

Leaders in coach-mentoring



global provider of premium
coach-mentoring services,
qualifications and personal
development products



Online Brochure
2008/2009

The OCM operates in three complementary areas and provides organisations with the most complete range of coach-mentoring services available in the UK and Europe.

We lead the field in the provision of coach-mentoring qualifications and in company accredited or tailored development programmes including a diverse range of workshops, executive coaching and much, much more.

These services are supported by the use of cutting edge and innovative online products derived from our years of practical applications and our extensive coaching knowledge and research.

We have turned this extensive knowledge bank into 78 products in two main types: those with a skills development focus and those that focus on measurement and return on investment.

The products are used to support our qualification and in company programmes or can be bought independently to provide online support to existing in company programmes.

The Learning Portal

A learning Portal is a customisable website that sits off your company's intranet (or website). It is used to deliver coaching and mentoring learning resources as well as providing a platform to help promote and embed coaching within your organisation.

Creating your own Portal couldn't be easier; all you need to do is select the products you would like to fill your portal with and we do the rest. It's that simple!

There is a one-off registration and sign-up fee of £950 which covers branding, tailoring, hosting, initial set up and ongoing technical support. You then have to select a minimum of three content options from our range of skills development products.

If you wish to add measurement or return on investment tools now is the time to choose, as we will add these into your Portal's design.

Once your Portal has been built, we liaise with your organisation's IT department to ensure that any technical issues are resolved from the outset. Once this is complete, you will have unlimited access to your chosen content for a one-year period. The contract period can be renewed for a longer period by negotiation.

All our skills development products are either streamed audio or video products that vary in length from 10 minutes to over an hour.

We have drawn on the experience of The OCM and many other renowned coaching and mentoring experts to produce this unique catalogue of products. Some of these experts include Eric Parsloe, Sir Jon Whitmore, Julie Starr, David Clutterbuck, Michael Carroll, Shelle Rose Charvet, Carol Wilson, Rosie Mayes and Colin Wilson.

Option 1 AUDIO SKILLS PRODUCTS

These 5 products are (approximately) 10-minute recorded discussions between experienced practitioners examining the salient issues of the key skills needed for effective coach-mentoring. All these products are accompanied by a supporting document that explains some of the theory behind the skills, as well as a transcript of the audio recording for those that like to learn in different ways. The skills included are:

- Listening
- Feedback
- Questioning
- Contracting
- Adjusting your style

Option 2 AUDIO TOOLS PRODUCTS

These 8 products are (approximately) 10-minute recorded discussions between experienced practitioners examining the salient issues of some of the key tools needed for effective coach-mentoring. All these products are accompanied by a supporting document that explains some of the theory behind the tools, as well as a transcript of the audio recording for those that like to learn in different ways. The tools included are:

- Progress Review technique
- Reflection Note technique
- Personal Learning Planning
- GROW questioning model
- Appreciative Inquiry questioning technique
- Where RU change management technique
- 3D analysis problem solving technique
- Using Diagnostics for personality profiling

Option 3 THE OCM CONFERENCE SESSIONS

These 19 products are audio recordings of most sessions at our annual conference over the last three years. Our conference has a very practical focus and is the place to discover the latest developments and insights in coaching and mentoring. We gather some of the most renowned experts from around the world to provide you with a range of insights including case studies, new models, critical debate as well as some interesting sessions from the likes of Ann Widdecombe MP and Donald Clark. The conferences included are:

- The OCM Conference 2006 – 6 sessions
- The OCM Conference 2007 – 7 sessions
- The OCM Conference 2008 – 6 sessions

Option 4 THE OCM SIGNPOSTS

These 12 products have been designed to act like “an internet librarian” to provide an overview of the chosen subject as well as a “signpost” to further learning. For example, each product provides a synopsis of the latest thinking and current theory on the subject area as well as providing the user with guidelines on how to find out more information on that subject; whether that is insights from leading experts on the subject, websites to visit or additional reading. The outcome is a “one stop shop” for everything you will need to know on the subject or instructions on how to find out more yourself. We have Signposts on:

- Manager as Coach
- Team Coaching
- Coach-mentoring in the Context of Change
- Psychological Insights into Coach-mentoring
- Executive Coaching
- Mentoring
- Mentoring Schemes
- Work Life Balance
- Life Coaching
- Maximising Potential
- Marketing Fundamentals
- Miscellany
- Coach-Mentoring Supervision

Option 5 EXPERT INSIGHTS

These 10 products consist of five streamed audios and five streamed videos. The views of experts will always mould and have an impact on our professional development. We have conducted a series of interviews with leading coaching and mentoring experts who have offered their thoughts, insights and expertise on a series of salient coaching and mentoring topics.

We have expert insights on:

- Coach-mentoring and Psychology (Audio)
- The Business Case for Coaching (Audio)
- How do you deal with aggression in a coaching situation? (Audio)
- Is a coaching approach age or gender dependant? (Audio)
- How do cultural differences alter your approach to coaching and mentoring? (Audio)
- The Importance of Learning Preferences with Peter Honey (Video)
- Corporate Social Responsibility (Video)
- Measuring the Value of Coaching (Video)
- Words that change Minds with Shelle Rose Charvet (Video)
- Applying NLP concepts with Julie Starr and Shelle Rose Charvet (Video)

Option 6 VIDEO MASTER CLASSES

Filmed at our annual conference, these two video products give you the opportunity to explore two key areas of coaching and mentoring in the company of two of the professions most well known names, Eric Parsloe and Michael Carroll. Watch a live coaching session with Eric or learn more about supervision with Michael, these are two sessions that are not to be missed.

Our master classes include:

- Coaching Young Managers with Eric Parsloe
- Supervision for Coach-mentoring Professionals with Michael Carroll

Option 7 COACHING IN ACTION VIDEO SERIES

Experience and expertise make a big difference in any field and even more so in coaching and mentoring. That is why few things will have a greater impact on your professional development than watching the masters at work. These four products give you the opportunity to watch the most eminent practitioners turn the theory into practice in a series of 45-minute videos. Our series includes:

- Senior Executive Coaching with Eric Parsloe
- Instant Coaching with Julie Starr
- Transpersonal Coaching with Sir John Whitmore
- Gestalt Coaching with John Leary-Joyce

Option 8 THE "HOW TO" VIDEO SERIES

These 13 video products provide bight-sized chunks of learning that focus on providing salient information and invaluable insights on a variety of coaching and mentoring subject areas. The videos are approximately 10 minutes in length and feature a range of acknowledged subject expert's as well as many other highly experienced practitioners. Our "How To" series includes:

- Building Rapport
- Coaching in the Context of Change
- Overcoming De-motivation
- Coaching Common Pitfalls
- Coaching to Build on Strengths
- Adjusting your Style
- Constructive Feedback
- Challenging Questioning
- Observant Listening
- Building a Positive Attitude
- Effective Contracting
- Putting the Skilled Helper Framework into Context
- Using the EXACT Goal Model

Option 9 THE DISCUSSION FORUMS

One of the Portal's main objectives is to create a platform from which you can help to embed coaching and mentoring within and across organisations. Besides filing your Portal with expert content, it is also possible to create a "Discussion Forum" that enables further informed discussion. By creating a shared dialogue space to promote coaching and mentoring you will help significantly to build a "coaching culture" within your organisation.

Alongside our range of skills development products, we also have a series of tools that can help to measure an individual's coaching performance, assess their strengths and weaknesses as well as providing indications of return on investment.

At The OCM we use these tools as part of our qualification programmes as well as supporting most of our in company programmes.

These products are sold individually and as such we will need to know how many of each you require before we build your Portal. A special link will be incorporated into your Portal which takes you directly to our self-assessment or 180/360 site.

Option 10 180 FEEDBACK BENCHMARKING QUESTIONNAIRE

The OCM 180 feedback benchmarking instrument produces quantitative and qualitative evidence to evaluate a candidate's progress in meeting the standards required for the award of a qualification or completion of a development programme. The instrument uses an online questionnaire to collect data from the 'learners' on their perception of the candidate's process and personal skills and attributes as well as the benefits they and their organisations have gained from working with them.

The responses are consolidated into a single score and given to the candidate with a comparison of the average scores from the hundreds of other responses collected by The OCM. This comprehensive national average, unique to The OCM, provides a simple but effective benchmark for a developmental discussion with the candidate's Faculty coach-mentor (FCM) or coach.

Option 11 360 FEEDBACK QUESTIONNAIRE

In addition to the 7 key management competences it is possible to add organisation specific competences to obtain valuable contextual development feedback from the manager, peers and direct reports or colleagues to compare with a self-assessment report. This technique provides the basis for meaningful coach mentoring sessions to develop a plan for performance improvement and greater self-awareness.

Option 12 ONLINE SELF-ASSESSMENTS – CORE, FOUNDATION, INTERMEDIATE AND PRACTITIONER LEVELS

These 4 online self-assessments are based on the EMCC and National Occupational competences which will help establish initial strengths and weaknesses and assist with ongoing Personal Learning Plans and are essential on EMCC accredited programmes but would add value to any coaching and mentoring initiative.



A one-off registration payment that includes branding of the Portal into company colours, tailoring of key messages, hosting for unlimited access, initial set up on company system plus ongoing technical support **for the complete contract period £950.**

CONTENT OPTIONS		FEES
1. AUDIO SKILLS	5 PRODUCTS	£500
2. AUDIO TOOLS	8 PRODUCTS	£800
3. THE OCM CONFERENCE SESSIONS		1 YR - £750
		2 YRS - £1300
	3 YEARS, 19 SESSIONS	3 YRS - £1425
4. THE OCM SIGNPOSTS	12 PRODUCTS	£900
5. EXPERT INSIGHTS	5 AUDIO, 5 VIDEOS	£1750
6. VIDEO MASTER CLASSES	2 PRODUCTS	£500
7. COACHING IN ACTION VIDEOS	4 PRODUCTS	£2000
8. "HOW TO" VIDEOS		ANY 7 - £1750
	13 PRODUCTS	ALL 13 - £2925
9. DISCUSSION FORUM		£350
10. 180 FEEDBACK BENCHMARKING TOOL	PER REPORT	£100
11. 360 FEEDBACK BENCHMARKING TOOL	PER REPORT	£450
12. SELF-ASSESSMENTS		1-10 - £50
		11-25 - £45
		26-50 - £40
	PER ASSESSMENT, ALL LEVELS	51+ - £35

For those individuals who are not part of an organization but still wish to purchase these products, please visit our Online Store at www.ocmc.net

