

Be a Success



Train with the most caring company in Europe



Coach Training

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Noble Manhattan Coaching Ltd

"fortune favours the prepared mind"

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A personal welcome

If you are reading this brochure it may be fair to assume that you are at least thinking about coaching, either curious to know what it is or more probably considering training. We will endeavour to provide you with a clear picture of what coaching is, our company and our courses, but there is only so much you will learn from reading any literature. That is why our staff love talking to people and spend hours chatting about every different aspect of coaching and training. They know that each person is an individual with different thoughts, queries, concerns and aspirations and it is important that any decision made is the right one for you. Nothing beats the personal touch of that one-to-one conversation. So if you have any questions after reading this, give us a call. We'd love to hear from you.

Noble Manhattan has long been involved in coach training and as such is in the enviable position of being able to bring together its years of knowledge and experience, establishing itself as the leader in its field. In a moment you will learn all about how coach training courses are independently accredited within the industry and we can proudly claim the highest level of accreditation.

Although our training takes place in many venues in the UK and abroad our Head Office is based in Weymouth for no other reason than we walk the talk. Coaching is all about helping people get the most out of their lives, identifying what is really important and maintaining balance. Well, I love to live near the sea and with the beautiful countryside that surrounds us this is a perfect place for my wife and I to raise our three sons. The office is 20 yards from the beach so all of us in the team experience that breathtaking and inspiring view as we arrive at work, and combined with that is the pride of knowing that we operate in over 26 countries, and have a network of associates throughout the UK.

We regard our students as our extended family and have a great relationship with many who have already qualified but like to remain part of Noble Manhattan. They become involved with us in many different ways; support groups, exhibitions, mentoring etc and we are always looking for ways to help them develop their careers.

To make our training courses more accessible to students world-wide, they are often held in London or Oxford. The courses are carefully designed in such a way that they support your need to be flexible and make choices as and when you learn more about coaching and want to develop your career. What's important is that you know you will be supported and guided along a path that will take you as near or far as you want to go and can get you recognised as a highly professional coach with industry-recognised qualifications that are respected.

Take your time browsing, have a chat with one of us and if you haven't already been to one of our Introduction to Coaching events do find out when is the next one. It will really help you and with a bit of luck we may meet and enjoy a coffee together!



(Gerard O'Donovan,
founder and C.E.O Noble Manhattan Coaching)

Training — a range of options

Training - a range of options

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Flexibility

Suitability

Choice

Progression

Qualifications

Accreditation

Each and every one of our courses is run by professional Noble Manhattan trainers who not only possess excellent presentation and educational skills but are proficient, experienced, and successful coaches in their own right.

A great deal of careful thought and design has gone into developing a full programme of courses ranging from one day jam-packed events to Certificate, Diploma, and Advanced Diploma Programmes. Whatever your situation, immediate goal, and ultimate coaching aspiration we can provide the total training solution. Take a look at the illustration overleaf and you will see how each unit offer smooth, easy, progression onto further courses, thus avoiding repetition of learning material or additional unnecessary cost.

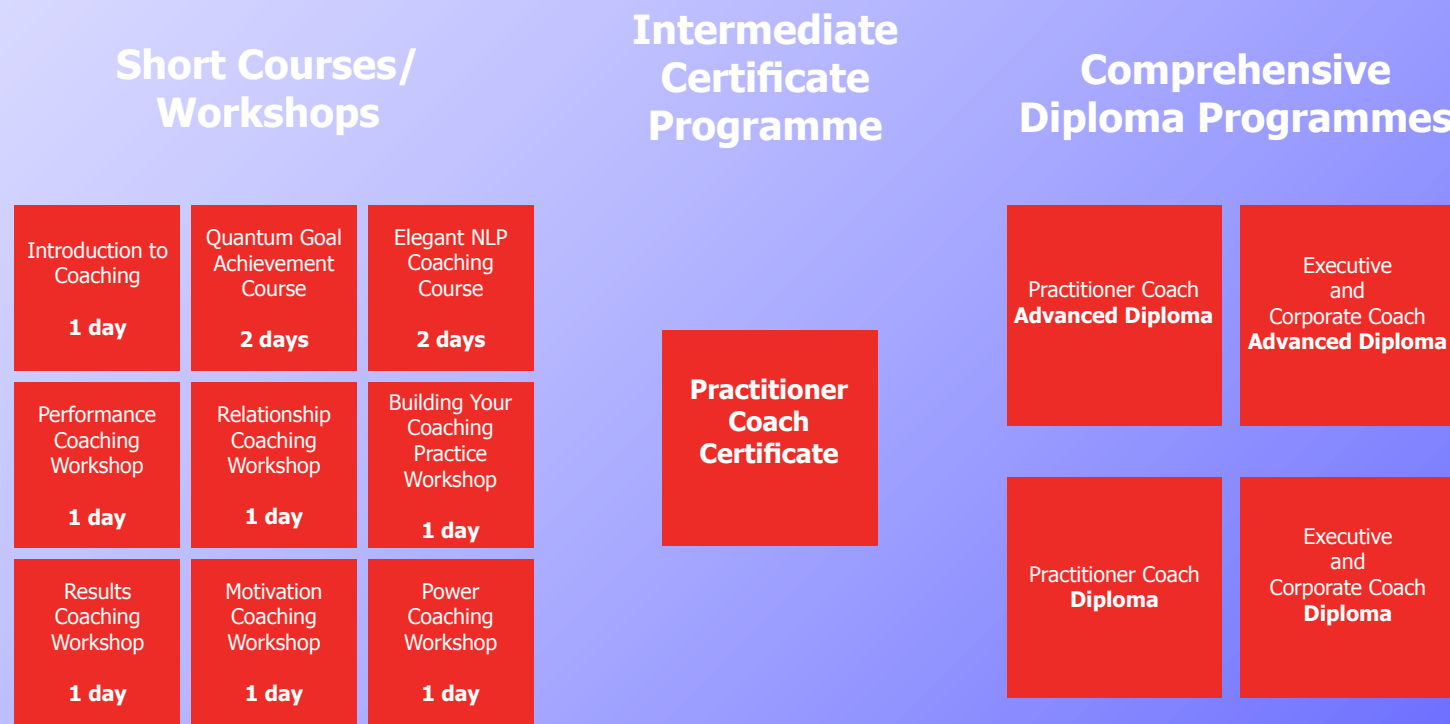
The Practitioner Coach Diploma allows you to learn all the skills and underpinning knowledge essential to every coaching platform – personal or corporate. If you want to develop your skills and career further you will then be in a better position to choose whether it's life dynamics or the business environment that attracts you. What's more, over time you can add units together to obtain higher levels of coach accreditation which will directly impact on your respectability and earning power.

Master Coach is one of the highest levels of training recognised by the European Coaching Institute and therefore within the coaching industry. With Noble Manhattan you can choose a path that will take you there – whether you want to be the tortoise or the hare, it doesn't matter. You can rest easy that whenever you want to take your profession that step further you can do so without having to worry about finding another course that may not suit.

If, for one reason or another, you are not ready, or able, to commit to the Practitioner Coach Diploma, that's fine. You can take smaller steps to suit your time, finances and requirements, for instance, the Certificate course or a few workshops are a great way to get started.



With a range of courses
covering all levels,
available as stand alone units yet
all carefully designed for natural progression.
.... we can take you wherever you want to go.



Noble Manhattan provides **the total training solution**

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Qualifications

6



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Qualifications

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Comprehensive, quality training with Qualifications for

A range of courses that offer a smooth progression route.

Establish a firm foundation of knowledge and skills, then having qualified as a Practitioner Coach decide whether you wish to specialise in Life Dynamics (Personal Coaching) or business issues (Executive and Corporate Coaching).

Whichever field you choose you can gain further qualifications and progress to higher levels of Coach status by building up your coaching hours and completing further courses when you are ready.

Both the Practitioner Coach and Executive and Corporate Coach course are accredited by the European Institute of Coaching and endorsed by the Institute of Leadership & Management.



Endorsed by the Institute of Leadership & Management

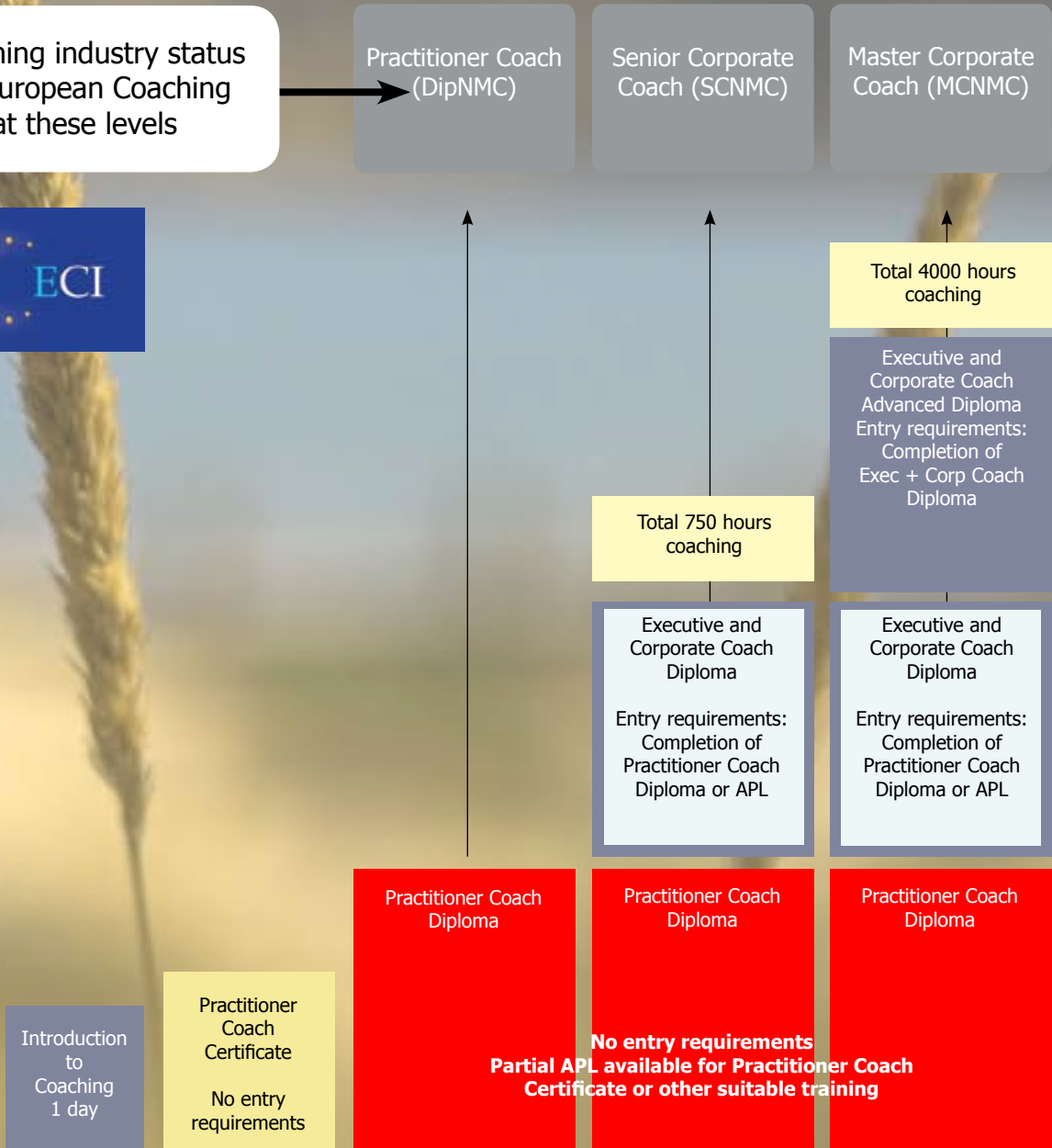


EASY PROGRESSION

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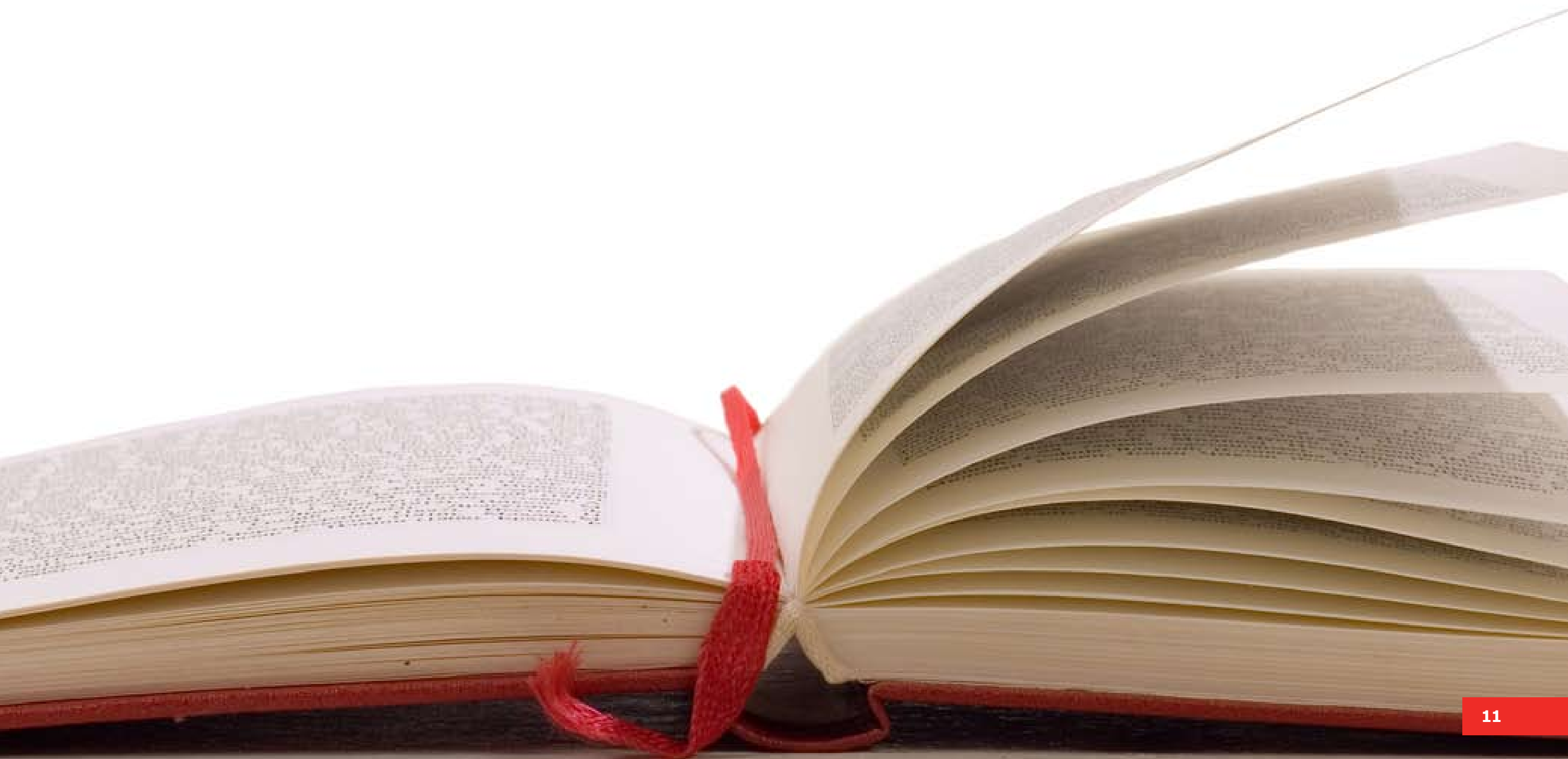
Executive and Corporate Coaching

Achieves Coaching industry status through the European Coaching Institute at these levels



EASY PROGRESSION

Short Courses



Short Courses

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Introduction to Coaching

Our Introduction to Coaching event is an absolutely fabulous opportunity for anyone considering coach training to discover exactly what it is all about. **If you ...**

- are considering a full or part-time coaching business
- feel that being able to apply coaching skills within your workplace would improve your performance and enhance your career prospects
- have heard of Noble Manhattan Coaching and would like to meet us and find out more
- have heard of coaching and want to know more
- already coach people within an organisation or feel that the ability to do so would enhance your skills and/or your career.

... then this event is for you.

You will gain a thorough understanding of the history and phenomenal growth of coaching, the different types of coaching, how it differs from therapy and counselling and why it is so popular in today's personal and business environment.

You will also be involved in a demonstration of coaching from one of our professional trainers, a highly experienced coach, who will apply a popular coaching model so that you can see first-hand its power and effectiveness. In fact, after this you may find yourself using this tool without even thinking about it!

We will answer all your questions honestly whether it be about our course, the coaching industry, where coaching can be applied, who it suits or the practicalities of becoming a professional coach.

In fact we are so confident that we offer the best training available that we will even tell you about the competitors. We have nothing to be afraid of and always believe in respecting people's need to be informed and their ability to make the right choice. People usually see through the hyperbole and outlandish claims that some companies make and know that Noble Manhattan has values, beliefs, quality standards and caring unchallenged by others. We are not known as the 'most caring company' for nothing.

This is for you if..

- you want to understand all about coaching—what it is, how it started and where it is used today
- you think coaching skills may help you in your work role
- you are looking for a business opportunity that will use your people skills and offer great satisfaction
- you want to see coaching in action.



You will undoubtedly leave this day inspired and motivated but what is more you will have a clear understanding of what coaching is and will have developed a real 'feel' for it. You will be in no doubt whether or not coaching is for you.

Although we tell you a little about our course we absolutely DO NOT apply any clever pressure selling techniques that some less honourable businesses use. We don't even let people register with us on the day when they want to. How frustrating they say! But we think you need time to quietly reflect so that you can confidently decide that Noble Manhattan is the professional, industry-recognised, highly acclaimed company you want to work with. If you then choose to train with us that's great, but if you don't that's fine too. We may still be able to help you with your choices. After all that's what coaching is all about.

“

I hope you don't mind but I just had to drop you a quick note to say how hugely excited I am at the prospect of training to be a Life Coach with your company. Attending the intro day yesterday at Oxford was such a great experience, exceeding my expectations of what Noble-Manhattan are about and confirming not only that this is definitely the new career for me but that yours is absolutely the right company to train with. Your enthusiasm alone would be sufficiently convincing, but everyone that I met yesterday seemed so genuinely enthusiastic, passionate and not least just really nice and supportive. I can't wait to get started!

Ruth Low

”



www.introductiontocoaching.com

Short Courses

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Power Coaching Workshop

Learn the importance of setting boundaries for both the coach and client.

Use simple coaching techniques to achieve improved levels of performance, without using 'power and control'.

Understand the relationship between the environment, emotion and mood to make a dramatic impact on the client through the innovative use of movement and language.

Learn how to assess the emotion of your client and use this effectively throughout the coaching session.

Use a simple coaching process to improve performance and, therefore, future results.

Motivation Coaching Workshop

Understand the problems implicit in 'command and control' cultures.

Increase competence using a simple coaching technique.

Identify the need for effective communication.

Improve questioning skills by noticing what a person is most aware of as they carry out a task.

Consider the traits and behaviours of 4 main personality types.

Learn how to build rapport quickly to work effectively with others.

These are for you if..

- you are a Practitioner Coach working towards Senior Coach or Master Coach status
- you are not a coach but you want to learn skills that you can implement immediately in your work or personal life
- you wish to achieve more in your life
- you want to focus your skills development in certain areas.

Performance Coaching Workshop

Learn how to run a powerful session at the start of new projects implementing coaching principles to ensure the project team owns, and is focused on, the project goal, as well as being focused on their approach to the project.

Learn how to analyse complex issues using Force Field Analysis and fish bone diagrams, which are simple to learn but powerful in their application.

Value the effectiveness of brainstorming and how it can be used in the Options stage.

Relationship Coaching Workshop

A one-day workshop designed for coaches who want to learn powerful techniques to help clients increase their success in relationships.

Learn to conduct a dynamic and life-changing two-hour relationship coaching session by creating a relationship compass.

Attain clarity about what is really important in relationships.

Discover tools to help clients identify areas for improvement.

Learn techniques to help clients make decisions about relationships.

Learn how to help clients to be more successful in future relationships.

This dynamic workshop may also appeal to coaches who themselves want to improve their relationships!

Results Coaching Workshop

Learn how the TGROW sequence is a powerful way to work on achieving goals.

Discover the real cause of poor performance.

Identify the importance of team qualities and rules and how to use coaching to encourage responsibility for individual contribution towards team goals.

Building Your Coaching Practice

As one of the longest established coach training companies in the whole of Europe we recognize that many of our wonderful students need extra help and support when it comes to building their professional coaching practice.

Therefore we have created what we believe to be some of the most comprehensive and effective courses to help people attract clients, build their practice, and generate an attractive income.

On these courses you will learn everything you need to know, from the basics of setting up your business, different legal structures, laying the foundations, and administration, right up to advanced marketing and selling techniques, client acquisition, fee structures, telephone techniques, Internet marketing, presenting and much more.

These courses are presented in either an online format or a face-to-face workshop.

Having attended these courses you will be equipped fully to go out and build a highly productive professional coaching practice

Short Courses

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“One of the greatest discoveries of my generation was that human beings can alter their lives by altering the attitude of their minds”

William James, late Nineteenth century

Quantum Goal Achievement

Most of us experience the frustration associated with missed opportunities, wrong decisions or misdirected energies. Much of our time is spent in blind drudgery with few moments of true enlightenment when everything around us becomes clear and appropriately valued.

This highly regarded 2 day course will provide you with essential guidance on how to give your life focus, avoid those hours of wasted energies, generate more enlightenment and generally facilitate greater achievement in the areas important to you.

It will help you:

- create a life filled with the things you desire
- concentrate your consciousness on a higher vision of life
- harness the most powerful force in the natural world.

Unlike Goal Setting courses the unique Quantum Goal Achievement course incorporates two valuable elements.

Firstly, a private, one-to-one meeting aimed at answering your questions and addressing your individual needs, and secondly, the introduction to **Primordial Sound Meditation**, an immeasurably powerful tool in identifying and accomplishing goals using ancient and timeless principles.

The course is double-certificated with students receiving a certificate both from Noble Manhattan and the DEEPAK CHOPRA Organisation.



www.achievmegoals.net

This is for you if..

- you are a Practitioner Coach working towards Senior Coach or Master Coach status
- you wish to achieve more in your life
- you are undergoing great changes in your personal or professional life
- you are suffering unduly high levels of stress.

By the end of the course you will:

- Understand how to turn your dreams into reality
- Have embarked on an incredible journey of self discovery
- Acquire the skills to plan and set your goals, overcome obstacles, maintain enthusiasm for your quest and remain on target
- Understand the incredible power of meditation
- Use meditation to assist goal achievement

Elegant Coaching

Unconscious minds generate rapport and can influence each other at a deeper, non-verbal level. When the coach has accessed a resourceful state and is projecting positive intentions at an unconscious level to their client, the benefit to the client can be quite remarkable as they gain an empowering sense of wellbeing. The ensuing coaching session is then most likely to be positive and productive for both participants.

This 2 day course is designed for coaches who wish to enhance their current skills with effective and proven NLP-based techniques. Ideal for both experienced and 'novice' coaches, this course adds the elegance of NLP to conventional coaching methodologies. It provides the coach with more tools for their coaching 'tool box' so that even the most challenging clients can be coached elegantly and effortlessly.

Even experienced NLP practitioners will discover in this programme new techniques that have been developed recently, tested and proven to work effectively with coaching clients. The course combines traditional and 'new code' NLP with new belief change models and motivation techniques. The entire content is presented in a jargon-free, easy to understand way with plenty of opportunities to practise what is being presented.

“

The course was fantastic and I would encourage others to take it too

”



www.elegant-coaching.com

This is for you if..

- you are a Practitioner or Senior Coach working towards Master Coach status
- you are a novice or experienced coach wishing to enhance your coaching skills
- you have a particular interest in NLP and want to incorporate it into your coaching—to rise above the norm
- you recognise the power of NLP in coaching.

By the end of the course you will completely understand:

- The 12 essential beliefs for effective coaches
- How to access a resourceful coaching state
- What's really going on when a client consistently fails to complete agreed actions and how it can be overcome
- The 'well formed obstacle' and how it can be dismantled too
- How to identify motivators at an individual level to ensure the client feels 'fired up'
- How to discover your 'core state' (beyond values), experience it, anchor it and take it forward into the future

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Certificate Programme

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Certificate Programme

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Practitioner Coach Certificate

Can't do the Diploma right now?

Do the Practitioner Coaching Certificate—a great place to start your journey into the world of coaching, providing you with essential coaching theory, knowledge and practise. Not only is it a qualification in its own right, but it also fits seamlessly with the Diploma, thus reducing the time and cost if and when you decide to take the next step.

The Certificate course has been designed to accommodate people who require a shorter coach training programme that nevertheless delivers a robust level of content. There is absolutely no compromise on quality and you will participate in both theoretical study and practical experience. The course has been specifically structured through the identification and careful selection of some of the elements of the Practitioner Diploma which would optimise the learning capacity within the shorter programme. For instance 5 out of 10 of the study modules; these are not abbreviated versions but the full training material enjoyed by students on the Practitioner Coach Diploma.

Understand Coaching—a Solid Foundation

The first step in any personal development which takes you into a new sphere of learning is to understand that sphere. Noble Manhattan makes sure that you enjoy a thorough introduction to the world of coaching.

You will enjoy one of the most comprehensive coaching books on the market today which will equip you with a good knowledge of the theory and fundamentals of coaching. It will introduce various coaching models, give coaching scenarios and examples and provide initial resources and templates. This book is a fabulous introduction to the world of coaching and lays a very good foundation for the course to follow.

This is for you if..

- you are new to coaching and are eager to start learning
- for some reason you are unable to commit to the Practitioner Coach Diploma but still want a broad based quality course that develops knowledge and skills
- you need flexible learning
- you want to have the option of being able to progress your studies at a later date
- you want training from the best company in the industry.

You will also meet with Noble Manhattan on one of its Introduction to Coaching Events where, the first part of the day is dedicated to expanding your knowledge and understanding of the coaching industry. You will gain a thorough understanding of the history and phenomenal growth of coaching, the different types of coaching, how it differs from therapy and counselling and why it is so popular in today's personal and business environment.

Learn the Theory

You will then focus on 5 core subject areas

- Conversation
- Questioning
- Listening
- The TGROW Model
- Values

Working through each of these study modules you will develop a thorough understanding of these core subjects by engaging fully with the course material, working through exercises and activities and participating in reflective learning.

Each of these modules is complemented and enhanced by a series of lectures conducted by highly qualified coaches. Each of these lectures is recorded onto CD for you so that at your own convenience you may listen to them whenever you want until you become so familiar with their content that what they teach you becomes second nature. A great way of spending that car journey!

- Four Pillars of Coaching
- Listening Skills - Part 1
- Listening Skills - Part 2
- Questioning Skills - Part 1
- Questioning Skills - Part 2
- TGROW Coaching Model
- Values

Coaching in Action

As already mentioned, as part of the course you will attend an Introduction to Coaching event which focuses on two invaluable areas of learning. The first is to establish your understanding of the world of coaching.

The second part of the day is a highly interactive hands on Coaching Workshop where you will get the chance to experience delivering and receiving coaching and will be given all of the trainers' materials to enable you to deliver this yourself.

Develop Your Coaching Skills

Having seen a coaching demonstration and studied the theory on how you should conduct a coaching session you will be ready and eager to start developing your own skills. To prepare you further for this exciting stage we provide you with a CD set of LIVE COACHING CALLS.

This fantastic multi-disc set allows you to listen to recordings of live coaching sessions tackling many of the most common coaching issues. These will feature some Noble Manhattan students who, like yourself, are studying to become Coaches. Because these students are at a more advanced stage of their coaching skills development you will hear how they successfully apply the techniques you have been taught. You will also hear feedback from their Mentor or Final Assessment Coach explaining where they performed well and in what areas they could improve.

Through studying these you too will learn to recognise how good coaching utilises all of the theory you have covered in your study modules.

Coaching Practice

Once you have listened to, and studied, these recordings you will be almost ready to start your own coaching.

There is one final CD lecture that will help you prepare for this big moment. Conducted by our Head of Coach Mentoring, this will guide you carefully through a mental checklist of all that you have covered, reminding you of the more salient points and informing you how to prepare for, and conduct, a coaching session.

Then it is all up to you!

Whilst we would not suggest that you are then qualified sufficiently to trade solely as a Personal Coach, you will now have the ability to apply coaching skills within your work role which can greatly enhance your supervisory and management skills, and improve communication between management and customers. Also, do not underestimate the powerful benefits of applying these same skills at home! Problematic relationships with family and friends can be eased.

Progression

Move on to the Practitioner Coach Diploma to become a fully qualified Personal Coach. You will have completed most of the work and practical coaching and will be ready to take full advantage of the greater emphasis on the development of your practical skills.

Diploma Programmes



Diploma Programmes

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Practitioner Coach Diploma (optional ILM Practitioner Coach Programme)

If you are new to coaching, this course is the ideal vehicle to achieve your coaching aspirations. You will engage in the development of fundamental knowledge together with the practical application and demonstration of essential coaching skills. Whatever your ultimate goal, the solid knowledge and skills base acquired through the Practitioner course is vital to any form or arena of coaching.

It is specifically designed to offer smooth progression to students who have already completed the Practitioner Coach Certificate (see page 20), and/or want to progress onto the Executive and Corporate Coach Diploma (see page 30).

If you want to commence a career in coaching individuals in life dynamics, or plan to integrate core coaching skills into your present working role, this programme provides you with the relevant knowledge base and core skills to achieve your aim.

Having undertaken the Diploma programme, you will be able to:

- operate as a coach with the appropriate skills, models and mindset
- appropriately utilise, reflect on, and explore the expanding body of coaching theory and practice
- analytically reflect on your continuing coaching development needs and then take appropriate action to address these and develop your strengths
- synthesise knowledge and skills in order to advance your own professional knowledge and practice.

This is for you if..

- you are new to coaching and have the desire to make a difference in people's lives
- you have completed the Practitioner Coach Certificate and now want to progress your learning and qualifications
- you would like to bring coaching skills into your workplace to improve your performance and career potential
- you would like to start your own coaching practice
- you want to work in the Executive and Corporate field and need an excellent foundation on which to build your skills and knowledge.

Fabulous Resources

Upon registration you will receive extensive training materials together with a comprehensive Handbook which will guide you clearly through every step of your studies. Having taken the time to browse through this guide you will feel comfortable, confident and eager to commence. In the unlikely event that you are unsure about anything our friendly staff would love to hear from you in order to answer your queries. It is important to us all that you are fully empowered to learn.

You have immediate password access to the student member's area which is a 24hr a day online community where you can:

- access an ever expanding range of training materials and working documents
- be in contact with over 1000 coaches worldwide (find a study buddy!)
- promote your services.

Convenient and Varied

The learning is delivered in a truly multi-media format. This variation maintains motivation as well as making it easy for you to fit around your work and social life. Reading can be done at home, in the garden, on the train or at the office. You can listen to Teleclasses online or download to your MP3 player so that your learning is totally mobile—take it in the car, for a run or to the gym. Coaching practice takes place at times to suit you, and the 3 day jam-packed residential 'The NM Coaching Experience' runs regularly so you can choose one that suits your learning schedule.

Comprehensive and Professional

There are ten study modules that form an essential part of your course studies and they all provide rich content and activity to expand your learning on the key topics that, in combination, form the core experience of being a coach. You can then choose which three of them would interest you most for further study.

Conversation
Questioning
Listening
The TGROW Model
Building Rapport

Beliefs
Values
Building Self-Esteem
Goal Setting
Ethical Coaching

Teleclasses provide verbal tuition from experienced and highly qualified Coaches regarding many of the important facets of coaching. The topics covered complement and expand on the study modules and provide valuable underpinning knowledge on which coaching skills are founded. There is a huge range of teleclasses available to you including different lecturers speaking on the same subject thus offering various viewpoints, approaches, methods of working and expertise.

Because you can listen to these calls online, download to your computer or transfer onto your MP3 you can listen to them as often as you want, until you feel really comfortable with the learning that has taken place.

Learn by Example

Listen to a host of coaching sessions recorded for you. These are real examples including students undergoing Coach Mentoring and Final Assessments. Hear the mentor and assessors feedback on each session so that you learn good techniques to use and pitfalls to avoid. If you love to learn through listening to others this is an invaluable tool for you which you can use continuously.

Great Support

There is a whole wealth of support available to you throughout your studies and much of this is detailed at the back of this brochure, but, needless to say, we want you to succeed and we will go out of our way to make sure you do. The Head Office team is a great bunch of friendly people who just love talking to students and supporting their growth.

If at any time you are unsure about how to do something or just want a chat and a boost, just phone us up. We're always happy to hear from you.

Building your Coaching Practice

We take pride in the fact that in our view we provide more opportunity than any other company for our students to build their Coaching Practice. We do not take up a huge chunk of the main course on this subject as for those intending to apply their skills in current employment, it is inappropriate. However, from practical written guidance given upon completion of the residential experience and advice at the end of a phone to additional workshops and optional membership of our Business for Coaches, if you want to build a successful coaching career, Noble Manhattan can support you all the way.

Diploma Programmes

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Practitioner Coach Diploma (cont)

Intense Learning at The Residential Experience

For any coach it is the acquisition of the sensitive, powerful and insightful coaching skills that are the most exciting parts of the learning process. This is why you will enjoy three days of intense, highly interactive training during which you will develop coaching skills and learn how to use powerful coaching models. The training, interaction and feedback experienced during these three days are unparalleled in the coach training world.

You will be treated to three days of fabulous training, in a wonderful, peaceful environment at a luxury venue. Delivering the training in this manner sits very comfortably with Noble Manhattan’s ethos. Not only does it cause minimum inconvenience to our students, many of which travel from afar and do not want to be going backwards and forwards for 1 day events, but it also minimises the carbon footprint of our training.

Equally important is our belief that you should be freed from any other demands on your time or thoughts so that you can take full advantage of the learning environment and the opportunity to mix with like-minded people. There are tremendous benefits gained from spending time with other students outside of the classroom environment. You can learn a great deal, develop life-long friendships, link up with study buddies and generally enjoy yourself.



Some of the subjects you will cover include:-

DAY ONE
<ul style="list-style-type: none">• TGROW coaching model• Listening skills• Feedback• Understanding role of coach - client relationship• Develop practical skills for effective coaching• To transfer best practice from the classroom and apply it to the coach/client relationship• Learn how to to achieve goals and solve problems pro-actively• Learn how to establish issues on which to be coached• Understand the importance of helping clients to consider and choose options• The Coaching Partnership Model• Balance between pulling and pushing• Quality of an ideal coach• Real-life case studies• Understand barriers to coaching• Construct a personal development coaching plan• Learn what “best practice” means in today’s coaching environment• Gaining the successful qualities of coaches

Individual Mentoring for Coaching Skills Development

Helping you to hone your practical coaching skills is a dedicated Mentor Coach who will work with you on a one-to-one basis. These sessions are conducted by our highly trained and experienced Coaches who work to Noble Manhattan standardised assessment criteria.

You will enjoy no less than 6 one-to-one coaching sessions, structured specifically to give you practise in coaching on many of the most common issues. You may also coach on a topic of your own choosing, which you can arrange with your Mentor. So if there is any particular issue in which you are interested you have the opportunity to develop your skills in this direction.

After each session your Mentor Coach will provide you with thorough feedback and guidance on improving your skills so that you reach a level of competence and confidence that Noble Manhattan students are proud to possess.

Continuous Professional Development

Throughout your course you will keep track of your development and this record will stay with you during your growth as a Coach, recording any further courses, experiences or knowledge gained. It will be a fabulous testament to your hard work and the exciting path along which you have travelled. All professional coaches take seriously their own learning and development and always recognise the value and importance of growth and the desire to be the best.

Noble Manhattan trains professional coaches to a very high standard and so helps to develop the tools to support their lifelong learning. After completing the Practitioner Coach Diploma, if you wish to develop your coaching skill set to encompass working in the executive, business and corporate environments you have the option to progress on to the Executive and Corporate Diploma.

DAY TWO
<ul style="list-style-type: none">• Learn coaching as a performance enhancement technique• Learn to generate more creative ideas and strategies for implementation• Learn to coach towards improved quality of life• Learn to coach with greater flexibility and adaptability to change• Learn to coach for the relief of stress• Learn skills in listening for, recognizing and quickly addressing potential obstacles and problems• Learn how to recognise and improve skill deficiencies in others• Learn a series of new tested transformation techniques for the coaching profession• Learn to develop a deeper understanding of your mind and how to observe and steer it• Master a key set of distinctions facilitating the flow of creativity• Learn how to discover and grow people’s potential through sponsorship• Start exploring a systematic approach to coaching• The Disney Creativity Strategy• The Miracle Question• Patterns of eye movements• The Money Clinic – changing beliefs about abundance• Belief conflict integration• Logical levels of the mind• Presuppositions-Finding Limiting Beliefs• Belief Change Script, Belief Conflicts, Time Line

DAY THREE
<ul style="list-style-type: none">• Raising awareness of the importance of self-esteem in coaching• Recognising levels of self-esteem• Understanding the difference between confidence and self-esteem• Measuring self-esteem• Learn how to coach clients to raise self-esteem• Practice coaching to raise self-esteem• Learn the importance of core values• Understand the relationship between values and goals• Learn how to conduct a core values elicitation• Learn the application of values elicitations in coaching• Learn the relevance of values and vision to goal achievement• Coaching a client to identify their vision• Learn how to help clients who are not particularly visual• An overview of goals setting• Understand the pitfalls of goal setting• Coach a client of goal setting

Diploma Programmes

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Practitioner Coach Advanced Diploma

The Practitioner Coach Advanced Diploma is designed for those who take seriously their coaching career working in the arena of life dynamics. It recognises that you will want to undertake continuous professional development and rewards that commitment to self-improvement.

Having completed the Practitioner Coach Diploma (or equivalent) you will be a professional practising coach working with clients on a regular basis.

Through this continued practice (which should be logged) and attending courses to improve the scope and quality of your coaching provision you are becoming an increasingly experienced coach and Noble Manhattan feels that the qualification you hold should reflect this.

The industry recognises different levels of coach and it is important that clients are able to identify that you are qualified to the right level. This will also be reflected in the fees you can charge for your services.

Having completed the Practitioner Coach Diploma the following courses can be taken at any time to suit yourself and your coaching growth.

Any 4 of the following 6 workshops:-

- Power Coaching
- Relationship Coaching
- Motivation Coaching
- Performance Coaching
- Results Coaching
- Building Your Coaching Practice

and

- The Quantum Goal Achievement 2 day course
- The Elegant Coaching Course using NLP

This is for you if..

- you are a Practitioner Coach (or equivalent) and want to enhance your career
- progression and continuous Professional Development is important to you
- you want to reach higher levels of industry recognised Coach status and respect within the coaching world
- you want to improve your earnings potential.

See how your status rises as you progress through the course

As soon as you have attended the 4 workshops and the Quantum Goal Achievement course simply check to see if you have accumulated 750 hours of logged coaching . Once you have you will have achieved everything necessary to qualify as a Noble Manhattan **Senior Coach**

As you progress further and your coaching hours continue to accumulate you will want to advance your coaching skills to incorporate the use of NLP (Neuro Linguistic Programming).

This is a natural development for any advanced Coach but nevertheless we feel it should be recognised. So, when you are ready you can join us on the fabulous Elegant Coaching Course. You may or may not have already logged 4000 hours of coaching, but as soon as you have the hours and the course you have qualified as a Noble Manhattan **Master Coach**

So, as you work through your Practitioner Coach Advanced Diploma you will, by default, reach a level of experience and ability to qualify as first a Senior Coach and then a Master Coach. Fantastic!

Diploma Programmes

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Executive and Corporate Coach Diploma

(optional ILM Executive and Corporate Coach Award)

Understand the Arena

You will commence your studies by undertaking a good overview of coaching in the workplace. You will look at methods, models and tools, business coaching, executive coaching, the manager as coach, and team coaching. You will learn a practical step-by-step approach that supports your understanding and development as a coach in the business and corporate environment.

In addition you will look at a practical approach to the world of leadership and what it takes to be a competent coach of leaders. You will explore material that considers the individual and what it takes for them to perform better within their organisations, and explores the relationship between the day-to-day behaviour of leaders and what might be the psychological “drivers” that underpin these behaviours.

Explore the Issues

Having established a good foundation of knowledge of coaching in the workplace, you will focus on 4 main areas which are prevalent in the business environment. Produced in self study format, these highly interactive modules are designed to consolidate and increase your learning whilst offering the flexibility and portability to facilitate learning that fits around your existing lifestyle and business commitments. You will select two of these for further research.

Executive Coaching

Definitions of Executive Coaching / Coaching models / Core competencies / Managing the Executive Coaching process / Return on investment

Team Coaching

The process for coaching teams / Outlining profiling systems to use in team coaching situations / Modelling characteristics and behaviours of high performance teams / Developing your team coaching skills

Leadership

Qualities and behaviours of leadership / Leadership skills for the Coach / Developing leadership strategies / Coaching skills for leaders

Organisational Culture and Managing Change

Types and causes of change / Life cycle of typical change initiatives / The need for coaching interventions and opportunities / Analysis, recognition and implementation tools for coaches to support organisational change

Acquire Knowledge and Know How

Verbal tuition will be provided via a comprehensive range of teleclasses which cover the following subjects:

- The ABC Model
- Corporate Coaching Competencies
- Coaching and Mentoring
- Leadership
- Building Vision
- Team Coaching
- Developing Workplace Culture
- Managing Change
- Values
- Global Working or Global Working & Cultural Difference
- Managing Conflict
- Diversity and Human Difference

You can listen to these sessions online or downloaded onto your MP3 player for convenient, portable studying.

Develop Your Skills

Already, you will be familiar with all the basic coaching skills, and will now start working one-to-one with your dedicated Corporate Mentor Coach to develop them in the context of coaching in the workplace. During each of the four one-hour sessions your corporate mentor coach will act as your client (for some of the time) whilst you continue to develop your coaching skills for the business and corporate environment by addressing issues common to that arena. You will be provided with thorough feedback and guidance on the progression of your skills.

Receive Supervision

As part of the Diploma programme you are provided with telephone-based supervision with a specialist supervisor coach. This aims to develop a working relationship which promotes your professional growth as a coach – with the supervisor’s role being to reflect back to you where they perceive possible or actual unconscious processes or where your professional approach can be strengthened.

Enjoy an Intense Learning Experience 3 Day Residential Weekend

The intensive, comprehensive and highly interactive 3 day residential workshop gives you the theory, demonstration and practise of Corporate Coaching skills in a safe and secure environment. Under the guidance of fully experienced Coaches and Tutors you participate in themed training sessions where every opportunity is taken to put theory into practise through a series of individual, syndicate and group activities.

Noble Manhattan’s preferred study centres are chosen with care and consideration. Our professional approach and considerable experience has shown that for our students to get the very best training, the environment must not only be conducive good learning but to also reflect the importance of the training undertaken. Study centres that maximise the learning process and reflect the standards of our training include Eynsham Hall in Oxford. It is a premier training centre that meets the NM’s stringent requirements. The Hall, set in superb landscaped gardens, nestles in some of the UK’s most beautiful countryside and is within easy reach of the M40. When you visit for the first time you will be inspired by its breathtaking beauty and immediately feel refreshed and energised. First class cuisine and private rooms with en-suite facilities ensure delegates enjoy the learning experience in a comfortable, relaxed and friendly environment where customer service is paramount.

This is for you if..

- you want to work with Executives and middle management within the Corporate market
- you want to start your own practice as an Executive and Corporate Coach
- you work within the corporate market and recognise the value of these essential skills
- you have a good knowledge of business
- you have completed the Practitioner Coach Diploma or can prove Approved Prior Learning.

Covered by the residential and its supporting notes:-

- ABC: working with the 3-D model
- Being a Coach
- Building a Coaching Practice
- Coach as Catalyst
- Coaching Clients Who Need to Manage Change
- Coaching and Managing Politics in the Workplace
- Coaching Masterclass
- Coaching Perspectives and Frameworks
- Coaching Practice and Feedback (peers and faculty)
- Coaching Review and Audit
- Corporate Coaching Competencies
- Leadership Coaching: Competencies Models and Perspectives Role of the Leadership Coach
- Ethical Practice
- Multiple Perspectives

Diploma Programmes

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Executive and Corporate Coach Advanced Diploma

There are many definitions of coaching. However, the main purpose is to help and support people to manage their own learning in order to maximise their potential skills and performance, and their personal and professional development.

Within the context of work, the coach is the catalyst, enabling change and progress for the client. It is also recognised that there is considerable scope for self-improvement available to the coach from within the coaching relationship, through practical application, theoretical study and professional supervision.

Increasingly, employers are seeking a combination of knowledge and understanding of the processes of coaching, as well as the practical skills to apply that knowledge and understanding in the workplace. Many organisations commission external coaches to support their staff at different stages in their careers.

This programme aims to provide you with the theoretical understanding, the experiential knowledge, and the necessary self-awareness to equip you to undertake coaching in a range of contexts, and be able to guide others in the practical skills and understanding needed for successful one-to-one support.

A Comprehensive Understanding of Corporate Issues is Imperative

If intending to operate in the Corporate arena it is absolutely essential that you have a thorough understanding of the issues prevalent in today's work environment. Much of this will be ascertained through a range of reading material as you are encouraged to read widely in support of your course work.

It is recognized that students at this level have a good understanding of the workplace and generally wish to specialise in certain areas so the course is designed for flexibility to facilitate personal choice. There are 7 modules within this course all of which provide rich content and activity to support your development in achieving the Executive and Corporate Coaching Advanced Diploma. You are free to choose any 3 of the given modules to be the subject of your studies.

Psychology and Coaching
Career Management Coaching
Managing Stress in the Workplace
Role Assessment in Coaching (diagnostic tools)
Developing Trust and Motivation
Organisational Disciplines
NLP and Business

You will then focus on just 1 of these areas of study for further reflection and analysis presented via a written assignment. In addition to the study modules is a range of teleclasses with support notes.

Building Trust
Corporate Social Responsibility
Establishing a Coaching Practise
Managing Career Development
Managing Stress and Distress
Managing Time
Motivation
Networking
Workplace Soul

You will be expected to study at least 6 teleclasses. These 'Establishing a Coaching Practice' sessions can be heard online or downloaded onto your MP3 player for convenient, portable studying.



This is for you if..

- you want to work with Executives, middle and top level management within the Corporate market
- you want to operate your own practice as an Executive and Corporate Coach
- you work within the corporate market and recognise the value of these essential skills
- you have a good knowledge of business
- you have completed the Executive and Corporate Coach Diploma.

Focus on the Coaching Process

The Advanced Diploma is carefully designed to interact with your coaching practice and will focus on your own work and coaching experiences to develop your identification and understanding of the coaching process.

You will select a topic that interests and engages you, about which you would like to know more and which will help you to develop your coaching competence through a coaching project. You will then design a coaching based project that involves additional research and coaching interaction which provides you and at least 1 of your executive or corporate clients with significant individual and organisational learning. You can submit a report/case study approach to demonstrate your own and your client's learning from this project.

Further Develop Your Coaching Skills

You have four one-hour sessions with your mentor coach and these are primarily to help you prepare for the skills assessment at the end of the course. You will be familiar with all the basic coaching skills, and this mentoring is intended to develop these to a more advanced level in the context of coaching in the workplace.

Your corporate mentor coach will act as your client (for some of the time) during mentoring sessions to support you in continuing to develop your coaching skills for the business and corporate environment. You will coach your mentor (in the role of client) and they will give you feedback on how you are making progress

Having undertaken the Executive and Corporate Coach Diploma and studies prior to that you will have accumulated many hours of coaching. However, with this experience will be the knowledge that the learning process never ends: especially if you are moving into new areas of the corporate arena or coaching at higher levels of management. Therefore you will continue to log your coaching hours and reflect on your learning experiences which you will also discuss with your Supervisor Coach.

Receive Supervision

As part of the Advanced Diploma programme you are provided with telephone-based supervision with a specialist supervisor coach. This aims to develop a working relationship which promotes your professional growth as a coach – with the supervisor's role being to reflect back to you where they perceive possible or actual unconscious processes or where your professional approach can be strengthened.

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Investment Options

CAREER DEVELOPMENT LOANS

Noble Manhattan Coaching Ltd is proud that their courses attract funding from the Learning and Skills Council (LSC) as this is a fantastic way for students to fund their course and only start paying for it after they have completed the course and are earning the extra money this can generate.

Since they were launched in 1988 Career Development Loans (CDLs) have helped tens of thousands of people to give their careers a lift. Men and women from a wide range of educational and employment backgrounds – employed, self-employed and unemployed – have benefited from the opportunity to invest in learning. Some have used a CDL to open the door to a whole new career. For others it has meant additional qualifications and improved prospects within their chosen field. So whatever your ambitions, a CDL can be the key to improving your working life, transforming your career prospects and unlocking a whole new future.

Quite simply, a CDL is a deferred repayment bank loan to help you pay for vocational learning or education. You can borrow anything between £300 and £8,000 to help you fund up to two years of learning. The Learning and Skills Council (LSC) pays the interest on your loan, while you're learning and for up to one month afterwards. If you finish the course before the agreed date, the repayment holiday will end up to one month after your last day of training. You then repay the loan to the bank over an agreed period at a fixed rate of interest.

There are three elements to a CDL; Course Fees, Other Course Fees and Living Expenses. You can apply for your loan to cover one or more of these elements. The loan can be used to cover up to 80 percent of your course fees plus up to 100 percent of any related expenses. If you have been out of work for three months or longer at the time of application, you can apply for a CDL to cover 100 percent of your course fees.



**Phone +44 (0) 1305 769411
and we can tell you all about
it.**

NMC EASY PAYMENT OPTIONS

You can choose to spread the cost of your course over a period of up to 9 months by taking advantage of one of the various easy payment schedules offered by Noble Manhattan. There is no interest charged, only a minimal administration fee.

This is a great service offered to assist our students who can opt to set up a monthly standing order or credit card authorisation.

NMC BURSARIES

Noble Manhattan's aim to make training accessible to everyone who has the desire to develop their skills and career opportunities means that there are also bursaries available to individuals who have suffered particular hardship. Applicants are assessed on an individual basis.



**If you feel that
this may apply to
you phone
+44 (0) 1305 769411
for further
discussion.**



Quality Assurance

ENDORSED BY ILM

The Institute of Leadership & Management (ILM) was formed in 2001 by the merger of NEBS Management and the Institute of Supervision and Management, and is part of the City & Guilds Group, the UK's largest vocational awarding body.

ILM is responsible for the majority of leadership and management qualifications awarded in the UK outside the HE sector. Currently, around 90,000 candidates per year register for ILM qualifications, which account for well over half of all qualification-based management training undertaken in the UK, at all levels. ILM has a growing membership of around 30,000 including both professional members and studying members.

Noble Manhattan Coaching could not have chosen a better organisation to endorse its programmes (where applicable). Recognised and respected within the business world employers will appreciate the high standards demanded by such an organisation and know the value of any course endorsed by them. If you would like an ILM certificate in addition to your Noble Manhattan Coaching qualification certificate, just ask us how.



ACCREDITED BY THE ECI

THE EUROPEAN COACHING INSTITUTE
Europe's Accreditation Body for Coaches and Coach Training Providers

The ECI facilitates access to quality accreditation for European coaches, contributes to the quality of accreditation in Europe and ensures the availability of a high standard of coach training. Quality control of coaching and coach training is a key element in this process.

All of the companies listed by the ECI have to go through a very thorough and exacting process and have had to prove with evidence their ongoing commitment to coaching, coach training and their students.

This rigorous process is one that ensures the acceptance only of companies that have the highest standards.

Noble Manhattan Coaching Ltd has its courses accredited by the ECI and is proud to hold the highest level of accreditation rating.



Noble Manhattan provides **the total training solution**

Sensational Support

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Noble Manhattan is proud to be known as the most caring coaching company due to the sensational support structure that we offer to our students. We believe that we are unique as a training company because we not only support our students when they are training with us but we also support their career once they have graduated by presenting them with the structure which will encourage business to flourish! Listed below are just some of the support areas in which we excel.

Personal Support

From first contact with the company the staff will ensure that you enrol on a suitable course and throughout your entire study period they will help with any problems and answer all your questions.

Support Groups

Noble Manhattan has support groups in many towns and cities which meet once a month; these are excellent opportunities to network in a particular area and for meeting other students, forming study groups and for students to get experience of coaching by offering members of the community free sessions.

Global Community

Noble Manhattan has a vast global community because their distance learning package means that they can make coaching available to everyone, all over the world. You will have access to the members' area which consists of chat rooms, online discussion boards and the chance to make new friends and meet other students. You can be great support for each other during your quest to become fully qualified coaches.

Exhibitions

Noble Manhattan regularly attends exhibitions. We offer you the chance to come with us and offer coaching sessions to members of the public interested in coaching, which helps you to establish business connections and possibly future clients.

Business for Coaches

Is a global on-line community offering one of the most comprehensive range of back office support services available. Invaluable to students and newly qualified Coaches alike, especially those with limited business acumen. Membership benefits include over 1,000 members with whom to network; over £500 worth of bonuses; unlimited free opportunities to promote your services; initiatives to generate extra income including additional work and PR prospects; and limitless access to a vast range of audio and documental resources. Basically, everything you need to establish and grow your business while saving you time, money and freeing you up to do what you do best - coach. Benefit sooner rather than later by logging onto **www.businessforcoaches.com**. Free three month trial only available to Noble Manhattan students.

Specialised Business Opportunities

Once qualified, you will have the chance to specialise in unique areas of coaching via cutting-edge business opportunities. These include:

- 1) Meaningful Change Weightloss **www.meaningful-change.co.uk**
- 2) Court Support **www.court-support.com**
- 3) Boardroom Coaching **www.boardroom-coaching.com**

Ongoing CPD

We are committed to helping you achieve mastery in coaching. Our programme of courses is specifically designed to encourage and enable CPD. In addition we provide regular teleclass lectures for all our students and graduates so that you are continuously updated with the latest from the coaching world.

Online Resources

Noble Manhattan has a wealth of online resources which can be accessed through the members area. These include recorded teleclasses, downloads, PDF's and much more to guide students through their studies and keep them up to date with current debates and affairs in the coaching world. We have information about virtually every aspect of coaching and are always updating and adding to the library.

Help Launching and Building your Business

- **Press release** - we will aid people who are setting up their own coaching business by providing them with a press release to issue to their local newspapers and radio stations.
- **Website** - we can assist you when it comes to creating your own website by writing script, creating the page and teaching you how to access it and make changes.
- **Stationery** - we have a contract with a large firm of designers and printers to give you the best stationery at the best price.
- **Brands Created** - work with our company and associated professional companies to help our qualified coaches to build a world class professional business portfolio and generate large amounts of business.
- **Reciprocal Links** - Noble Manhattan has one of the highest profile sites on the internet in the world of coaching. We are happy to provide a link to your site to gain more exposure and a more prominent place on the search engines.
- **Profile** - We are delighted to have secured deals with huge international franchises such as 'The Best Of' to help all our students and coaches raise their profile. **www.thebestof.co.uk**
- **Exhibitions, Business for Coaches and Specialised Business Opportunities** - as detailed on previous page.

Sales Training

On a regular basis we provide specialist training to help all of our students and coaches manage their business effectively.

Discounted Coaching

Once you are part of the Noble Manhattan family you need never pay full price for coaching again, we have organised special TRADE RATES for any of our coaches who wish to have coaching themselves.

Ambassadors

Be proud of your industry, love what you do, be an ambassador for the world of coaching and Noble Manhattan coaching and earn an income by promoting quality coach training.

One-on one with Gerard

Gerard is always happy to have a coffee on the phone or face to face with both students and qualified coaches and is happy to offer advice and support whenever people feel they need it, or just have a friendly chat!

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Corporate Services & Courses

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Truly develop a coaching culture in your business...

From the Chartered Institute of Personnel and Development:-

Developing a Coaching Culture

In recent CIPD research, Clutterbuck and Megginson describe a coaching culture as one where 'coaching is the predominant style of managing and working together and where commitment to improving the organisation is embedded in a parallel commitment to improving the people'.

Of those respondents to our Learning and development survey 2006 who use coaching, an overwhelming majority (93%) said that they believe that a coaching culture is either 'very important' or 'important' to the success of their organisation. More than seven out of ten (72%) identify improving individual and business performance as the main objectives for developing a coaching culture. When asked what activities they were implementing to support this, **47% indicated that they are training line managers in coaching skills, 18% said they are providing coaching** via a network of internal and external coaches and 35% said that they were combining both of these approaches.

Noble Manhattan – the market leader in coach training for professional organisations



Endorsed by the Institute of Leadership & Management

CERTIFICATE IN WORKPLACE COACHING

- CIWC is a unique, innovative programme that trains managers to be coaches in the most cost effective, timely way possible.
- It is designed and delivered by experienced trainers who are also Noble Manhattan Master Coaches.
- The programme is accredited by the European Coaching Institute and the ILM.
- It has delivered proven results and continues to outshine all other comparative in-house coach training programmes currently available.
- Attendees receive a certificate upon successful completion of the programme.
- The ongoing website support offers limitless opportunities to 'top up' coaching skills and the entire 'package' represents an excellent return on investment.
- Up to 25 delegates can attend at any one time, for which the cost per capita can be as little as £1000.
- The programme can be run at a location geographically convenient for the client, thus reducing travel and accommodation expenses for the delegates.

From a Certificate in Workplace Coaching course with Pepsico International Sept 06
We need to make a coaching culture in Pepsi. It's the way forward... Vikram

Discover how the Certificate in Workplace Coaching programme can benefit your staff and your organisation.
Contact Noble Manhattan today on **freephone 0800 1910 100**
or e-mail **info@noble-manhattan.com**

Corporate Services & Courses (continued)

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... and invest in your employees to reap the benefits

From the Chartered Institute of Personnel and Development:-

External coaches are now used by 64% of the organisations surveyed, with their use generally being reserved for senior-level or high-potential employees.

The primary relationship in any coaching activity is between the coach and the individual, but this is not the only important relationship. Other key stakeholders include the person representing the organisation's interests – most frequently an HR practitioner and the individual's manager. Both of these parties are interested in improving the individual's performance and therefore their contribution to the organisation.

Noble Manhattan
– the best provider of highly trained
and experienced
corporate coaches



EXECUTIVE AND CORPORATE COACHING SERVICES

Let our superb Executive and Corporate Coaches work with selected individuals within your organisation. This coaching interaction aims at developing a person's skills and knowledge so that their job performance improves, hopefully leading to the achievement of organisational objectives. It targets high performance and improvement at work, although it may also have an impact on an individual's private life.

Research findings show that coaching enhances:-

- Business acumen
- Financial management
- Leadership
- Organizational skills
- Analytical and innovative thinking capacities
- Social and communication skills
- Trust and commitment to action
- Rewards and acknowledgement
- Presence
- The revealing of hidden skills and talents
- Increased job satisfaction and staff retention
- Improved team working
- Reduced stress in the workplace

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Why Choose Noble Manhattan?

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Hello,

Well, I could give you a whole ream of reasons why you should choose Noble Manhattan for your training—the high standards, the quality, the endorsements by ILM, the accreditation by the ECI, the opportunity to progress with ease, the opportunities to work with the company once qualified, the high reputation of the company, the wide range of support, the friendliness of our staff—and so on. But generally speaking we are far more modest than many of our competitors who make outlandish claims but fail to deliver. We would rather boast less and deliver more!

We find that people are intelligent, sensitive beings who are generally able to determine for themselves with whom they feel more comfortable and where they feel they would be most successful in their coaching journey. I was honoured to receive an email (excerpt over the page) from someone contemplating coach training.

Noble Manhattan is different ... we really are! Read her email, give us a call, have a chat and decide for yourself.

I hope this brochure will provide answers to many of the questions you may have, but I'm sure there will be others and you'll undoubtedly benefit by talking to someone or attending one of our Introduction events. Don't worry about being unsure, just being curious, not wanting to commit, not wanting to be under pressure - that's absolutely fine! There's no pressure here—we're just happy to help!



Gerard
(Gerard O'Donovan, founder and C.E.O
Noble Manhattan Coaching)

Dear Mr O' Donovan

Last year I was researching into Life Coach training colleges with a view to training myself, and the response was so extraordinary that it occurred to me last night that I should've sent the results to you. (I sent the results to Euro Coach so if you had a curious mass intake that's why! And I've been sending them to everybody who enquires about training colleges ever since).

What was amazing was the fact that the coaches who had trained at all the other colleges, mainly Results, the UK College, the Academy and Coach-U, all responded by saying the same thing, in a factual way - a typical reply being "the training was very good and I can recommend it"; whilst the replies from coaches from Noble Manhattan were enthusiastic and full of superlatives. It was such a striking difference that there was no decision to be made and I wondered why anyone was training at any college other than Noble Manhattan. I concluded that it could only be because most people don't go to the trouble to do all the research that I did.

Anyway, here are some of the comments I got via email, I didn't record the many phone conversations I also had, which were along the same lines. I had more phone conversations than emails.

(Noble Manhattan Note: The following is just some of what was sent, space does not allow for it all).

.... "I was trained by Noble-Manhattan. I originally had signed on with another coach training company but switched to Noble-Manhattan before starting. It was the **best** decision I ever made. The course material is **great** and the support is **terrific**. They are also the **best** value considering you get about 290 hours of tuition. The big difference about their approach is that they have a very '**spiritual**' approach. They believe in what they're doing, they're **very ethical** and **helpful** and **not at all pushy** either in terms of selling or the student progress. You also get ongoing support".

... I did not see your original request, but I know Gerard O'Donovan who heads up Noble Manhattan and **he is one of the most sincere, motivating and inspiring people you could meet** and above all else **he is extremely ethical**. I have experienced his teaching and it is **fantastic**. I would have no qualms in recommending him or Noble Manhattan to study with.

... "After a lot of research throughout the world I trained with Noble Manhattan. I am more than happy to talk to you and discuss the Noble Manhattan training with you but one of the things I do say is that the best way to make a decision is to attend an Introduction Day. This will give you a great opportunity not only to meet with coaches who have trained with them, but also to meet with current students and Gerard O'Donovan, principal of Noble Manhattan. What can I say:

- they are an accredited training company,
- the training material is **superb**,
- the training methodologies are **incredible**
- the quality of trainers, mentor coaches, teleclasses, student support, eg group **support is out of this world**
- the after care of students who have trained with them is **superb**.

After a lot of soul searching about companies to train with it was with **pleasure** that I selected and qualified through Noble Manhattan. I look forward to being of assistance where I can be in helping you make that very difficult decision.

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