Coaching Minds
IGNITING OPPORTUNITY.



2027

PROGRAMME BROCHURE

EMCC ACCREDITED · PRACTITIONER LEVEL 5

Transformational Coaching *Diploma*

Become a confident, accredited coach at a pace that fits your life, with two new pathways for 2027.

Self-Paced 8 to 12 months

Accelerator 4 to 6 months

EMCC Global Quality Award EQA PRACTITIONER

TRANSFORMATIONAL COACHING ORGANIZATION OF THE YEAR 2025

MOST INNOVATIVE COACHING ENTERPRISE 2024

MOST PIONEERING COACHING -ENTERPRISE- 2023

Making coaching affordable
and accessible across the globe.



Paul L. Smith

MANAGING DIRECTOR



Managing Director of the Year 2025

SME News & AI Global Media

Founded	2020
Coaches from	15+ countries
Books written	5

A NOTE FROM OUR FOUNDER

Welcome to *Coaching Minds*

Dear future coach,

Thank you for considering us. Choosing where to train is a big decision, and you deserve to see everything clearly before you commit, which is exactly what this brochure is for.

I started Coaching Minds in 2020 with a simple belief: great coaching should never be reserved for the few who can afford it. I sold my home to build this school, and that belief still shapes every decision we make, from our pricing to the support you get from our supervisors.

For 2027 we have reshaped our Level 5 Practitioner Diploma into two pathways. **Self-Paced** gives you the freedom to learn around your life, and **Accelerator** gives you structure, speed and personal support all the way to EMCC accreditation. Both come with tools you won't find at any other school, and Accelerator includes our brand new CM Lab.

Whichever path you choose, you will be joining a community that genuinely cares how far you go. I look forward to being part of your story.

Warm regards,

Paul Smith

Founder & Managing Director, Coaching Minds


The moment that gave us our symbol, Colombia

OUR STORY

Born in 2020, *guided by a hummingbird*

Coaching Minds began during the pandemic as a small group of ambitious coaches offering free support to people who were struggling. That small group soon became a global coaching school, training coaches from more than 15 countries to carry our mission further.

The hummingbird became our symbol when one landed on our founder's hand in the mountains of Colombia. It reminds us to approach our work with lightness and joy, touching people's lives gently and leaving a trail of something good behind us.

VISION

Igniting opportunity by changing the world through coaching.

MISSION

Making coaching affordable and accessible across the globe.

VALUES

- Making a social impact
- Inspiring change

Award winning *coach education*

RECOGNISED FIVE TIMES

Excellence Award in Coach Education
2025

Managing Director of the Year
2025

Business Coaching Service of the Year
2024

Most Innovative Coaching Enterprise
2024, North East England

Most Innovative Coaching Enterprise
2023, North East England

WHY COACHING MINDS

What sets us *apart*

Plenty of schools can teach coaching theory. We built a place where you practise it, get honest feedback on it and start building your own practice before you even graduate.

165	6	88	100+	15+
learning hours	modules	lessons	coaching tools	countries

The CM Lab

New for 2027

A Client Simulator, AI Tutor and interactive coaching tools to speed up your path to EMCC accreditation. Exclusive to Accelerator.

AI Coaching Rooms

Learn to use AI ethically and build your own online coaching community, with courses, events and rewards for your clients.

Our Coach Centre

Coach real clients from around the world through our donation based Coach Centre, matched to you by our team.

Live, every week

Seminars, coach practicums and networking live on Zoom, plus monthly group supervision with experienced supervisors.

Books we wrote ourselves

Every module comes with a referenced ebook from our own library, the same books featured in universities across the UK.

Affordable by design

EMCC accredited training priced to keep our mission honest, with two pathways and flexible ways to pay.



EMCC accredited · 100% online

THE PROGRAMME

Your Level 5 *Practitioner Diploma*

Our EMCC aligned programme gives you advanced coaching theory, plenty of real practice and the reflective habits of a professional. It is delivered entirely online through six modules and 88 lessons, with live teaching, supervision and assessments that fit around the rest of your life.

Mode **100% online**	Learning hours **165 approved hours**	Structure **6 modules, 88 lessons**
Assessment **Written and practical**	Award **Diploma in Transformational Coaching**	Accreditation **EMCC Practitioner Level**

By the end, you will

- Coach confidently in one to one settings with your own clients.
- Show ethical maturity and real psychological insight in every session.
- Be ready for EMCC Practitioner accreditation (EIA).

How you will learn

- Weekly 2 hour live seminars
- Weekly coach practicums on Zoom
- Supervised coaching practice
- Recorded session reviews
- Peer and supervisor feedback
- 24 hour messaging support
- Monthly coach CPD sessions
- Reflective journalling

THE CURRICULUM

Six modules, *one confident coach*

Each module builds on the last, taking you from the essentials of a great coaching conversation to the judgement of a true practitioner.

1 Coaching Essentials — 14 lessons
The core skills, models and conversations that every great coach builds on.

2 Coaching Ethics — 19 lessons
Professional standards, boundaries and the ethical judgement clients trust you with.

3 Cognitive Coaching — 16 lessons
How people think, decide and change, and how to coach the mind behind the goal.

4 Coaching Presence — 14 lessons
Listening, curiosity and the calm, focused attention that clients can feel.

5 Coaching Development — 16 lessons
Reflective practice, supervision and growing steadily as a practitioner.

6 Mental Health First Aid — 8 lessons
Recognising when someone needs more than coaching, and knowing what to do next.

EVERY MODULE INCLUDES

- ✓ Video lessons
- ✓ Reflective exercises
- ✓ Short quizzes
- ✓ Coaching tools
- ✓ A 2 hour live seminar
- ✓ A referenced ebook



Written by our own team and featured in universities throughout the UK. Accelerator coaches receive the hardcover set.

100+
coaching tools in our Coach Library, yours to use from day one.

PROGRAMME REQUIREMENTS

What it takes to *earn your diploma*

This is a serious professional qualification, and it should be. To be awarded your diploma you complete twelve key components, each one there for a reason.

1 Online study	2 Ethics exam	3 Essay assessment
4 6 live seminars	5 5 coach practicums	6 5 supervision sessions
7 25 hours of CPD	8 40 coaching hours	9 5 supervised coaching sessions
10 Practical exam	11 20 reflection hours	12 Reflective journal submission

Your evidence hours

Practice coaching — 40 hours

CPD — 25 hours

Self reflection — 20 hours

Supervision (at least 3 one to one) — 5 hours

Up to 20 hours can come from the CM Lab Client Simulator

FASTER, NEVER EASIER

The CM Lab can take you there faster

Up to **20 of your 40 practice hours** can be completed in our Client Simulator, and you need just **2 supervised sessions instead of 5**. Every simulated session comes with a detailed supervisor report.

Included with Accelerator

How we measure your progress

Four levels of evaluation

01 Reaction
Online assessments and feedback

02 Learning
Written assignments and discussion

03 Transfer
Supervised practice and application

04 Results
Measurable outcomes and accreditation

NEW FOR 2027 · EXCLUSIVE TO ACCELERATOR

Introducing the *CM Lab*

A private practice space that is open whenever you are. We built the CM Lab for one reason: to get you to accreditation faster, more confident and fully prepared for your exam.

AI Tutor

Your study partner, day or night. Ask questions about your modules, check your understanding and prepare for assessments whenever it suits you.

Client Simulator

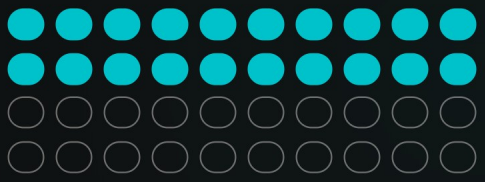
Practise real coaching conversations with lifelike clients, as often as you like. Every session ends with a detailed supervisor report, so you walk into your practical exam knowing exactly where you stand.

Interactive Coaching Tools

Bring our tools into live sessions and work through them together with your client, rather than handing over a worksheet.

PRACTICE HOURS

20 of your 40 hours



can be completed in the Client Simulator and counted towards your diploma.

SUPERVISED SESSIONS

2 instead of 5



needed when you prepare with the simulator's supervisor reports.

ACCELERATOR	SELF-PACED
Full access to the CM Lab	**Not included**
Client Simulator, AI Tutor, interactive tools and more	Choose Accelerator for access to the CM Lab

BEYOND THE CLASSROOM

Coach real people, *build a real practice*



INCLUDED IN BOTH PATHWAYS

Our Coach Centre

People from anywhere in the world can apply for coaching through our donation based Coach Centre. We verify every client and match them with our trainee coaches, so you gain real experience and real hours towards your diploma.

ONLY AT COACHING MINDS

AI Coaching Rooms

Learn how to bring AI into your practice ethically, then build your own online AI Coaching Room with our support. It is your space to:

- ✓ Build online coaching courses
- ✓ Host and deliver coaching events
- ✓ Build credibility in your practice
- ✓ Create an exclusive online community
- ✓ Reward your clients' progress

Accelerator: free for 12 months on graduation

Self-Paced: £49 a month as alumni

Alumni Membership £29 a month

Keep growing after you graduate, with ongoing development events, access to our hub and monthly group supervision.

For Self-Paced graduates

CoachDog — Partner platform

Get found by clients on CoachDog, the global coach directory we partner with, and start your practice with a ready made profile.

Accelerator: 12 months free · Self-Paced: 20% off

CHOOSE YOUR PATHWAY

Two pathways. *One standard.*

Both lead to the same Level 5 Diploma, with the same 165 learning hours and the same EMCC Practitioner standard. What changes is your pace, the support around you and what comes with you when you graduate.

FLEXIBLE

Self-Paced

Learn around your life

£110 a month
or £1,200 paid upfront for 12 months

8 to 12 months · enrol any time

An affordable EMCC programme with live teaching, completed at a gentler pace without fixed cohort dates or tight deadlines.

EXCELLENT FOR

- Parents
- Teachers
- Personal trainers
- Anyone studying outside work hours

You graduate as
A Certified Transformational Coach, ready for EMCC referral

ACCREDITATION INCLUDED

Accelerator

Fast, focused and fully supported

£3,000
in full, or spread across three instalments

4 to 6 months · fixed cohort

For fast learners who are serious about coaching and ready to build a successful practice, with clear deadlines, a cohort beside you and hands on personal support.

EXCELLENT FOR

- Aspiring leaders and managers
- Entrepreneurs
- HR professionals
- Career changers

You graduate as
An Accredited EMCC Practitioner Coach

Entry requirement for both: 2 years' experience in a professional or corporate setting, or 2 years as a manager or leader.

PATHWAY ONE

Self-Paced

Your diploma, on your timetable.



£110 a month

or **£1,200** paid upfront for 12 months, saving £120

Course time	Start date	Assessment feedback	Free resits
8 to 12 months	**Enrol any time**	**10 working days**	**1**

What's included

- Diploma in Transformational Coaching
- Digital certificate
- EMCC Practitioner standard, ready for referral
- Online study: 6 modules, 88 lessons
- Weekly seminars, coach practicums and networking, live on Zoom
- Monthly group supervision
- **3 one to one supervisor sessions**
- Course ebooks
- Coach Library of over 100 coaching tools
- Access to clients through our Coach Centre
- A global coaching community
- The Coachology Experience

GRADUATION BONUSES

Alumni Membership at £29 a month, or **AI Coaching Room** alumni membership at £49 a month

20% off our partner platform CoachDog

30% off membership with the EMCC

NOT INCLUDED

Welcome Kit

EMCC accreditation and membership fees

The CM Lab (Client Simulator, AI Tutor and interactive tools)

Awards and Graduation Night ticket

You graduate as

A Certified Transformational Coach, ready to build your own practice and apply for EMCC accreditation

PATHWAY TWO

Accelerator

Fast, focused and fully supported.

£3,000 in full

or spread across three instalments



Course time	Start date	Assessment feedback	Free resits
4 to 6 months	**Fixed cohort**	**3 working days**	**Unlimited**

What's included

You graduate as an Accredited EMCC Practitioner Coach

- ✓ **5 years' EMCC Practitioner accreditation**
- ✓ **Monthly one to one supervision** for 6 months
- ✓ Diploma in Transformational Coaching
- ✓ Online study: 6 modules, 88 lessons
- ✓ Weekly practicums and networking on Zoom
- ✓ Course books and ebooks
- ✓ Access to clients through our Coach Centre
- ✓ The Coachology Experience
- ✓ **The CM Lab:** Client Simulator, AI Tutor, interactive tools and more
- ✓ **Welcome kit** with hardcover books,
- ✓ Physical and digital certificate
- ✓ Set seminar dates with your cohort
- ✓ Monthly group and one-to-one supervision
- ✓ Coach Library of over 100 tools
- ✓ A global coaching community

GRADUATION BONUSES

12 months AI Coaching Room membership

12 months EMCC membership

12 months on our partner platform CoachDog

Our **AI Power Up** course

VIP Pass for discounts on our other programmes

Awards and Graduation Night ticket in London

NOT INCLUDED Your hard work and commitment. Only you can bring those.

COMPARE THE PATHWAYS

Side by side, *no small print*

WHAT YOU GET	Self-Paced from £110 a month	Accelerator £3,000
Price	£110 a month or £1,200 a year	**£3,000 or three instalments**
Course time	8 to 12 months	**4 to 6 months**
Study style	Enrol any time	**Fixed cohort, set dates**
Diploma and 165 learning hours	✓	✓
Live seminars, practicums and networking	✓	✓
Monthly group supervision	✓	✓
Clients through our Coach Centre	✓	✓
Coach Library of 100+ tools	✓	✓
CM Lab: AI Tutor	—	✓
CM Lab: AI Client Simulator	—	✓
CM Lab: Interactive Tool Portal	—	✓
One to one supervision	3 sessions	**Monthly for 6 months**
Welcome kit with hardcover books	—	✓
Certificate	Digital	**Physical and digital**
EMCC Practitioner accreditation	Ready for referral, fees extra	**Included for 5 years**
EMCC membership	30% off	**12 months included**
Assessment feedback	10 working days	**3 working days**
Free resits	1	**Unlimited**
AI Coaching Room	£49 a month as alumni	**12 months free**
CoachDog partner platform	20% off	**12 months free**
AI Power Up course and VIP Pass	—	✓
Awards and Graduation Night, London	—	**Ticket included**

FIVE QUICK QUESTIONS

Which pathway is *right for you?*

● Mostly ink? **Self-Paced** is your fit. ● Mostly cyan? **Accelerator** is calling.

1 When would you like to be accredited?

- Within a year suits me nicely
- In the next six months

2 How do you learn best?

- In my own time, at my own pace
- With deadlines and a cohort beside me

3 When can you study?

- Evenings and weekends, around life
- I can protect regular time every week

4 How much support would you like?

- Group supervision is plenty for me
- One to one supervision and fast feedback

5 What do you want coaching to do for you?

- Add real skill to the work I do now
- Build a practice or change my career

A bit of both? *Let's talk.*

There is no wrong answer, only the one that fits your life right now. Our team will happily help you decide, with no pressure at all.

academy@coachingmindsglobal.com

YOUR JOURNEY

Your path to *accreditation*

1

Discover

Read this brochure, choose the pathway that fits your life and ask our team anything you like.

2

Enrol

Self-Paced coaches can start straight away. Accelerator coaches join the next cohort and receive their welcome kit.

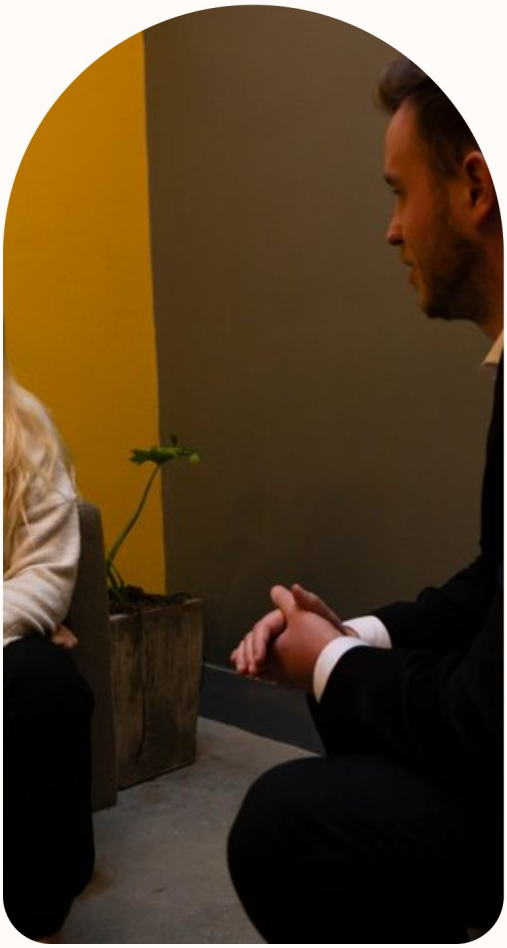
3

Develop

Work through six modules, coach real and simulated clients, and grow through supervision and reflection.

Get accredited

Pass your assessments, earn your diploma and step forward as an EMCC Practitioner coach.



AWARDS AND GRADUATION NIGHT

Finish the way you deserve, *in London*

A live evening to celebrate our graduates, recognise outstanding coaches and meet the community you trained alongside. Accelerator coaches have their ticket included.



ENROL FOR 2027

Your coaching story *starts here.*

Join our mission to make coaching affordable and accessible across the globe, and become the coach you already know you can be.

Scan to start your enrolment

www.coachingmindsglobal.com

Questions? academy@coachingmindsglobal.com

Self-Paced from £110 a month

Accelerator £3,000

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