



NOTION

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Reasons why you
should NOT join Notion's
Accredited Internal Coach (AIC®)
programme

What's stopping you?

If you're interested in our AIC® programme for senior executives, HR and L&D practitioners but something is inhibiting you from moving forwards - we can help you! We can answer all of your questions and allay any of your concerns. Just pick up the phone and call us on +44 (0)1926 889 885 and we'll be delighted to talk it through with you. You might point out, however, that we are a little biased. Well, maybe you're right but that's only because we know just how good our programme is. We're so confident in our programme that we've invited a selection of our alumni delegates to give you the complete lowdown on our programme. Since completing their Notion programme, many of our alumni have been promoted or taken up more senior positions in new organisations so we have listed the role they were in when they were on the programme.

1 I'm not a coach - it's not for me.

“ It doesn't matter what experience you've got, anything you do within the coaching arena and coaching training will help you with your relationships on an individual basis, in a team, as a manager, as a coach within an organisation and for someone who has to influence the structure and organisation design for organisation change. ”

Karen McKeever, Senior Director of HR at Samsung Electronics

2 I need to be able to show a business benefit.

“ The programme gives you the tools to be a great coach, and how to apply it. It links back to business and ROI. That was a challenge for me: where is the ROI in coaching apart from the soft skills? However I can now articulate that and ask my coachees to be able to articulate and demonstrate that too. ”

Donna Stephenson, Head of Simple Labour Productivity at Sainsbury's

3 I am interested in developing a coaching culture but I don't think a training course is going to be able to affect any real change.

“ The material insights that I have experienced as part of the Notion coaching course have been instrumental both in raising my own self-awareness and transforming my thinking as a remote manager of a diverse team. I would highly recommend anyone coming on the course who really wants to drive a coaching culture in the organisation and improve how a team works, the general working environment and management. ”

Meron Tesfayohannes, Business Development Manager at Be At One

4 I have tried coaching before – nothing changed.

“ One of the things that we learnt is that coaching doesn't happen until behavioural change takes place. That really was a light bulb moment for me because before I thought I was coaching, I thought I was being supportive, but actually nothing fundamentally changed. We didn't make that move to that next step. I think that now I am much more aware of that needing to happen, my making it happen and supporting it to happen – that is the big change for me. ”

Anne Williams, Onboarding and EMEA Learning Manager at Thomson Reuters Group

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There are other options out there – I need to know more – I am not ready to commit.

“ I want to let you know how pleased I have been with the decision to choose Notion. I procrastinated over which Coaching course to take for 2 years - none of them came with Amazon stars and independent user reviews. I finally took the plunge, and the experience has been everything I had hoped for. ”

James Levy, Managing Director at Morgan Stanley

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I have been thinking about doing a different executive coaching training course.

“ I would definitely recommend Notion. The thing with Notion is that it is set very much in a business context. You get really good coaching skills and a support network is there for you. I feel I have built good friendships within the peer group that I have been with. You get good business cases to take back and share with your leaders who are perhaps more focused on the return on investment. I don't think you would get that with other coaching companies. ”

Sharon Webber, Head of Talent at UK Metro

“ If someone was considering taking a similar programme I would say - Just Do It - Notion's programme is worth every penny that you pay for it and you will be a far better coach and actually a far better manager for doing it. ”

Jane Jarvis, Head of People at the Aurora Group

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I've been coaching for a while now - I'm not sure what I'd get from more training.

“ Even if you think you are a good coach already, if you want to get even better, get better results from your people, feel better about what you are doing, definitely come and get involved. ”

Vicky Waters, L&D Manager at LaSer UK

“ I think the different trainers add variety. What I took away from them is that there is no one coaching style and that there are a number of different coaching styles that can be applied. If your style does not quite match, that doesn't mean it's wrong. ”

Sharon Webber, Head of Talent at UK Metro

“ I've been a coach for many years but this has really upped my game and I'm really pleased I did it. ”

Amanda Harvey, Head of Learning & Talent Development at RSC at Mitchells & Butlers

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Coaching is too narrow - I need to develop as a manager too

“ I’ve been challenged in this programme to look at my leadership style, to look at how I can work with my team better and make them more empowered and it has just given me an incredible range of skills to be a better leader. ”

Sarah Sculpher, Chief Marketing Officer (EMEA) at London Clubs Management (Caesars)

“ This course has brought together elements of styles of leadership & management I have been using into a very focused and effective style of improving performance, motivation, engagement and satisfaction. Amazing. ”

Nick O'Donnell, Retail Business Manager, Mitchells and Butlers

“ The aspect of the programme that I have most enjoyed is having the opportunity to meet a whole range of people from different organisations so that I can learn from them as well as Notion's tutors who are excellent. ”

James Marsh, HR Manager at Planet Organic

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My organisation is still developing. I am still developing. I might be out of my depth.

“ It's intense but you are supported every step of the way by the tutors - much more so than on other programmes. They make it entirely doable. ”

Amanda Harvey, Head of Learning and Development, RSC at Mitchells & Butlers

“ I found being in a room with such a senior group quite daunting at times because I believe some of their responsibilities are much bigger than mine. But, it doesn't matter what the size of the organisation is. The problems that we are all facing are the same which means the solutions are pretty much the same. It's all about working with people, coaching and developing people. We are all facing the same issues irrespective of the size of the business. ”

Sharon Webber, Head of Talent at UK Metro

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I don't see what a training course can teach me about coaching in the real world.

“ The Notion programme has been fabulous! There is a mass of great material but the thing that really sets it apart for me is the quality of the coaching tuition. Cathy and Martin are hugely experienced coaches. It is the benefit of having them in the room working with you that really brings the great material alive and really enhances and accelerates your learning. I couldn't recommend it strongly enough. ”

Jenifer Richmond, HR Director at National Express

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“ Life-changing is an overused phrase, but this has given me the start of a better direction not just for me but for everyone I meet. ”

Senior Executive at Mitchells and Butlers

“ The trainers are excellent. We worked with Cathy and Martin and I feel they were both really valuable trainers but also coaches. The knowledge and skills that they have – just seems to be endless. And because they are coaches as well, not just trainers, they have got some real practical examples which you can take away as well, and they feel your pain too because they have been in the same situations. ”

Sharon Webber, Head of Talent at UK Metro

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I'd like to complete the ILM level 7 but I'm worried it will be too challenging.

“ Studying ILM with Notion has been straightforward and engaging. The training has been excellent and involved. We learned so much in just six days that equipped us to do our ILM. The rest is down to us, but it has really helped develop knowledge and skills -it's been a really great experience. ”

Vicky Waters, L&D Manager at LaSer UK

“ The one thing that tipped the balance for me to study the ILM Level 7 with Notion is the fact that I did my original accreditation with Notion. The workbooks, the course content and the quality of delivery from the tutors were really excellent which led me to continue my studies. ”

Helen Gardiner, HR Director at Ontic (a BBA Aviation Company)

“ The reason I chose to go for the ILM 7 is, genuinely, because of how much I have enjoyed the programme and how much I've taken from it and how much I can see over the last 6 months of working with Notion that my leadership experience has improved. ”

Sarah Sculpher, Chief Marketing Officer (EMEA) at London Clubs Management (Caesars)

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I don't think this will benefit my organisation.

“ I am confident, it has given me the skills, knowledge, and experience -not only from what I've learned but also from hearing about what others have done -to understand what the business needs. To know what the issues are and to understand what the measures look like from the start and then track progress. And, I am also confident to empower other people to use their skills, abilities and experiences to make their work more enjoyable too. ”

Vicky Waters, L&D Manager at LaSer UK

Many thanks to our alumni delegates for sharing their feedback.

Notion is a global expert in behaviour change and coaching. For more information about our AIC® programme visit us at www.BusinessCoaching.co.uk/internal-coach-training or call us for an informal chat on +44 (0)1926 889 885.



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