



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

**Neuro Minds Ltd and the Wales Academy for Professional
Practice and Applied Research**

MA in Professional Practice (Neuro Coaching)



Thank you for enquiring about the MA in Professional Practice (Neuro Coaching) with the Wales Academy for Professional Practice and Applied Research and Neuro Minds Ltd. This prospectus should tell you everything you need to know about the course and help you decide whether this is the course for you. *Dr. Sally Vanson*

OBJECTIVES OF THE COURSE:

The purpose of this programme is to provide students with the cognitive, critical and intellectual skills to become reflective coaching practitioners and to facilitate self-learning and development based on the work-based learning experiences offered by the Personal Development Plan, Learning Agreements and ICF Portfolio development within this award. Our MA has been developed to provide postgraduate level learning and practice in coaching for those starting to develop coaching skills, further developing a coaching professional practice or those who wish to develop a specialisation in coaching and mentoring within their leadership or human resource tasks.



This programme aims to provide students with the ability to develop a wide range of skills and competencies that will prepare them for a variety of career opportunities, including professional executive coaching in the UK, Europe, Middle East, South America and internationally. It will also provide a route for return to study and act as a foundation for those wishing to pursue a Coaching related Doctorate.

On completion of this programme students will be able to analyse, synthesise and evaluate those factors of Neuro Coaching that are required for a solutions focus. They will explore the themes of coaching to ensure that they become conversant with these main aspects of personal development. Students will develop understanding, application, analysis, synthesis, and evaluation.

A specific aim of this programme is to provide a course of study that enables professional accreditation from the International Coach Federation and a post graduate qualification. Ensuring that students are eligible for professional certified coach membership of a professional association is important if they are to meet the needs of the prospective employers and/or clients, especially those whose quality assurance processes require internationally professionally qualified and certificated coaches.



WHY STUDY FOR A MASTER'S DEGREE?

- Extend and enhance your knowledge and understanding of Neuro Coaching by means of a detailed and critical evaluation of each of the three core and one optional module areas and the 11 ICF competence areas that define the practice of coaching.
- Gain a critical awareness of current debates in Neuro Coaching and enhance your skills in evaluating the research that underlies these debates.
- Develop your written, oral, organisational, and problem-solving skills to an advanced standard enabling you to engage in professional and academic communication.
- Develop your abilities to design, conduct, and present an empirical research study in the area of Neuro Coaching to an advanced level in a sustained manner, at a level consistent with academic and professional standards.
- Learn to identify and reflect on the application of ethical principles to both research and practice in the field of Neuro Coaching.
- Develop critical awareness in analysing and evaluating data related to Neuro Coaching to a professional level.
- Refine your capacity to work independently and understand your role in and the process of, contracting with organisations as business coaches and mentors.
- Support your progression to further postgraduate study and employment opportunities in the area of Neuro Coaching.
- Prepare to apply for professional certified coach qualification with ICF
- Develop your understanding of the requirements and conduct rules of the ICF, including how to progress through to professional certified coach level, engage with coaching supervision and maintain CPD requirements.

WHAT QUALIFICATIONS WILL I ACHIEVE?

With this MA programme, not only will you finish the course with either a Post Graduate Certificate, Post Graduate Diploma or Master's Degree in Professional Practice (Neuro Coaching) from University of Wales Trinity Saint David, you can also earn qualifications through your studies along the way:

- Certificate in Professional Coaching Skills recognised by:
 - International Coach Federation (Accredited Coach Specific Training Hours)
- Psychometric certificates:
 - iWAM: Inventory for Work Attitudes and Motivation
 - Extended DISC
 - Facet5
- Certificate Higher Professional Coaching Skills recognised by:
 - International Coach Federation (Accredited Coach Training Programme)
- NEURO COACHING Practitioner Certificate
- NEURO COACHING Master Practitioner Certificate

OUR FACULTY

The development of Professional Neuro Coaching is an area of speciality for Neuro Minds with senior internationally recognised faculty such as **Dr Sally Vanson and Dr Lisa de Rijk**. Neuro Minds work with the Faculty of the Wales Academy for Professional Practice and Applied Research's (WAPPAR) Society for Coaching. This is a community of practice for coaching scholar-practitioners interested in building the body of knowledge for the profession through expert seminars and practitioner-based research. Members of the Society have contributed to the development of standards for the profession and the work of European Mentoring and Coaching Council, Worldwide Association of Business Coaches, and the Global Coaching Convention. WAPPAR is home to a thriving research group in Coaching responsible for a range of publications in the field. They are currently working at embedding coaching cultures within sectors as diverse as the third sector and education. Other Faculty members have been involved in the ICF Global ethics and assessments committees providing a further dimension to our offering.

MODE OF STUDY

This programme is carried out by blended learning. This means that you can complete assignments from home and attend block modules, at a variety of venues including the UK or your own country, if they have been arranged there. You will be able to fit your degree around work and family obligations. The programme can easily be taken part-time, completing in 2 years.

You will develop your Learning Agreement at the beginning of the course. This details the modules you have selected (where there is a choice) and the timetable for assignment submission. **Your learning agreement must be adhered to throughout your studies.**

WHAT WILL I LEARN?

Some students start this course having studied Coaching with previous training providers. We therefore recognise certain courses that meet the required standard for credits towards the MA. All students take the taught modules and practical assessments, and if successfully completed *prior to enrolling for the MA in Professional Practice (Neuro Coaching)* you must give evidence of your completion and that you have met the appropriate learning outcomes e.g. a Post Graduate Certificate from another University:

Not all courses are recognised as their content does not meet the learning and/or assessment outcomes agreed with the University. If you have already completed one of these training courses, you will need to check with Neuro Minds Ltd to see if your course is recognised. If you have not yet completed the training, you will need to ask Neuro Minds Ltd about enrolling on relevant courses.

Depending on the training course you will still need to write your reflective and work-based assignments. A full programme of modules can be found on the next page.

LEARNING METHODS INCLUDE:

- Modules including workshops with appropriate handbooks (including small group work and masterclasses)
- Action learning groups
- Peer coaching with tutor and peer feedback and client work
- Individual and/or Group supervision (possibility of sharing this with coaches within your own organisation as part of evaluation)

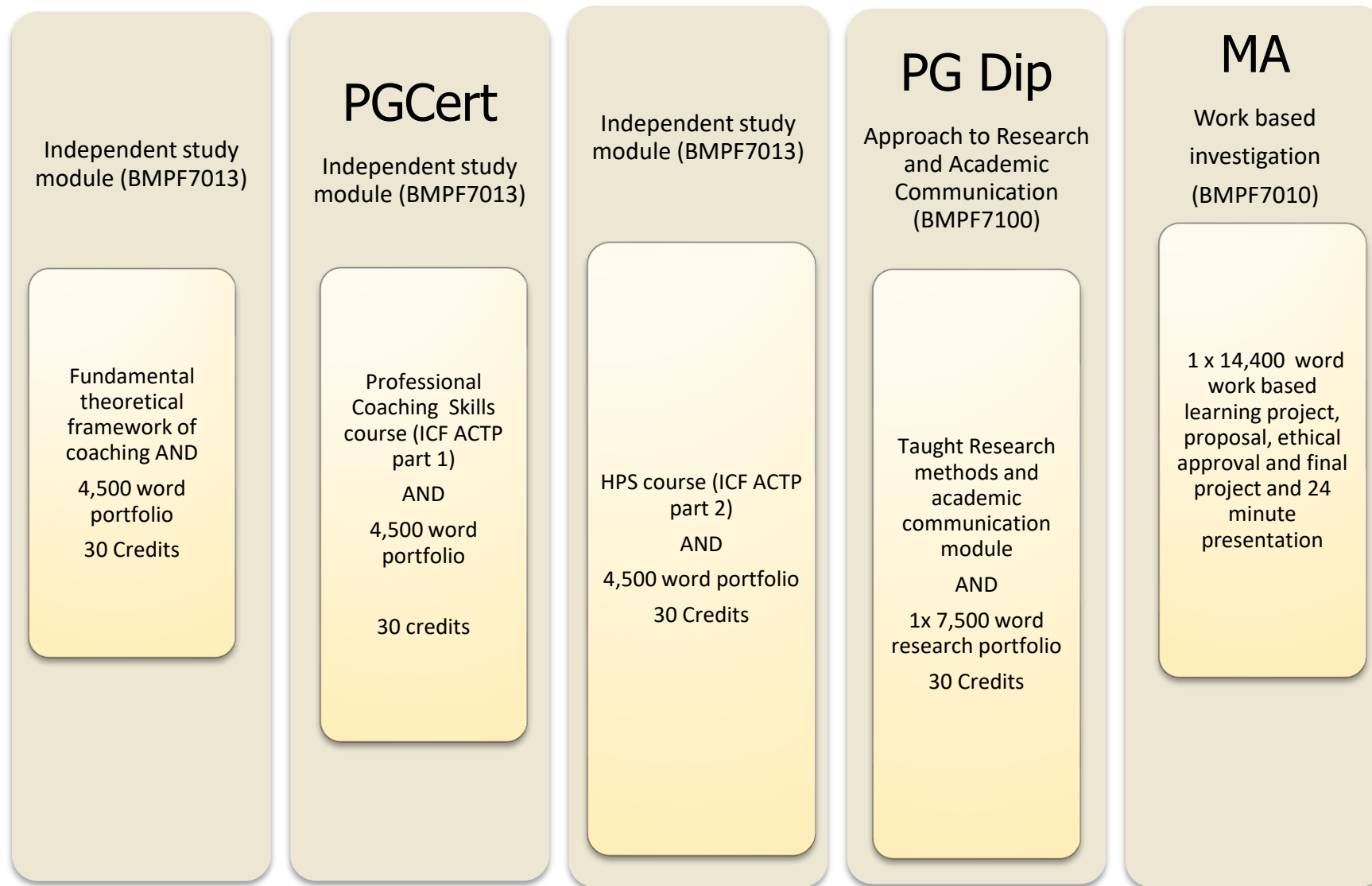
Programme structure. The University qualifications are structured around the Independent Study Modules plus the research module and the work-based project, so assessment is based on achieving the learning outcomes associated with those modules. Full content is found in the Module guides.



Module title	Module code	Module type	Credits	Tutor delivery time	Action Learn	Practical study	Means of assessment
1. Independent study module (covering Fundamental theoretical framework of neuro coaching)	BMPF7013	1 of 3 professional study	30	30	210	60	4,500-word portfolio to inc Practical assessment + 3,500-word reflective assignment
2. Independent study module covering (Professional coaching skills)	BMPF7013	1 of 3 professional study	30	30	210	60	4,500-word portfolio to inc Practical assessment + 3,500-word reflective assignment
3. Independent study module (covering Mastering ecological coaching)	BMPF7013	1 of 3 professional study	30	30	210	60	4,500-word portfolio to inc Practical assessment + 3,500-word reflective assignment
4. Independent study module covering (Higher Professional Coaching with Mentoring and Supervision Skills)	BMPF7013	1 of 3 professional study	30	30	210	60	4,500-word portfolio to inc Practical assessment + 3,500-word reflective assignment
5. Approaches to Research and Academic Communication	(BMPF7100)	Core	30	30	270	0	6,000-word portfolio to include review of research in the field and 1,500-word 20-minute presentation
6. Work based investigation	(BMPF7010)	Core	60	30	120	450	14,400-word report to include research proposal, completion and approval of ethics form, final project and 24-minute presentation.
Total MA			180	150	1020	630	

An example of a learning journey to build your learning agreement of 180 total credits for a full master's degree.

NB: Not all previous courses will count in full. Check with Neuro Minds to find out if yours could count as prior learning.



WHAT WILL I LEARN?

1. FUNDAMENTAL THEORETICAL FRAMEWORK OF NEURO COACHING

This module provides the opportunity for the student to focus on understanding the basic positive psychology, the underpinning theory, the systems, and techniques, and on learning and demonstrating neuro coaching, to facilitate clients to take action which results in sustainable high performance change for themselves, their teams and their organisation. Students will develop practical tools and techniques that are congruent with professional Neuro Coaching and be able to critically evaluate the performance of themselves and others. This content relates to topics to be studied in relation to one of the Independent Study modules.

2. PROFESSIONAL COACHING SKILLS

This module provides the opportunity for the student to develop an aspect of study defined by their profession as necessary to their learning and development needs. They will focus on discovering the techniques for coaching skills and underpinning knowledge in order to establish a progressive context for coaching. They will describe those patterns including making new distinctions in such a way as to understand how they relate to the outcomes they are connected to, and to managing transformational change and contrasting the personal and structural perspectives of coaching, while understanding the emergence of these concepts. Students will develop practical tools and techniques that are congruent with professional coaching and pay attention to understanding the need for contracting, ethics and boundaries. This content relates to topics to be studied in relation to one of the Independent Study modules.

3. MASTERING ECOLOGICAL COACHING

This module provides the opportunity for the student to develop an aspect of study defined by their profession as necessary to their learning and development needs. The module builds on the theoretical concepts presented at the certificate level and develops constructivism as the philosophical base for core psychologies in the cognitional coaching context. The content provides an in depth understanding of core personality processes and how these can be changed by altering the subjectivity of experience. Students will further develop practical tools and techniques that are congruent with professional cognitional coaching. This content relates to topics to be studied in relation to one of the Independent Study modules.

4. HIGHER PROFESSIONAL COACHING SKILLS

This module aims to develop the knowledge gained at Certificate level and integrate this into coaching practice. The module aims to incorporate a study of team influences on high performance, to evaluate unique individual processing preferences and motivational strategies, and to provide a coach supervision framework by which to address client generated topics. This content relates to topics to be studied in relation to one of the Independent Study modules.

NB: For this module students will undertake an ICF Accredited Coach Training Programme.

5. APPROACH TO RESEARCH AND ACADEMIC COMMUNICATION

This module develops an in-depth understanding of the philosophy, practice, and communication of applied academic research. To this end, the student will study: theory, paradigms, epistemology, and ontology – the philosophical underpinnings of practitioner research;

- a. positionality and bias in research;
- b. reading and evaluating literature as a practitioner-researcher;
- c. designing Studies – qualitative and quantitative methodology; measurement; experimental, quasi-experimental and naturalistic studies; causality and causal inference; sampling; common pitfalls and problems
- d. Making sense of data – approaches to data analysis, using theory to interpret data
- e. Generating theory
- f. Ethics in social research
- g. Making a contribution – What makes an original and important research question? Linking to other research; applied social research; developing recommendations for evidence-based practice.
- h. Academic communication – academic conventions and styles of communication; conference presentations; journal and report writing, peer reviewing; presenting academic research to non-academic audiences.

N.B. This module is mandatory for all students except those exiting with a PG Certificate.

6. WORK BASED INVESTIGATION

The module will require students to carry out a research project from a prepared proposal so will provide experience in producing reports to professional standards. Students will also need to complete a form for ethical approval and gain permission to proceed to the research project.

This work-based investigation normally forms a significant part of a master's programme. This is a major piece of independently researched work, providing an opportunity to carry out an in-depth investigation of a management problem or issue that should normally have a strategic dimension which addresses organisational issues and provides a process for solving management problems.

Independent study will provide the student with the opportunity to use and enhance the knowledge and intellectual skills gained during the course, by means of an extensive investigation of a significant management area. The module provides an opportunity for those studying any of the specialist programmes to explore an in-depth topic relevant to that programme. It also provides the opportunity for students to reflect on the research experience and use what they have learned to guide their future development via a reflective statement and development plan. This content relates to the final work-based investigation module.

ENTRY REQUIREMENTS

Students will normally be expected to have an appropriate undergraduate degree or equivalent qualification, a professional qualification of equal standing or a substantive portfolio of work experience at an appropriate level. Applicants should have relevant maturity, managerial experience and motivation and will gain from developing their Neuro Coaching knowledge and understanding and their coaching skills over the duration of the programme.

Holders of non-UK degree or other qualifications will be subject to the University's normal entry procedures regarding the assessment of the equivalence of qualifications. Where a candidate's first language is not English or not fluent English, advanced English Language competence in the form of

appropriate certificated learning (IELTS requirement of 7.0 or equivalent) must be demonstrated as detailed in the University of Wales Trinity St David Admission Regulations.

Selection to the course will be through completion of application form, and possibly a face to face or telephone interview. The interview is a process of mutual selection: for applicants to discuss how the course meets their needs and the course team to judge their suitability for the course.

APPLICATION PROCESS

APPLICATION FORM

In order to be considered for this course you will need to complete an application form online. This will confirm your interest and enable us to assist you with the next steps.

In order to be considered for the course you will need to be interviewed by a member of the programme team. This can be over the phone. Contact mastercoachen@fonixkomp.no to arrange an appointment.

WHAT WILL I BE ASKED AT INTERVIEW?

The interviewer will ask

- to hear about your professional background. This is to assess how relevant the course is to you. Do not worry if you feel your line of work is unrelated as our interviewers are aware that coaching can be applied in any profession or organisational context.
- about any other qualifications you have. Although students can be accepted with no previous qualifications, you will need to show that you have the ability to work at master's level.
- about any professional qualifications that may earn you APL (Accredited Prior Learning credits) for the course. These include accredited coach training programmes and approved Neuro Coaching practitioner, Master practitioner or equivalents, and Trainer's training courses.
- about your reasons for wanting to do the course. It is important that students understand the importance of committing to their MA programme so the interviewer will need to understand that you are aware of the work required and are looking forward to the journey.

APL PORTFOLIO AND FAST TRACK OPTION

This is an exceedingly rare route to follow! It is not a short cut and it is often easier to complete the modules.

Charges will be made for APL assessments.

For experienced coaches, there is an opportunity to claim for exemptions/credits for prior learning within the field. **Examples of the type of learning that can be recognised are ILM level 7 qualifications, ICF Professional Certified Coach and/or hours of practice in the field.** This exemption/credit can then be used in place of taking some of the modules. If you think that you could be in the position to take advantage of this 'fast track' option for the master's, then do discuss it with faculty prior to making your application to join the programme.

In order to be considered for accreditation of prior learning on this programme, each student must complete a portfolio detailing their prior learning and experience. This will include certificates, a full

CV and evidence of recognised learning and the application of this learning demonstrating meeting the module learning outcomes. There is an electronic template for portfolios which should be completed and accompanied by a 3,500-word maximum introduction demonstrating that you can critically reflect on your practice and learning to date.

You may normally claim a maximum of 60 credits for APL unless you have an equivalent post graduate diploma and are entering with advanced standing at master's level or have an advanced professional qualification that meets the appropriate learning outcomes.

You will be assisted with your APL application and given submission dates for your portfolio which must be completed before you can progress to the Masters' stage.

HOW WILL I BE SUPPORTED?

The dedicated team at Neuro Minds Ltd and Wales Academy for Professional Practice and Applied Research will be available to support you throughout your MA. You will be allocated a supervisor who will read drafts of your assignments and give you feedback. The Neuro Minds office is open 9am to 5pm on weekdays and can be phoned or e-mailed for advice about assignments. We will get back to you within 36 hours if there is no faculty member in the office. Virtual communication arrangements will be made to meet the needs of overseas students.

Online resources will also be used to put you in touch with other students studying for the same degree so you can help and support each other and you will be expected to form and contribute to action learning sets and reflect on feedback from your colleagues.

We strongly suggest that monthly conference calls or face to face meetings will take place with the other students in your cohort so that you can share learning and resources and benefit from other people's questions as well. The outcomes and reflections on these can be logged in your portfolio.

Support on this programme is only an e-mail or phone call away. The helpful course staff will make sure you have all the information you need. Because we keep cohort numbers small, we know all our students by name and can provide the right advice for you as an individual.

WHO TO CONTACT?

The whole programme is managed by Neuro Minds Ltd. For all enquiries contact Fønix Kompetanse AS:

E-mail : mastercoachen@fonixkomp.no

Phone: +47 450 54 648

Fønix Kompetanse AS, Thornegata 13, 3015 Drammen

Your contact is Cecilie Steenland who is responsible for any issues concerning the academic administration in Norway, and Scandinavia.

WHY STUDY WITH WALES ACADEMY FOR PROFESSIONAL PRACTICE AND APPLIED RESEARCH?

The **Wales Academy for Professional Practice and Applied Research**

<https://uwtsd.ac.uk/wiwb/> is part of the University of Wales Trinity Saint David, Carmarthen (Prifysgol Cymru Y Drindod Dewi Sant, Caerfyrddin) who welcome the opportunity to meet with people interested in developing themselves. They pride themselves on developing people and helping them value their experiences and learning that has occurred in the workplace; there are numerous pathways available for all potential learners.

Wales Academy for Professional Practice and Applied Research is one of the very few universities in the UK offering Work-Based Learning qualifications. This means that your degree is based on real life professional experience. It also means that we understand that fitting lectures round a busy lifestyle is difficult which is why this work-based programme offers flexible ways of studying.

The MA in Professional Practice (Neuro Coaching) exists in a portfolio which has a finger on the pulse of international organisations. This is a course for students with professional experience who want to study in an environment that respects and understands organisations.

WHY WORK WITH NEURO MINDS LTD?

This is a partnership programme. It was designed and developed by Dr Sally Vanson and is delivered by key personnel at Neuro Minds Ltd and accredited through a British/Welsh University. All module leaders have post graduate qualifications (several have Doctorates) and are specialists in the world of coaching and associated psychologies. They are all practising professional coaches.

Neuro Minds Ltd is one of few organisations in the world to have multiple international accreditations and awards for its programmes, thus offering students the opportunity to gain professional as well as academic qualifications. The programme has been designed to enable you to use previous learning and experience to apply for credits towards your qualification and to ensure that when you graduate you can call yourself a 'professional coach'.

Neuro Minds Ltd is renowned for its ethical and international approach and supportive environment. Module leaders from Neuro Minds Ltd sit on international regulatory and accreditation committees for several professional organisations, working at the leading edge of their professions.

Graduates from this MA will be supported to continue onto Doctorate Studies if that is their intent and further details will be available during the programme. Ongoing professional coach supervision is also available both face to face and by telephone, thus meeting the needs of our international clients and of course supporting the codes of practice of our professional associations.

We are currently supporting students in UK, Ireland, Australia, and Norway. Brazilian programmes will come on stream during 2020 - 2021.