

 **KnowledgeBrief**

Level 5

# Coaching Professional

This course is designed for an aspiring coach or someone looking to develop their existing coaching skills as a manager or a leader. You will learn to apply the philosophies of coaching, advanced listening and questioning techniques, deep emotional intelligence, and theories of coaching in the workplace. This will allow you to make an impact with a range of individuals and teams within your organisation to enhance their professional performance.





# Enhance your coaching impact: Essential skills for transformational coaches



Level 5

Coaching Professional Apprenticeship



Duration: 13 months

## What's involved?

This programme is split into four parts, each containing multiple learning cycles designed to guide learners through the essential stages of becoming a confident, reflective, and impactful coach.

Part 1 introduces key coaching principles and the importance of emotional intelligence and self-awareness. Parts 2 and 3 advances practical coaching skills, including communication, contracting, feedback, and accountability. Part 4 focuses on applying coaching for wider organisational impact, exploring ethical practice, managing challenge, and developing a personal coaching brand.

By the end of the programme, learners will be equipped to deliver high-quality coaching interventions that support individual growth, build strong relationships, and drive sustained performance.

## Benefits for learners

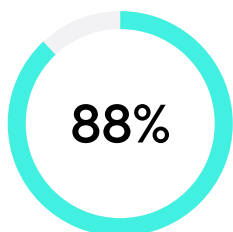
This apprenticeship provides learners with the tools to build trust-based relationships, facilitate meaningful reflection, and apply coaching models to support performance and development. It fosters essential coaching behaviours such as active listening, ethical decision-making, and non-directive questioning; enabling learners to support meaningful growth in others. Research from the International Coaching Federation and the Human Capital Institute shows that 72% of organisations with strong coaching cultures report higher employee engagement, underscoring the positive workplace impact of professional coaching (International Coaching Federation & Human Capital Institute, 2023).

## What learners will achieve

Showcase your coaching expertise with these in-demand certifications. Once completed, you'll earn:

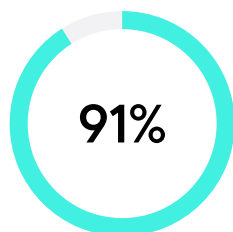
 <p><b>Coaching Professional Certificate</b></p> <p>KnowledgeBrief Management School</p>	 <p><b>Level 5 Coaching Professional Apprenticeship</b></p> <p>Skills England</p>	 <p><b>Optional discount on the EMCC accreditation fee at practitioner level (for 5 years)</b></p> <p>European Mentoring and Coaching Council</p>
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### Learners' outcomes:



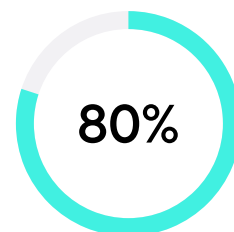
#### More inspired

88% said their coaching style had improved.



#### More confident

91% said they have increased confidence.



#### More qualified

4 out of 5 of our learners achieve a Distinction.

## Benefits for employers

Equip your organisation with skilled professional coaches who can drive performance, support staff development, and strengthen workplace culture. This programme enables employees to embed coaching practices that improve communication, increase engagement, and foster continuous improvement across teams.



### Planting the future, one learner at a time

Every time a learner completes this apprenticeship, we will plant a tree to celebrate their personal growth and help to support global reforestation projects.

CORE MODULES

# What you will learn

PART 1

## Who are you, and what is coaching?

In the first part of the programme, you will explore what it means to be a coach and reflect on your own identity, values, and approach. You will learn the fundamentals of effective coaching, understand how learning models support the coaching process, and explore the importance of self-awareness and emotional intelligence. This section will provide a strong foundation in coaching principles, helping you build confidence, connect with others, and begin your professional coaching journey.

Learning Cycle 1.1	Learning Cycle 1.2	Learning Cycle 1.3	WORKSHOPS	REVIEWS
The Fundamentals of Great Coaching	How can Learning Models Support the Coaching Process?	Why Self-Awareness and Emotional Intelligence Matter in Coaching	2	Starting Point Meeting and Progress Review

PART 2

## Advancing your practical coaching skills

In this part of the programme, you will strengthen your practical coaching techniques and deepen your understanding of what makes coaching relationships effective. You will explore the importance of contracting, developing impactful communication through active listening and questioning strategies, and experiment with advanced coaching models. This section is designed to enhance your confidence, adaptability, and impact as a coach in real-world settings.

Learning Cycle 2.1	Learning Cycle 2.2	Learning Cycle 3.3	WORKSHOPS	REVIEWS
Contracting and its Importance to Coaching Relationships	Building Coaching Impact Through Communication: Listening and Questioning Strategies	Exploring Advanced Coaching Models and Approaches	2	Tripartite, Progress Review and Knowledge Test



## PART 3

### Becoming an expert coach

This part of the programme focuses on developing your expertise and impact as a coach. You will learn how to shape organisational culture through meaningful coaching conversations, use non-directive approaches to empower others, and deliver effective feedback. You will also explore how to support accountability in your coaching relationships, helping individuals take ownership of their development and performance.

Learning Cycle 3.1	Learning Cycle 3.2	Learning Cycle 3.3	WORKSHOPS	REVIEWS
Shaping Culture Through Coaching Conversations	Using Non-Directive Coaching and Effective Feedback	Holding your Coachee Accountable	2	Tripartite, Progress Review and Knowledge Test

## PART 4

### Coaching for organisational growth

In the final part of the programme, you will explore how coaching can drive wider organisational impact. You will consider ethical challenges, learn how to coach effectively through periods of change, and develop your personal coaching brand.

Learning Cycle 4.1	Learning Cycle 4.2	Learning Cycle 4.3	WORKSHOPS	REVIEWS
Ethical Considerations within Coaching	Coaching through Challenge	Building your Coaching Brand	2	Tripartite, Progress Review and EPA Prep

# The core elements of your programme



## Techniques and Insight Questions

Techniques introduce key concepts through structured, focused resources. Each one is designed to support clear understanding and confident application in the workplace. Learners then respond to an Insight Question, a short-written task that reinforces learning by encouraging reflection and direct application to their role.



## Workshops

Workshops provide expert-led learning on core topics, behaviours, and coaching practices. These sessions develop professional capability, strengthen reflective practice, and support learners to apply their development directly within their roles to support others. Each workshop contributes to deeper understanding and stronger workplace performance.



## Work Based Evidence

Learners build their portfolio through real work activity, capturing evidence from tasks such as live coaching sessions, critical reflections, and professional discussions. This ensures learning is applied in context, remains relevant to role responsibilities and supports wider organisational goals.

## How are you assessed?

Once the programme is complete, you will be assessed through the End Point Assessment (EPA) by an independent, accredited organisation.

### Knowledge Test

90-minute knowledge test consisting of 40 multiple-choice questions 10 of which will be based on 2 given scenarios.

### Observation

2 observations each lasting 1 hour followed by 20 minutes of questions and answers.

### Interview

60-minute interview supported by a portfolio of evidence.

The result from each assessment method is combined to decide the overall apprenticeship grade. The following grades are available for the apprenticeship: Fail, Pass, Distinction.



## Core technology platforms

 Platform branded for your business

### KBPro **LXP**

Our Learning Experience Platform (LXP) is designed to enable time-poor managers to learn when they can, where they can, offering bite-sized modules, real-time feedback and time to reflect. It blends theoretical knowledge with work based projects, helping learners build confidence and apply knowledge at work. The result? A personalised, intuitive experience that turns everyday learning into lasting progress.

### KBPro **CXP**

The Client Experience Platform (CXP) gives clients and line managers a clear, real-time view of each learner's journey. No chasing, no guesswork. With smart insights, progress tracking and performance dashboards, it brings people together around learner success, making collaboration easier and impact more visible, all while keeping things refreshingly simple.

## Our Level 5 learners say

“The apprenticeship exceeded my expectations. The learning content and materials available pushed me to another level, which increased my confidence in return. It challenged me, getting me to think about relating to the cycles, and I was able to back my examples by theory. It gave me the validation I required to know my way of working with the staff was correct”

—Leah Clarke, Barney Bears

"KnowledgeBrief has been brilliant in the support during my time completing the apprenticeship – the skills coaches are on hand as little or as often as you require. Also, with scheduled regular check-ins. The tasks set out have pushed me to look for efficiencies and problem-solving within the workplace and has grown my confidence in my team leader and management abilities."


—Sarah Horne, Thermo Fisher Scientific

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### Let's talk

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