

# acumen coaching programmes

acumen coaching  
by t2 group

# Our approach

We are a passionate coaching company who aim to help everyone achieve their potential.

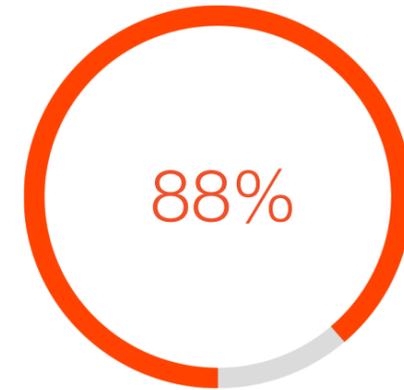
Everything we do is underpinned by combining training with executive coaching.

Research has shown that training alone on average increases performance by 22% while training and coaching combined increases performance by 88%.

Recent changes to government funding have enabled high-level coaching to become more accessible than ever before. It is our intention to ensure that every business in the UK has the opportunity to develop the skills of their directors and managers, through accessing funded training combined with high-level executive coaching through our **executive acumen** and **management acumen** coaching programmes.



Training alone on average increases performance by 22%



Training and coaching combined increases performance by 88%

We begin every programme by understanding a client's key challenges, each individual's precise needs to meet these challenges and what their idea of personal success looks like.

We meet these needs through delivery of our **acumen coaching** programmes – leading to Apprenticeships at various levels delivered through our team of experienced coaches.

We deliver these programmes entirely in the workplace on a 121 basis to ensure new skills are applied effectively at work. Additional support is provided through a Virtual Learning Platform enabling you to access new ideas and techniques when and where you want.

## Our programmes are:

- **Relevant** – we support you with up-to-date, leading practice and help you apply this in your day to day work through our team of expert coaches
- **Practical** – we ensure it's easy for you to access new ideas and techniques when and where you have the time, and ensure they are broken down into 'bite-size' pieces which makes learning and retaining them easier
- **Value** – we make sure that the learning works for you in your role and your business; if it doesn't, we try something else. The overall aim is to improve your performance in your role leading to better results for you and your business

## Companies look to acumen coaching when

- They want to develop or fine-tune their strategy and ensure everyone is aligned to the bigger picture
- They want to develop the skills of their managers to focus on their most important issues and biggest opportunities
- They need people to step up, be more accountable and solve their own problems
- They are frustrated that their management team are not getting the right message out to the wider team to drive performance
- Their managers are not fully taking accountability, don't have well-defined plans in place or solutions to problems with contingency plans for unexpected changes or underperformance
- They can't afford to waste money on management training that doesn't improve results
- Time is precious. They can't afford to have managers attending training away from the office and then returning to work and doing what they have always done



All our coaching programmes lead to ILM Diplomas in Management and new Apprenticeship Standards

## Our clients engage with us as our approach is very different

- You have your own dedicated, expert coach to work with you to improve the personal performance of every manager. They learn to fully understand your business and on-going needs, and support each manager through fortnightly 121 coaching. This ensures new skills are put into practice in your workplace.
- Your managers spend no time away from the office attending training sessions. Our coaches visit your managers at work at a time convenient to you ensuring minimum disruption to your business.
- Our coaches focus on overcoming your managers' biggest challenges throughout each programme.
- If you are a small business, we help you access up to 90% funding from government to ensure you can afford it. If you are a larger employer, you can spend your Apprenticeship Levy on funding the programme.
- All coaching throughout our programmes is focused on improving your managers' performance in their specific job roles.
- All our coaches are full time employees. We never have and never will rely on the use of freelance coaches, so we can fully control the quality of what we do and learn significantly from every client interaction.
- A dedicated Virtual Learning Platform enables you and your managers to access best practice leadership and management techniques in 'bite-size' pieces to solve real business challenges when you need them.
- At the end you will achieve ILM Accreditation and a new Apprenticeship Standard as proof of your development and competence; this is great for demonstrating that you are investing in your staff and helps keep your best people.

# The executive acumen programme

The **executive acumen** programme is aimed at busy directors and senior managers in a wide range of organisations who need to develop robust plans and contingency measures to ensure the success of their business.

The programme uses directive programme content to develop new knowledge and skills, combined with non-directive coaching to ensure you learn for yourself and apply new knowledge and skills effectively in the workplace.

The programme begins with looking at your strategy, then depending on your role you will either develop a strategic plan for your business or develop a detailed plan of how you contribute to your organisation's strategic plan.

The development of a high-performing team to deliver this then becomes the focus of your work with your coach over the next 12 – 18 months.

## To achieve this you will develop skills in the following areas:

- Developing and implementing an operational plan
- Managing product and/or service development
- Leading and managing change
- Effective project management
- Designing and improving business processes
- Optimising technology to improve productivity
- Continuous improvement
- Financial and budget management
- Developing your personal leadership and management skills

## How it works

- Your coach meets with you every six weeks to plan your learning with you
- You access our Virtual Learning Platform to develop new skills and knowledge at a time and place convenient to you
- You send work-based assignments detailing how you plan to apply new skills and knowledge to your coach as and when you complete them
- Your coach conducts fortnightly telephone/Skype coaching to help you apply new knowledge and skills to meet your specific business challenges
- At the end of each six-week module, your coach meets with you and your employer to review your progress and evaluate the impact of what you are doing on your business

At the end of the programme when you, your employer and your coach feel you are ready an end point assessment will take place. This is carried out by an external company to check that you have developed the required skills and knowledge and that you have applied them effectively in your workplace.



At the end of the programme, as well as your Apprenticeship, you will achieve an ILM Level 5 Diploma in Leadership and Management.

# The management acumen programme

Making the first step from team member to manager is the most challenging part of someone's career. However, we often expect someone to make this step easily as they were great in their previous role. The **management acumen programme** enables individuals to make the step seamlessly and if they have been in a management role for a while, analyse their leadership and management skills to identify how they can improve the results of their team.

The programme uses directive programme content to develop new knowledge and skills combined with non-directive coaching to ensure you learn for yourself and apply new knowledge and skills effectively in the workplace.

The programme begins with looking at Operational Management. Depending on your role you will either develop an operational plan for your business or a detailed operational plan for your department, which will contribute to your organisation's strategic plan.

The development of a high-performing team to deliver this plan will become the focus of your work with your coach over the next 12 months.

## To achieve this you will develop skills in the following areas:

- Leading and managing people
- Self-awareness and management of self
- Communication and building relationships
- Problem solving and decision making
- Project management
- Financial and budget management

## How it works

- Your coach meets with you every six weeks to plan your learning with you
- You access our Virtual Learning Platform to develop new skills and knowledge at a time and place convenient to you
- You send work-based assignments detailing how you plan to apply new skills and knowledge to your coach as and when you complete them
- Your coach conducts fortnightly telephone/Skype coaching to help you apply new knowledge and skills to meet your specific business challenges
- At the end of each six-week module, your coach meets with you and your employer to review your progress and evaluate the impact of what you are doing on your business

At the end of the programme when you, your employer and your coach feel you are ready an end point assessment will take place. This is carried out by an external company to check that you have developed the required skills and knowledge and that you have applied them effectively in your workplace.



At the end of the programme, as well as your Apprenticeship, you will achieve an ILM Level 3 Diploma in Management.

## Our latest published employer feedback by the Ipsos MORI

Our latest published employer feedback by the Ipsos MORI – Social Research Institute demonstrates why so many employers choose to partner with us:

Percentage of employers who graded us as 'Excellent' in the following areas:



## Personal reflection is a key part of our programmes; these are some recent reflections from learners:

"I haven't studied for a very, very long time so your coaching method and patience have really helped me. Under your guidance I have not only made a strong start to my course but started to achieve some great results in my management role"

**Rachel, Operations Manager**

"I would 100% recommend the programme. It gave me the ability to learn new skills and learn a great deal more about myself and my team. Whilst my 'stress bucket' was overflowing, I can honestly say that this has provided me with a lot of solutions to stop that bucket from overflowing"

**Dave, Senior Manager**

"The programme has helped me get the best out of my staff through really understanding their learning styles. My communication with them has improved through better meetings and appraisals. I've been able to fine tune aspects of my management style and in some cases discard lengthy and time-consuming methods completely"

**Robin, Managing Director**

"What I like most is how you adapt to each individual's style; this makes my staff feel confident, eager to learn and want to do their best. Please do not take this as one compliment but regard this as 15 compliments from 15 members of staff"

**Laura, Senior Manager**

"I just wanted to let you know about the fantastic service. Paul is one of the most professional trainers I have ever worked with. He makes us feel at ease, relaxed, happy and his knowledge is second to none. He deserves recognition for his excellent work and all the effort he puts in to help my staff reach their potential"

**Victoria, Operations Manager**



Head Office Melrose Hall,  
Cypress Drive, St Mellons,  
Cardiff, CF3 0EG.



[www.acumencoaching.co.uk](http://www.acumencoaching.co.uk)



+44 (0) 29 2079 9133



[marketing@t2group.co.uk](mailto:marketing@t2group.co.uk)

