

# CoachME LEVEL 7

(UK Qualification Framework)



## ICF LEVEL 3 MASTER CLASSES



# CONTENTS

- 01** Cultivating the Power of Reflective Practice
  - 04** Body/Mind Connection. Mystery or Mastery
  - 06** Cultural intelligence from cross-cultural understanding
  - 08** What's not being said?
  - 10** Blending Gestalt Approaches for Masterful Coaching
  - 12** A Deep Dive Into Working With Metaphors
  - 13** I Working with Space and Emergence  
II The Start, Check-ins and The End of sessions as well as coaching projects
- 

## **Welcome to the Master Classes for your ICF Level 3 CoachME Programme for MCC.**

We have ensured that all the MCC BARS have been blended throughout, aligned to ICF Core Competencies.

We have also worked to ensure that you receive theory, research, skills and the opportunity to practice content.

***Wishing you a great learning experience.***  
**The CoachME Team**



## **Master Class:** *Cultivating the Power of Reflective Practice*

### **Overview**

Reflective practice holds great importance in the professional development of coaches, mentors, and coach supervisors as it involves purposefully and critically examining their own experiences, actions and decisions. This process enables them to gain valuable insights, learn from their experiences and improve their practice. In this session, we will cover the significance of reflective practice in these roles and creative ways to reflect individually, with peers, in groups and with a team of coaches.

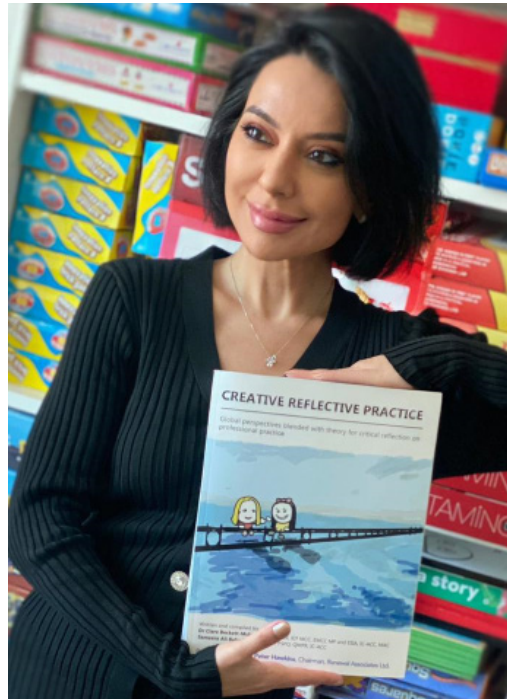
Coaches, mentors and coach supervisors can utilize various methods such as: self-reflection, journaling, peer supervision or seeking guidance from a mentor or supervisor to engage in reflective practice effectively. By incorporating reflective practice into their regular professional routine, they can enhance their effectiveness, deepen their understanding and provide better support to their clients or mentees.

### **Indicative Content:**

- 1. Enhancing self-awareness through reflective practice
- 2. Reflect to improve professional skills
- 3. Deepening understanding of our clients, supervisees or mentees
- 4. Reflective practice for ethical decision-making
- 5. Enabling professional growth and resilience through ongoing reflective practice

### **Competency Focus**

CC2 – Embodies Coaching Mindset



**This Master Class will be delivered by:**  
**Sameera Baba ICF MCC, EMCC EIA SP & ESIA**

Sameera is an ambitious trainer and coach who has developed her career in professional development and specialized in projects aiming towards self-development; she has managed many projects on national and regional levels in the last 15 years with a targeted number of beneficiaries exceeding 10,000 trainees and over 1200 training days in total.

Sameera has over 23 years of experience in management, coaching, training and development, marketing, sales, business development and customer service. She is the owner and the “Chief Initiatives Officer” in her own company (Mubadara for Business Consultancy), and she is the creator of (iReflect Tools) and co-author with Dr. Clare Beckett-McInroy of a book entitled (Creative Reflective Practice).

Sameera is recognized locally as one of the aspiring thinkers in training and development, coaching, mentoring, customer care and sales. She has been featured regionally in multiple programmes to empower youth, entrepreneurs, professionals and other field executives and professionals.



# REFLECTIVE PRACTICE

Sameera served as a Board Member of the Bahrain Society for Training and Development as Director of Professional Development. She served as the President of the International Coach Federation (ICF-Bahrain Chapter – May 2018 & 2019 term) and is an advisor on the board advisory committee for both entities.

Sameera holds a BSc in Marketing and management from the University of Bahrain, and she is also a Master Certified Coach by the International Coach Federation, MCC-ICF, a professional scrum master; she facilitates over 180 workshops targeting over 1500 participants every year. Currently, she is undertaking a Professional Diploma in Positive Health with RCSI to engage in reflective practice effectively.



# BODY / MIND CONNECTION

## **Master Class:** *Body/Mind Connection. Mystery or Mastery*

### **Overview**

In this Master Class, we will explore an often untapped source of wisdom - our bodies. Most of us already pay attention to body language when in a coaching session - ours and our clients. During this Master Class, we will dive deeper into body/mind connection and how to connect with this wisdom. Once connected, the next question is how will you use it to benefit you, your clients and advance the profession of coaching.

### **Indicative Content:**

- Understanding the body/mind connection
- Experiencing exercises to tap into the body wisdom
- Reflecting on where this wisdom will take you and your clients

### **Competency Focus**

#### ***Competency #6: Listens Actively***

6.1 Coach responds to client with an invitation into a deeper exploration of client thinking and behaviors.

6.2 Coach's responses to the client demonstrates an understanding of the client's emotions, energy, or learning and growth, in alignment with the client's agenda.

**This Master Class will be delivered by:**

***Benita Stafford-Smith***

- ICF MCC | EMCC EIA | Accredited Coach Supervisor with CSA and EMCC EISA | Psychology Major at Uni of Saskatchewan, Published Author and Co-Author
- ICF Global Chair of Credentials & Standards 2021-2021, established the ICF Oman Chapter 2015 and founding chair of the ICF ME PRISM Award 2017 | 2023 Coaching for Impact Award, Emerging Organization-proud of the work done with OQ, a Global Energy Company
- A resident of Oman for the past 15 years, from the cold north, Canada to the hot south, a fantastic journey
- ***Know all your theories, master all the techniques, but as you touch a human soul be just another human soul.*** – Carl Jung





# CULTURAL INTELLIGENCE

## **Master Class:** *Cultural intelligence from cross-cultural understanding*

### **Learning Outcomes**

- **Enhanced Cultural Sensitivity:** Participants will develop a heightened awareness of their own cultural biases and beliefs, enabling them to interact more effectively with clients from diverse cultural backgrounds.
- **Practical Cultural Quotient (CQ) Strategies:** Coaches will acquire practical tools and strategies to integrate Cultural Intelligence into their coaching practices, fostering deeper understanding and rapport with clients across cultures.
- **Improved Interpersonal Communication:** Participants will strengthen their cross-cultural communication skills, enabling them to navigate potential cultural barriers and facilitate more meaningful coaching conversations.

In today's interconnected world, coaching often transcends geographical and cultural boundaries. As ICF coaches, our ability to engage effectively with clients from diverse cultural backgrounds is paramount. This master class on Cultural Intelligence and Cross-Cultural Understanding is designed to equip you with the essential skills and insights needed to excel in this increasingly globalized coaching landscape, while upholding ICF's Code of Ethics. Through this transformative experience, you'll gain a deeper understanding of cultural nuances, learn practical strategies to bridge cultural gaps and enhance your ability to connect with clients from all corners of the globe. Join us on this enlightening journey to elevate your coaching practice and empower clients from diverse backgrounds to achieve their fullest potential in accordance with ICF Core Competencies.

### **Competency Focus**

- Develop cultural sensitivity and self-awareness to recognize and address biases, assumptions, and stereotypes in coaching interactions, aligning with ICF Core Competency 1: Demonstrates Ethical Practice.
- Acquire practical strategies for adapting coaching approaches to effectively meet the needs and expectations of clients from diverse cultural backgrounds, integrating ICF Core Competency 2: Embodies a Coaching Mindset.



# CULTURAL INTELLIGENCE

- Explore communication styles, non-verbal cues, and cultural dimensions that impact coaching dynamics and client engagement, while reflecting ICF Core Competency 4: Effective Communication Skills.
- Build cross-cultural rapport and trust by fostering open dialogue, active listening, and empathy in coaching relationships, as emphasized in ICF Core Competency 5: Active Listening.
- Enhance your ability to navigate cultural challenges, misunderstandings, and conflicts within coaching sessions - ultimately facilitating more impactful coaching outcomes and aligning with ICF Core Competency 3: Establishes and Maintains Agreements.

**This Master Class will be delivered by:**

*Iman Abrishamchi*

ICF MCC | Certified Mentor Coach | Organizational Behavior Coach | ICF PCC Assessor | MBA | DBA | PSM1 | Systemic Team Coach | International Business Coach enabling leaders, executives and entrepreneurs | TEDx Speaker



# WHAT'S NOT BEING SAID?

## **Master Class:** *What's not being said?*

### **Objectives:**

- Consider how to enhance our coaching skills by facilitating more transcendental thought processes
- Gain some practical strategies to immediately take forward into your practice
- Explore specific coaching competencies related to what is not being said

This CoachME Level 3 Master Class will focus on what lies beneath. So often when we are coaching, we sense that there is much more that the client could explore and, in masterful conversations, it is a fine art to create space and partner with your client to facilitate deep dives into the whole person and their systemic perspective. A focus on what is not being said often leads to coaching on a holistic level and, as a result, a deeper awareness of learning and growth. In what ways can you partner with your clients to hone in on 'what's not being said' in order to enhance your practice, as well as the overall coaching experience for your clients?

### **Competencies explored will include aspects of 4, 6 and 7:**

- Focuses on what the client is and is not saying to fully understand what is being communicated in the context of the client systems and to support client self-expression.
- Recognizes and inquires when there is more to what the client is communicating.
- Support the client in reflecting on their learning and discovery about themselves at a holistic level
- Coach's listening is cumulative from session to session and throughout each individual session.
- Use of inquiry, exploration, silence and other techniques that support the client in achieving new or deeper learning and awareness.
- Stimulates new client insights with minimal, precise questions that challenge the client to explore more deeply or to go beyond current thinking and feeling.

# WHAT'S NOT BEING SAID?

**This Master Class will be delivered by:**

***Caroline Beckett MCC, EIA, ESIA, MA***

- Caroline is a professional, well-qualified ICF Master Certified Coach and also holds Global Individual Accreditation at Senior Practitioner level EMCC. She works with clients across continents, cultures and contexts including large multinationals, SMEs, governmental and non-profit sectors.
- She holds a Global Supervision Individual Award with EMCC and is a registered, experienced, ICF Mentor Coach and Supervisor.
- Delivering on the CoachME Level 1, 2 and 3 programmes, Caroline especially delights in training aspiring Mentor Coaches and Supervisors.
- Ultimately, Caroline has a passion for coaching, mentor coaching, SUPERvision and training delivery; she thrives on making a difference by helping people and organisations to develop their competencies and reach their potential.





# BLENDING GESTALT APPROACHES

## **Master Class:** *Blending Gestalt Approaches for Masterful Coaching*

### **Overview**

Using gestalt in coaching enables coachees to get in touch with their 'whole selves' and to gain deeper awareness and insight, not only of their cognitions, but also of their physiological reactions to the topics they are working on. The approach helps coachees to identify how their perceptions, and the meaning they make, take shape in their whole being. Gestalt coaching enables coachees to identify and reflect on patterns of their behaviour, and through this to make changes in who they are being.

### **Indicative Content:**

- 12 ways to blend gestalt approaches into your coaching sessions one-on-one, with groups and with teams
- Why and how gestalt deepens understanding for clients
- Experience a demonstration of the gestalt empty chair experiment
- Practice the empty chair technique

### **Competency Focus**

We focus specifically on 'CULTIVATING LEARNING AND GROWTH - Competency #8 Facilitates Client Growth - 8.1 Coach checks in with client and their progress, learnings, and insights in natural and spontaneous ways throughout the session.' 'Coach invites the client to explore the lens through which the client is observing their current situation.' and 'Coach's invitations to the client primarily focus on exploring deeper learning or a path forward.'

### **This Master Class will be delivered by:**

***Dr Clare Beckett-McInroy EdD ICF MCC & ACTC, EMCC EIA MP & ESIA***

ICF Impact Award Winners 2023 for Coach Training. EMCC Special Recognition for Team Coaching. Thought Leader & Researcher. Global Speaker & Experiential Trainer. Master Coach & Master Practitioner. Accredited SUPERvisor. Expert in Leadership & Organisational Development. Psychometrist.



Clare is passionate about co-creating positive transformation in partnership with people, organisations & beyond... Her work spans culture transformation, systemic team, executive & board coaching, EDI, brand 'ignition', bespoke leadership development, 360 psychometrics, instructional design and experiential contextually based blended learning, performance management and research.

Clare has coached on the ground in 11 countries, 4 continents, including with global billion-dollar family businesses, Fortune 100s, oil & gas, foreign direct investment, education, insurance, health & telecom sectors. She is Founder of BECKETT MCINROY CONSULTANCY & #CoachME Coaching Model, resources & award-winning training, as well as the #TAP360 team level profiling tool, which have been translated into over 30 languages - living her values of inclusivity & enabling empowering system is through the benefits of diversity. She has trail blazed initially in the Middle East creating the first ICF ACTP & the first EMCC/AC Systemic SUPERvision programmes in Arabic.

Clare is Co-Founder and past VP of ICF Bahrain, Co-Founder and President of ICF Doha - Qatar, Co-founder of SuperME SUPERvision chain, Co-lead for Outreach & Research for Association of Coaching SUPERvisors (AOCS) plus Level A & B with the British Psychological Society. ICF HQ have drawn upon her experience as a Subject Matter Expert in the area of team coaching & SUPERvision. Clare was the Nominating Coach & internal Executive Coach for the ICF Middle East Prism Award Winners Qatar Financial Centre 2020.

Clare is also an author of 5 books most recently being 'Creative Reflective Practice', has numerous book chapters & 100s of articles including contributions for referred journals, Routledge & Forbes.

## **Master Class:** *Welcoming Metaphors into the Coaching Adventure*

### **Overview**

After listening to Master Coaches around the globe, our connection as humans is founded on story, metaphor and images. We nourish our being and connect to the deeper meaning of our perspectives through these methods and the systems we interact with. Metaphors help bring clarity and meaning to our clients and team members in ways that interact and stimulate all our senses which support the meaning making of this important work. Our exploration of this space is an important element of higher level coaching and co-creating awareness and growth through conversation and the reconnection within ourselves.

### **Indicative Content:**

- Explore ways metaphors can be used in coaching and ways they create impact in
- sessions
- The science behind metaphors and their impact on perception and understanding
- Using metaphors to facilitate self-discovery and insight
- Techniques for exploring and creating metaphors with clients
- Practice using metaphors in skill drills with your

### **Competency Focus**

This session provides a deep dive into ‘Competency #7: Evokes Awareness - 7.1 Coach partners with the client to explore the client’s stories, metaphors and imagery that support growth and learning.’

### **This Master Class will be delivered by:**

*Marc Bowles MCC*



## **Master Class:** *I Working with Space and Emergence* *II The Start, Check-ins and The End of sessions as well as coaching projects*

### **Overview**

In this Master Class we will explore ways to work with space and emergence and how to ensure we are fully present in the moment. We will also explore best practice for partnering at the start, throughout and at the end of coaching sessions and engagements for one-to-one, group and team coaching.

### **Indicative Content:**

- Recognise when space is needed in a coaching session
- Be aware of what you experience when 'holding the space'
- Practice working with emergence in coaching sessions
- Start coaching sessions in partnership
- Recontract throughout coaching sessions and engagements
- Closing sessions and projects in partnership and assessing immediate perceptions of return on investment/impact.

### **Competency Focus**

#### ***Establishes & Maintains Agreements***

- Coach partners with the client to explore the topic or focus of the session at a level that is meaningful to the client.
- Coach partners with the client to keep the desired outcome as a guide to the coaching conversation in a flexible, gentle and natural manner.
- Coach notices subtle shifts in the conversation and invites the client to change direction if the client desires.
- Coach engages the client as an equal partner in a collaborative coaching process.
- Coach provides space for the client to fully express themselves, share feelings, beliefs, and perspectives - without judgment.
- Coach acknowledges the client and celebrates client progress.

### **This Master Class will be delivered by:**

***Dr Clare Beckett-McInroy EdD ICF MCC & ACTC, EMCC EIA MP & ESIA***

Contact [simon@beckett-mcinroy.com](mailto:simon@beckett-mcinroy.com) to book your place.

## CONTACT US

Email: [office@beckett-mcinroy.com](mailto:office@beckett-mcinroy.com)

Email: [coachme@beckett-mcinroy.com](mailto:coachme@beckett-mcinroy.com)

Web: [www.beckett-mcinroy.com](http://www.beckett-mcinroy.com)



[beckettmcinroy](#)



[beckettmcinroy](#)



[beckettmcinroy](#)



[beckettmcinroy](#)



[beckettmcinroy](#)



[beckettmcinroy](#)



[beckettmcinroyconsultancy](#)



# AWARD WINNING SERVICE



## COACHING EDUCATION

“Coaching Education” recognizes coach educators and ICF-accredited providers who are leading and innovating coaching education.

The 2023 ICF Coaching Impact Awards – Coaching Education winners include:

### Distinguished Coaching Education Provider



**Winner:** CoachME/Beckett McInroy Consultancy – Bahrain

BECKETT MCINROY Consultancy / CoachME has been honored with the ICF Coaching Impact Awards – Distinguished Coach Education Provider, for their exceptional commitment to quality teaching and learning. With a team consisting of experienced professionals from diverse backgrounds, they attract attendees on public programs and from prestigious organizations including LEGO Group, Citi, DHL, Etihad Airways, Ooredoo, Saudi Aramco, EY and Cambridge Education. Their robust quality assurance processes and continuous focus on staying ahead of technology demonstrate their dedication to excellence. Offering a wide range of online tools and resources, including the CoachME Model which is now in over 30 languages aligned to their drive for DEIB, they create a dynamic and engaging learning environment. Graduates' continued involvement and advancement in their coaching journey are a testament to the training provider's outstanding support and challenge levels for Coaching, Mentor Coaching and SUPERvision training. By blending various creative elements with experiential learning, this provider ensures differentiated and impactful learning experiences for all participants. Their commitment to advancing the coaching field through research, collective learning, dynamic psychometric diagnostics and open sharing of knowledge makes them a deserving recipient of this prestigious award.



This certificate is presented to

*Dr Clare Beckett-McInroy*

in Special Recognition for the

**2022 Team Coaching Award**

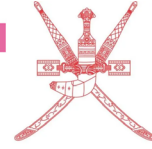
Dr Riza Kadilar  
EMCC Global President

EMCC Global award panel 2022 selected Dr Clare Beckett-McInroy to receive a Special Recognition for “...remarkable efforts promoting coaching good practice generally in the Arab world, and more recently team coaching”.

# AWARD WINNING SERVICE



ORGANISATIONS THAT TRUST IN OUR WORK



SULTANATE OF OMAN  
MINISTRY OF EDUCATION



الجامعة العربية المفتوحة  
Arab Open University



إبراهيم خليل كانو ش.م.ب.م  
EBRAHIM K. KANOO B.S.C.(C)



DULWICH COLLEGE



الجامعة الأهلية  
AHLIA UNIVERSITY  
BAHRAIN



YOKOGAWA



محكمة قطر الدولية  
ومركز تسوية المنازعات

QATAR INTERNATIONAL COURT  
AND DISPUTE RESOLUTION CENTRE



fives  
Industry can do it



معهد الإدارة العامة  
Institute of Public Administration



بنك البحرين للتنمية  
BAHRAIN DEVELOPMENT BANK



Doha  
Chapter

شركة مطار البحرين  
bahrain airport company



Morrisons  
Since 1899



الاتحاد  
ETIHAD  
AIRWAYS



بنك البحرين والكويت  
BBK



مركز قطر للمال  
Qatar Financial Centre



الوطني  
NBK



VIVA



unisono



UNIVERSITY OF  
CAMBRIDGE



BNP PARIBAS



CFA Institute



NUQUL GROUP  
SINCE 1932  
Growing Together