be improved. As leaders we must be comfortable with being uncomfortable, because this is when we learn and grow.



Our programmes are fully endorsed and accredited

Our Foundations module is accredited by The Institute of Leadership & Management. This confirms that the programme has been independently verified against The Institute's high standards. On registration, all delegates receive 'Studying Membership', giving access to The Institute's unique, curated library of online leadership development resources. Upon completion delegates receive an upgrade to Professional Membership, including postnominal letters (AMInstLM) and digital credential.

Our full Registered Corporate Coach Programme (Foundations, Awareness & Evolution) is accredited by the Worldwide Association of Business Coaches™ (WABC™) and has received a WABC™ Accredited (Level 1 – RCC)™ mark. This demonstrates that it delivers the highest quality business coaching training in the world. Our graduates are eligible to receive the Registered Corporate Coach™ (RCC™) credential and become members of the Worldwide Association of Business Coaches™ (WABC™), the leading global association committed to driving business coaching excellence with robust, evidence-based practices.

Why work *with us?*



1

Practical

Practical application backed up with theory. Not the other way around



2

Expert

No trainers, only tried and tested business coaches



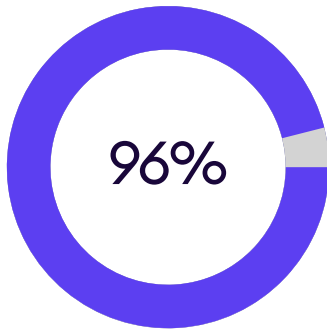
3

World-Class

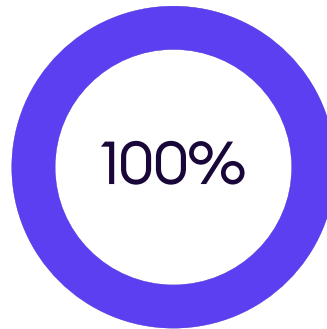
Owned and led by two world renowned, award winning, leadership coaches

What our clients said

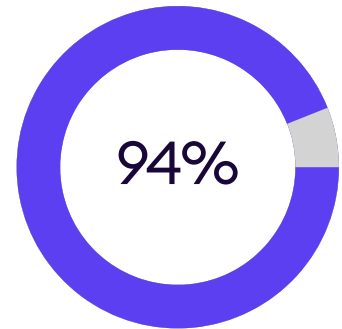
Taken from feedback from our last 1000+ delegates



96% said they had new skills they were confident in implementing immediately



100% would recommend the programme to others



94% rated the Programme as excellent

Knowing and doing are not the same

We believe that in leadership development there is far too much information, and not nearly enough application. With all the neuro and behavioural science, performance psychology, emotional intelligence, mindfulness and so much more, it can get pretty overwhelming!

But it all counts for very little without practical application. We cut through the noise and give leaders the knowledge they need quickly and simply, to put into practice immediately.





Ticking boxes, or committed to change?

It doesn't always make us popular, but we push back on as much work as we accept, because we won't commit to anything where we don't believe we can make a measurable difference. Are you wanting to help and support your leaders but not sure how? We'll work with you to create something impactful, lasting and that suits your budget.

The architecture for a coaching culture

Your leadership culture (what your leaders consistently say and do) will be the single biggest factor determining your organisational culture.

A successful coaching culture is one where ownership, curiosity, challenge and honesty are the norm. Change is embraced and feedback is consistently pulled (asked for) not pushed onto people.

It begins with what we call 'the leadership transaction' - you give me your all to deliver on our vision, and in return I'll help equip you for whatever it is you want to do next.





“

I was fairly sceptical at first having been on various coaching and management development programmes, but I have to say this was outstanding. Even attending virtually via zoom didn't impact the quality of learning.



BCG
Digital
Ventures

BCG Digital ventures
Director

Our **sweet** spots

The **holistic** leader

Workshops and master classes for the full life cycle of leadership, from 1st people manager role through to c-suite responsibility.

Here's a flavour:

- Looking in the mirror (it all starts with self-awareness)
- Dial up your confidence
- Think, act and talk more strategically
- How to have bloody difficult conversations
- Fantastic presentation skills (virtually and in the room)
- The GOD principle of inspiring leadership
- Increase your executive presence
- How to interview, brilliantly

Accredited **coaching** skills



Time and again we hear the same consistent feedback after running an in-house coaching programme – ‘I got so much more than I was ever expecting!’ This is because learning to develop your coaching skills as a leader, combines all the core elements of fantastic communication – emotional intelligence, adaptability, reading others, placing ownership, clarity and focus.

We offer different levels of coaching programmes depending on what a client is hoping to achieve and the accreditation level they aspire to. From Foundations, to the more advanced Leader as Coach, and the specialist field of Team Coaching, we can take delegates to an advanced level in a relatively short period of time.

Team and 1:1 coaching



The impact of skilled coaching at the most senior levels of an organisation is well documented, and most CEOs and MDs will have worked with a coach. However, by making coaching more affordable, we are passionate about also supporting leaders at the level below, operating in the difficult gap between operations and strategy. This can often yield the biggest shift and return on investment.

Why? Because these are the people who influence and impact the greatest number of people across an organisation.

We are experts in high impact coaching that achieves measurable results and boast an incredible faculty of coaches, all trained and hand-picked by ourselves and coming from a huge variety of backgrounds – medicine, professional sport, financial services, FMCG to name but a few.

Adaptive communication and personal impact



We got fed up working with profiling tools that use confusing acronyms or colour charts, more often than not providing users with a badge to justify their bias ('well I do that because I'm red'). So we built our own.

Leading Energy Profile (LEP) is a simple but incredibly versatile and powerful tool which helps us to understand our thinking bias, and the ways this can impact our behaviour. It incorporates the language of energy and teaches users how to flex their thinking energy to become more adaptable, and achieve a far greater connection with their audience.

The ability to flex and adapt your communication style is a fundamental skill of great leaders and LEP will show you how.

Our flexible operating model

Mindset + Ability + Practise = Performance

We offer consultancy support, bespoke solutions and accredited programmes. Whether a full scale programme or 90 min impact workshop, our learning design is always built around three core pillars, we call it creating a MAP.

- We design everything to be time adaptable, from full residential to virtual bite-size
- Practical application supported by theory. Not the other way around
- We can provide bespoke evaluation and analysis, or partner with your own approach and systems to offer the most effective ROI solution
- For our core coaching programmes, we offer both in-house and open options



No role plays – real and live challenges

Live demo's

E learning

Flexible face to face and virtual delivery

Real life examples and case studies

Case Study:

Nando's



Nando's already boasts one of the most engaging and successful working cultures within the UK, but they are always looking for ways to get even better. They therefore approached us to design a series of coaching programmes targeted at their people leaders.

The Brief

- To design & deliver a number of development programmes for their leaders and people managers.
- Their brief was to make it impactful, challenging but fun. So we did!

Our Approach

- The people at Nando's are brilliant to work with and were very clear that they wanted a supplier who would take time to understand their culture (and who would fit well!).
- We therefore immersed ourselves in the organisation to truly understand how things work and why it works so well.
- We then designed a series of coaching and leadership programmes for their different levels of people managers.



The BC Academy is an amazing supplier to work with! Not only do they fit well with our culture, they understand what our people need to unlock their potential. The facilitators are amazing, and ensure individuals are given just the right level of stretch. We look forward to working in partnership with the BCA in the future.



Case Study: Krispy Kreme



Krispy Kreme are a fantastically exciting company with bold aspirations for the future. So we were delighted when they got in touch and asked us to help them with their leadership mission and expansion plans.

The Brief

- Krispy Kreme were experiencing exceptional growth, having emerged far faster than anticipated from the pandemic slow down.
- The result - a 'level up, organisational change project' aligning current leadership behaviours with a bold new framework and Board expectations.

Our Approach

- During our initial briefing, the first challenge was saying no!
- We ran a discovery session, first with the UK Board, then the entire SLT, to understand the measures of success for both, and the scale of gap between the two.
- We then delivered a 2 day residential pilot as a foundation, to understand the current bench-strength and how this relates to their aspirational leadership culture.
- All participants were assigned a personal coach from our faculty to support them on their journey and embed and accelerate learning.



The BCA have already taken us to the next level as Krispy Kremers. We are excited about partnering with them over the coming years.

Case Study: Thwaites

The logo is centered on a white rectangular background that has a slight curve at the bottom. It is overlaid on a blurred background image of a bar. In the background, a hand is visible holding a glass, and beer is being poured from a tap into a glass. The text 'BREWERS SINCE 1807' is in a small, black, sans-serif font. Below it, the word 'THWAITES' is in a large, bold, black, serif font with a slightly arched top.

BREWERS SINCE 1807
THWAITES

Thwaites is a leading player in the hospitality industry. They are evolving at a rapid rate and therefore required an even greater focus on people development than previously. From this need came the creation of an in-house Leadership and Talent programme.

The Brief

- To embed a coaching culture throughout their organisation from top to bottom.
- A senior leader development intervention that would support their rapid evolution and future vision for growth.
- A coaching framework to support their new Emerging Leaders Talent Programme.

Our Approach

- Thwaites were clear that they were looking for a development partner to work with who truly understood their vision for development and who 'got' their culture. We started with a deep dive to understand them as an organisation, their culture and their vision for the future.
- We delivered and ran various leadership programmes aimed at Senior Leaders who were tasked with driving a brave new coaching culture.



The transformation of our senior managers and 'ah-ha' moments during the programme was incredible! The BCA delivers with warmth, humour and a deep understanding of what works for us. This has led to outstanding results far beyond what we anticipated. Long may our partnership continue.

Case Study: Boehringer Ingelheim



Boehringer
Ingelheim

Boehringer Ingelheim is one of the top 20 pharmaceutical companies in the world and puts a huge amount of focus and investment on their people. They are a truly purpose led organisation, driven to improve health for people and animals across the globe.

The Brief

- They asked us to support them in their drive to embed a fresh coaching-based culture throughout their organisation, in order to take their leadership capability to the next level.

Our Approach

- We conducted a number of one hour discovery workshops with leaders from each market sector.
- We realigned measures of success from process to business outcomes and challenged both their perception and expectation of 'leadership'.
- We then ran a pilot with the same leaders, which commenced with a live demonstration to show theory is no match for practical application.
- The project was then scaled up to incorporate communication, leadership, coaching and sales.



The time we have invested with the BCA as a leadership team has made all the difference. We would never have gone to this depth ourselves – we are now set to lead a great future.

Solutions for you

Looking for the right coaching programme and qualification can be confusing. Here's two reasons why we might be the best fit for you:

1. We offer dual accreditation. The Institute of Leadership & Management exists to support leadership development and the Worldwide Association of Business Coaches is the only global accrediting body that exists purely for business coaching.
2. We don't use trainers or academics to deliver any of our programmes. You will work with and be taught by an experienced business coach, someone who practises what they preach day in and day out, working with some of the world's most successful and enduring brands.





“

I have other coaching accreditation's but this one stands head and shoulders above the others. The facilitators are so experienced and pragmatic and tell you what it's really like to be a professional coach.



HSBC

HSBC

Head of HR International Mgt

Our Open Programmes

Core Coaching Skills

Stage 1

Foundations



- ✓ 2 Days virtual learning
- ✓ No coursework
- ✓ Accredited by the Institute of Leadership & Management
- ✓ Gain Professional Membership of the Institute (AMInstLM)

Our Foundations level is exactly as the title suggests - it is teaching you the must have, foundation skills that you need to become a great coach and begin helping others achieve better results within a business environment.

We begin Foundations by making a bold commitment to our delegates - that in just 2 days, we will fundamentally shift and improve the way you communicate. To date without exception - our delegates have told us that we succeeded!

Stage 2

Awareness



- ✓ 2 Days virtual learning
- ✓ Coursework
- ✓ BCA accredited

Builds on the learning from Foundations, using a practical and powerful profiling tool (LEP) to establish and explore what drives behaviour. Delegates learn self & social awareness and how to adapt their style to build better relationships and reduce conflict, enhancing coaching relationships

Evolution

- ✓ 2 Days virtual learning
- ✓ Coursework
- ✓ WABC accredited

The final stage of our Registered Corporate Coach Programme is designed for those seeking advanced coaching skills, or who wish to complete the journey for professional accreditation - WABC™ Registered Corporate Coach (RCC™) status. The completion of all 3 stages will lead you to become an open practitioner with a professional coaching qualification WABC™ Registered Corporate Coach (RCC).

Our Open Programmes

Enhanced Coaching Skills

Team Coaching



- ✓ 2 Days
- ✓ Face to face/virtual
- ✓ No coursework
- ✓ BCA accredited

In its simplest form, the job of a great team coach is to help a group of individuals better understand how to draw the best from one another, and therefore leverage the power of the group to achieve far greater results than can be achieved individually. Our two day accredited programme will teach you how.

We take a systemic approach to helping teams perform even better, incorporating a structure that can be used with any team. This helps groups first understand, and then improve their cognitive functioning (quality of thinking, problem solving and decision making) and what we call 'the glue' - the trust, grit, zeal and perseverance that binds them all together.

Adaptive Communications - Licensed Practitioner Programme



- ✓ 2 Days
- ✓ Face to face / virtual
- ✓ On-line profiling questionnaire
- ✓ Licensed practitioner course
- ✓ On-line facilitators portal

Leading Energy Profile (LEP) is a new kind of profiling tool that teaches people the master skill of adaptive communication, i.e. learning how and when to flex your style to get better results with others.

LEP can be used to enhance any development intervention from; 1:1 coaching, team facilitation, leadership development or negotiation and communication workshops.

Becoming a licensed practitioner will give you an insightful, fresh and different approach when working with individuals and teams. As a licensed practitioner, you will help individuals transform their leadership style through enhanced communication and influencing skills, enhancing team performance and driving more productive and impactful relationships.

You will receive all the training, materials and ongoing support you need to use the tool effectively with your clients or within your organisation.

Meet the Team



Charlie Sampson
Founder

A multi award winning leadership coach, and best-selling author, Charlie's services are retained by a diverse mix of organisations, including Manchester City FC, Facebook, HSBC, Boston Consulting Group, London Business School, British Gymnastics, Vodafone, Burberry and many more. Charlie is the architect and co-founder of the globally acclaimed Leading Energy Profile, and is the owner of The Lazy Sheep, a beautiful venue in Devon where Charlie leads high performance master-classes and team retreats.



Dean Williams
Founder

Dean specialises in Director and C-suite development, working with individuals and teams (including Boards) to improve performance alongside their ambitions. Dean is the author of three books, a regular columnist for a variety of business press and serves as a non-executive director at Welsh Gymnastics. Dean has been inducted to the prestigious Forbes Coaches Council, voted by CEO Today Magazine as one of the 'Top 100 Globally' in consecutive years, and recognised as '2020's Leading Executive Coach of the Year' at the Corporate Excellence Awards.



Roz Williams
Programme Lead

Roz is a critical member of our team and keeps everything spinning! She is a specialist in the field of occupational health, psychology and management AND a practising health & wellbeing coach. Roz holds a BSc (Hons) Psychology with First Class Honours from The Open University and holds graduate membership with the British Psychological Society, and membership of The European Association of Work and Organisational Psychology. Roz is currently undertaking a Professional Doctorate at Birkbeck, University of London, focusing on psychosocial oncology & the experience of work.



Hayley Sampson Consultant Coach

Hayley is our lead consultant within the BCA team. She first trained as a coach whilst heading up the Leadership & Talent function for Orange UK before embarking on a 11-year, global HR career within HSBC. This culminated in the role Head of HR – International Management, where Hayley was tasked with reviewing, reforming and leading one of the oldest, and most successful global talent programmes in corporate history. Hayley left in 2019 to set up her own consultancy and provides coaching, HR and talent consultancy to a wide range of organisations, large & small.



Jason Campbell Performance Coach

Jason works with company owners and senior executives, specialising in the creative and digital sector across some of the world's largest brands, to improve performance and growth. Starting his first company aged 19, he has spent his career starting, turning around and running businesses in the branding, design, digital & marketing sectors. He has been there, done it, had huge success but also valuable failures. He therefore has what it takes to help his clients make the right kind of change.



Al Fawcett Performance Coach

As an Executive and Business Performance Coach, Al has worked with 1000's of people around the world, helping them to achieve remarkable career success. With over 30 years of business experience working with entrepreneurs, business owners and senior leadership teams, he has helped them to identify, define and improve leadership, teamwork and culture. Al also hosts the hugely popular 'infinite pie' thinking podcast.



“

I found the coaching masterclass with the BCA to be enormously inspiring. The facilitators were amazing and it especially helped when we talked about it in the context of 360 coaching, and the courage to ask those difficult questions. I would highly recommend!



Lifeboats

RNLI

Head of Learning & Development

A background image showing several hands pointing at a laptop screen, suggesting a collaborative work environment. The image is dimmed to allow text to be read clearly.

“

Energetic, highly professional and
an approach based on solid and
wide experience.

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Business
School

London Business School
Head of Change



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The Business Coaching Academy