



Accredited Certified Coach

Programme Prospectus



Redefining Coaching
Excellence



Become a Certified Coach with the UK's Leading Dual Accredited Coaching Programme

With the global number of coaching practitioners reported to have surpassed 100,000 and executive coaching now a cornerstone of leadership development for one-third of Fortune 500 companies, demonstrating your credibility, expertise, and dedication to ethical coaching is more critical than ever before. In this competitive industry, your credentials speak volumes – to the clients you guide and the organisations you serve.

Actuate's prestigious Certified Coach Programme is the definitive choice for coaching professionals who aspire to lead and innovate in a rapidly evolving field. Uniting dual accreditation from the Institute of Leadership and Management (ILM) and the global Association for Coaching (AC), this qualification offers unparalleled international recognition, professional esteem, and adaptability across diverse coaching contexts. From executive boardrooms to transformative personal development sessions, Actuate positions you as a top-tier coach, ready to excel.

In today's professional landscape, coaching is indispensable for strengthening leadership, enhancing employee well-being, and inspiring organisational innovation. The Certified Coach qualification blends cutting-edge insights and future-ready skills, empowering participants to meet and exceed modern coaching demands.

Designed for ambitious professionals, the programme blends the flexibility of virtual classrooms and on-demand learning with the expertise of internationally recognised and accredited coaching facilitators who continually redefine excellence in their craft. These leaders offer real-world experience and groundbreaking methodologies, ensuring you gain practical, actionable knowledge to transform your practice.

Whether you are an aspiring or seasoned coach, a corporate leader, or an HR specialist, this programme prepares you to drive meaningful change in high-impact niches such as AI-enhanced coaching, wellbeing coaching, and ethical leadership.

This is more than a certification, it is a career-defining badge of excellence which sets you apart as a trusted authority in the coaching field.



Your Pathway to Coaching Excellence



Elevate your career with a certification that embodies excellence, expertise, and integrity, preparing you for success in a dynamic industry.



Achieve Certified Coach Status

Demonstrate your commitment to the highest standards of coaching, ethical practice and continued professional development. Externally marked and moderated by ILM and the global Association for Coaching, this certification proves your dedication to excellence, providing you with a decisive edge in a competitive field.



Obtain a prestigious ILM Level 7 Qualification

Our programme, accredited by ILM and the City & Guilds of London Institute – a symbol of excellence since 1878 – ensures your certification carries global respect and recognition across industries. This qualification validates your expertise and unlocks unparalleled opportunities to advance your coaching career.



Enhance Your Credibility and Competitive Edge

As an Actuate graduate, you'll receive exclusive digital credentials that elevate your professional profile, reflecting your achievement of the ILM Level 7 and Association for Coaching-accredited programme. These credentials integrate seamlessly into platforms like LinkedIn and your CV, signalling your expertise and professionalism to employers and clients while earning recognition and trust.

With Actuate, you're not just prepared to coach
– **you're prepared to lead.**

Who is the Certification for?

Actuate's Certified Coach Programme is thoughtfully designed to empower a wide range of professionals by providing the tools, knowledge, and credentials needed to excel in varied coaching roles. Whether you're an aspiring coach, a corporate leader, an HR professional, or an entrepreneur, this flexible programme offers customised pathways to help you realise your goals.

With certified coaches now earning 48% more than their non-certified peers and demand for credentialed professionals increasing by 33% in the last five years, this certification ensures you're ready to compete and succeed.

Aspiring Coaches

For those new to coaching, Actuate's programme offers a balance of theory and hands-on practice, enabling you to make an immediate impact. The modular design allows you to tailor your learning journey, combining foundational modules with electives aligned to your aspirations.

Corporate Professionals

With 93% of organisations incorporating coaching into their leadership development programmes, mid to senior-level managers are increasingly expected to serve as internal coaches. Actuate's electives – such as The Psychology of Coaching, Psychometrics in Coaching, Team Coaching, and AI in Coaching – provide the advanced skills needed to navigate team dynamics, address leadership challenges, and improve decision-making. These tools will help you amplify your strategic influence and drive organisational success.

Human Resources Professionals

HR leaders are pivotal in shaping positive corporate culture and driving employee engagement. Actuate's certification provides HR professionals with the expertise to deliver impactful coaching at both personal and organisational levels. Electives like Psychometrics in Coaching, Ethics in Coaching, and Effective Coaching Relationships ready HR teams to strengthen workplace dynamics and elevate overall performance.

Entrepreneurs and Business Owners

Entrepreneurs face unique challenges, from scaling operations to managing teams and achieving growth targets. Over 60% of business owners working with certified coaches report faster growth and improved decision-making. Actuate's modules, including The Business of Coaching and Team Coaching, provide actionable insights to help you lead your team and/or establish a successful coaching practice.

Specialist Coaches in High-Growth Sectors

Emerging industries like technology, healthcare, and sustainability require coaches with deep, specialised expertise. Actuate's advanced electives, such as "Psychometrics in Coaching" and "AI in Coaching", prepare you to excel in these transformative fields. By helping clients navigate innovation and manage change, you'll position yourself as an indispensable partner in their success.

Why Choose Actuate?

Advancing your Coaching career begins with the right certification. At Actuate, we provide more than just skills – we give you a distinct competitive advantage. Our programme sets you apart with exclusive features, ongoing support, and unparalleled value.

The Actuate Difference

Criteria	Actuate	Other Providers
Multi-Accredited Programme	✓	✓
Elective Modules & Specialist Learning Pathways	✓	✗
Government-Regulated Qualification	✓	✗
Regular Content Updates	✓	✗
Graduation Events	✓	✗
Active Alumni Membership	✓	✗
Learning Management System (LMS) Access	✓	✗
Post-Graduation Support	✓	Limited

Some of Our Clients



Exclusive Features to Elevate Your Coaching Career

→ **Flexible, Modular Learning**

Our modular format allows you to tailor your learning experience, giving you control over your professional development. With a blend of mandatory and elective modules, you can design a learning path that aligns perfectly with your career aspirations.

→ **Globally Recognised, Dual Accreditation**

This ILM and Association for Coaching dual-accredited coaching programme ensures your credentials are internationally recognised and respected across industries.

→ **Comprehensive, Coaching-Focused Content**

Our curriculum is meticulously designed to address critical aspects of effective coaching, from mastering essential skills and ethics to exploring advanced topics like "AI in Coaching," "Psychometrics," and mental health. This ensures you remain relevant and impactful in an evolving professional landscape.

→ **Personalised Support & Thriving Community**

Every participant receives dedicated guidance from a personal Qualification Support Agent, alongside access to an exclusive community of like-minded professionals. This personalised support ensures your success throughout the programme and forges connections that enrich your career.

→ **Learning Management System (LMS) Access**

24-hour access to our Learning Management System provides you with all necessary resources, virtual workshops, and assessments. This ensures a smooth, structured, and engaging learning experience from start to finish.

→ **Practical, Hands-On Assessments**

Our programme goes beyond theoretical learning. Through practical, real-world assessments, you'll develop the confidence and skills to apply coaching principles effectively in diverse professional scenarios.

→ **Exclusive Graduation Events**

Celebrate your achievements at our prestigious in-person graduation ceremonies. These events are an opportunity to connect with peers, industry leaders, and coaching experts, creating invaluable networking opportunities.

→ **Active Alumni Network**

Upon certification, you become a member of our vibrant alumni community. Enjoy access to exclusive resources, ongoing professional development opportunities, and updates on coaching trends. Our alumni network allows you to continue to grow in your coaching career.

→ **Ongoing Access to the Latest Resources**

The world of coaching evolves, and so does our content. Post-graduation, stay at the forefront of the field with access to our annually updated materials. Maintain your certified digital credentials and remain a leader in coaching best practices and innovations.

→ **Unmatched Value at a Competitive Price**

Actuate delivers exceptional value by combining a comprehensive curriculum, graduation events, alumni benefits, and continuous support. Our programme provides unparalleled benefits at a highly competitive price, setting you up for a lifetime of success.

More Than a Certificate – **A Career-Long Partnership**

At Actuate, we offer more than just a certification – we provide a lasting commitment to your professional growth. By choosing our Certified Coach Programme, you join a community dedicated to supporting your long-term success. We ensure you acquire the most relevant and practical skills needed to excel in today's coaching landscape.

Why Actuate?

With Actuate, you are investing in a future of excellence, impact, and transformative leadership.



What Does the Certification Include?

Transformational Coaching, Tangible Impact

The Certified Coach Programme delivers a transformative experience designed to instil the skills, knowledge, and confidence to succeed. Our approach is deeply practical, preparing you to immediately apply proven coaching methodologies and strategies in real-world scenarios.

Through immersive workshops, real-world case studies, and rigorous assessments, we ensure you don't just learn about coaching – you master it. By the end of the programme, you will be a highly skilled, certified professional coach capable of driving change across individuals, teams, and organisations.

Actuate graduates emerge as confident, ethical, and versatile practitioners, ready to navigate complex challenges with clarity and purpose. Our modules are led by accomplished, globally recognised coaching facilitators who bring industry-leading insights and best practices to every session.

The Mandatory Modules

The Fundamentals of Coaching

Discover the core principles and practices of coaching. This module lays the foundation for your coaching journey, introducing essential skills to help clients unlock their potential.

Effective Coaching Relationships

Learn how to build trust and rapport with clients and create meaningful relationships. This module explores strategies for encouraging open communication and maintaining professional boundaries while ensuring a collaborative coaching experience.

Ethics in Coaching

Delve into the ethical frameworks that underpin professional coaching. This module examines real-world dilemmas and prepares you to navigate complex situations with integrity, ensuring your coaching practice adheres to the highest standards.

Coaching Models & Techniques - Part 1 & Part 2

Gain insight into a range of evidence-based coaching models and techniques. These two modules provide the tools to tailor your coaching methods to meet diverse client needs.

The Psychology of Coaching

Understand the psychological principles that drive behaviour and change. This module explores motivation, resilience, and emotional intelligence, readying you to facilitate lasting transformations for your clients.

The Elective Modules

Psychometrics in Coaching

Enhance your coaching practice by integrating psychometric tools to assess personality, strengths, and development areas. This module provides practical skills for interpreting assessments and using insights to guide coaching sessions.

Mental Health in Coaching

Develop a nuanced understanding of mental health in the coaching context. This module covers how to support clients facing challenges while recognising boundaries and referring when needed.

The Business of Coaching

Acquire the knowledge to establish and grow a successful coaching practice. This module addresses branding, marketing, client acquisition, and financial management to ensure long-term sustainability.

Team Coaching - Essential Skills

Master the art of coaching groups and teams. This module explores techniques for facilitating collaboration, resolving conflicts, and driving collective success in organisational settings.

AI in Coaching

Discover the transformative potential of artificial intelligence in coaching. This forward-looking module examines how AI tools can enhance your practice, from automating administrative tasks to offering data-driven insights for personalised coaching.

What is the Certification Process?

A Guided Journey from Enrolment to Certification

The certification process is designed to support you at every step, ensuring a seamless and enriching experience. Here's how it works: .

1. Enrolment and Orientation

Once you've selected your enrolment date, you'll participate in a welcome call where we'll introduce you to the programme structure and expectations. You'll also gain access to our Learning Management System (LMS) and be paired with a dedicated Qualification Support Agent to guide you through your journey.

2. Module Completion

The programme comprises six mandatory modules and five elective modules tailored to your professional goals.

Mandatory modules are delivered as one-day virtual workshops led by seasoned coaching facilitators, combining theory with practical application to ensure you develop mastery in every area and take a cohort format.

Elective modules may be undertaken flexibly and are delivered via 1/2-day virtual workshops, allowing you to choose your participation from a selection of delivery dates and times.

3. Assessment and Feedback

To complete the programme and gain your credentials and certification, you will be required to:

- Undertake a written assignment
- Develop a Coaching Portfolio of a minimum of 2, and a maximum of 3, pro bono clients, undertaking a specified number of pro bono coaching hours
- Develop a reflective journey

Our expert team of leading coach facilitators are on hand to support you through the process and guide you towards completion of your programme.

4. Graduation and Certification

Upon successful completion of all required modules and assessments, you'll be invited to an exclusive graduation event and certification presentation, celebrating your success alongside your peers. Here, you will receive your physical ILM qualification certificate, digital programme certificate, and digital credentials, officially recognising your status as an Accredited Certified Coach.

Customisation and Tailored Pathways

At Actuate, we understand that every coaching professional has unique aspirations, goals, and areas of interest. That's why our Certified Coach Programme offers a flexible, modular structure that allows you to design a learning journey tailored to your needs.

Build Your Pathway to Success

By combining essential mandatory modules with a diverse range of elective options, we allow you to focus on the areas that matter most to your career. Whether you're an aspiring life coach, a corporate leader enhancing your leadership skills, or a specialist delving into high-growth sectors like AI or sustainability, our elective modules provide the versatility you require.

Examples of Tailored Learning Journeys

- **Corporate Leaders and HR Professionals:** Electives like Psychometrics in Coaching and Effective Coaching Relationships provide you with tools to address team dynamics, enhance employee engagement, and drive organisational change.
- **Entrepreneurs and Business Owners:** Modules such as The Business of Coaching and Team Coaching - Essential Skills focus on building a successful coaching practice while enhancing your leadership capabilities.
- **Niche Specialists:** Electives like AI in Coaching and Mental Health in Coaching prepare you to navigate emerging fields and deliver innovative, high-impact coaching solutions tailored to evolving client needs.
- **Aspiring Generalist Coaches:** By selecting modules across disciplines, you can cultivate a broad skill set, making you a versatile coach capable of addressing diverse client challenges.

Flexibility to Fit Your Schedule

Our programme is designed to accommodate the demands of busy professionals. Elective modules are offered across various dates and times, allowing you to complete the programme at your own pace while balancing other commitments. This approach ensures that your learning is as adaptable and dynamic as the coaching industry itself.



Post-Graduation

We believe that certification is just the beginning. Our commitment to your success extends far beyond the classroom, ensuring you have the tools, support, and community to thrive as a transformational coach.

Your Certified Accredited Coach Status

As a certified coach, you'll receive licensed credentials, continuous learning opportunities through your personal Learning Portal, and exclusive Alumni Membership benefits designed to elevate your practice:

- **6 x 1-Hour Group Supervision Sessions:** Supervision with an experienced Coach Supervisor helps you maintain professional competency and navigate challenges. These sessions provide a confidential space to refine your techniques, address ethical dilemmas, and gain new perspectives.
- **Club 7 Pass:** Enjoy free entry to our monthly learning and networking sessions, where you'll explore emerging coaching themes, share insights, and foster creativity alongside peers and experts.
- **Niche Specialists:** Electives like AI in Coaching and Mental Health in Coaching prepare you to navigate emerging fields and deliver innovative, high-impact coaching solutions tailored to evolving client needs.
- **20% Discount:** Unlock savings across our course catalogue and ancillary products, including 1:1 Coach Supervision Sessions, to support your ongoing development.

Join a Global Network of Coaching Professionals

When you complete Actuate's Certified Coach Programme, you join a vibrant global community of coaching professionals. Our alumni network connects you with an inspiring cohort of coaches, leaders, and industry experts worldwide. Enjoy exclusive access to coaching events, ongoing learning opportunities, and networking sessions that keep you at the forefront of the coaching profession.

Receive Comprehensive Post-Graduation Support from Our Expert Team

Our dedicated team provides personalised support to help you excel in your coaching career. Benefit from services like professional CV and LinkedIn optimisation and tailored career planning. This ensures you're equipped with the tools and confidence to establish or enhance your coaching practice.

Access Continuous Development Opportunities

Stay ahead in the ever-evolving coaching landscape with Actuate's continuous learning resources. As a certified coach, you'll have access to cutting-edge tools, webinars, and workshops designed to keep your skills sharp and your knowledge relevant. Additionally, participate in our annual refresher programme to maintain your credentials and showcase your commitment to excellence.

Commitment to Your Future

The Actuate Alumni network ensures you have lifelong access to resources and support that drive your ongoing success. From navigating the challenges of building a practice to staying current with the latest trends and methodologies, we are committed to helping you thrive as a transformational coach and trusted professional.



The ROI of Coaching Certification: Evidence-Based Insights

Return on Investment (ROI) for Learners

When it comes to coaching certification, the numbers speak for themselves. The ROI is clear – not just for individual learners but also for the companies that invest in coaching programmes. From enhanced career outcomes and earnings potential to measurable organisational impact, coaching certification offers evidence-based benefits that drive success.

Don't just take it from us – explore the data below to see how coaching delivers tangible results for individuals and businesses worldwide:

■ Career Outcomes

Earnings Potential: Certified coaches consistently earn higher salaries compared to their non-certified peers. For instance:

- Credentialed coaches earn 48% more on average than non-certified coaches.
- Executive coaches with over 10 years of experience can charge upwards of £256 per hour.
- Emerging fields like AI integration and sustainability coaching offer lucrative opportunities, with demand increasing globally.

■ Career Transitions

- 67% of certified coaches successfully transition into leadership or executive coaching roles within two years of earning their certification.

■ Long-Term Professional Development

Continuous learning drives career longevity:

- Professionals engaged in alumni networks and ongoing education report 20% higher career satisfaction and are more likely to remain in the field long-term.

■ Client Acquisition and Retention

- Business development training boosts client retention rates by 33%, as coaches develop stronger rapport and trust-building skills.
- High-performing coaches command fees between £99 and £249 per hour, with specialised coaching services leading to even higher rates.

Impact Metrics

Average Annual Earnings	£48,492 (entry-level certified coaches); up to £124,141 for experienced coaches
Retention Rate Increase	+33% for coaches with business development training
Leadership Impact	51% increase in revenue for companies using leadership coaching
Employee Engagement	67% higher engagement in companies with structured coaching programmes

Return on Investment for Organisations

■ Financial Benefits:

- Companies achieve an average ROI of 5.7 times their initial investment in executive coaching.
- 86% of organisations report measurable returns on their coaching investments.

■ Productivity and Retention:

- Productivity increases by up to 50% in organisations that provide coaching.
- Employee retention improves by 32%, as coached employees feel more engaged and satisfied.

■ Client Satisfaction with Coaching

- 87% of individuals receiving coaching report enhanced work engagement.
- 94% of business leaders experience improved performance due to coaching.
- 70% of employees feel more valued, improving job satisfaction and loyalty.

■ Performance and Leadership Development

- 95% of leaders state that coaching improved their work performance.
- 86% of organisations report measurable returns on their coaching investments.

■ Productivity and Retention:

- Productivity increases by up to 50% in organisations that provide coaching.
- Coaching boosts confidence for 80% of business owners.
- 72% of executives see significant improvements in communication, a critical leadership competency.

Impact Metrics

Average ROI	5.7x initial investment
Productivity Increase	+50%
Employee Retention	+32%
Leadership Confidence Boost	+80% for business owners
Team Collaboration	83% of companies report improved teamwork due to coaching programmes



How Actuate Prepares Future Ready Coaches

Preparing Coaches for Tomorrow's Challenges

At Actuate, we understand that the coaching landscape is constantly evolving. To stay ahead, coaches need to anticipate future challenges, navigate emerging trends, and align their practices with the latest governance standards. Our programme is designed to instil the knowledge and confidence to lead in a world of rapid change.

By addressing key trends such as digital transformation, mental health awareness, and diversity and inclusion, we ensure that Actuate-certified coaches are prepared for today's demands and poised to shape the future.

Key Trends Shaping the Future of Coaching

Trend	How Actuate Prepares You
Digital Transformation & AI	Actuate provides the tools to integrate AI and digital technologies into your practice, enhancing client insights, automating administrative tasks, and personalising coaching strategies.
Mental Health Awareness	With growing recognition of mental health's importance in the professional landscape, our programme equips you to support clients effectively while understanding your professional boundaries and referral responsibilities.
Diversity and Inclusion	Actuate empowers coaches to cultivate inclusive environments, address biases, and adapt to diverse client needs, ensuring impactful and equitable coaching outcomes.
Evolving Workforce Dynamics	As remote work and flexible arrangements reshape the workplace, our training prepares you to address unique challenges and opportunities in building relationships and coaching teams.

Trend	How Actuate Prepares You
Innovation in Coaching Methodologies	As coaching evolves in line with emergent tech and science, we integrate cutting-edge tools and techniques, from neuroscience-based approaches to behavioural analytics, to ensure your coaching remains dynamic and impactful.
Increased Global Coaching Standards	As coaching standards increase, we ensure you remain ahead of governance trends and industry benchmarks with our emphasis on ethical practices, compliance, and global standards.

We also offer:

Comprehensive Curriculum

Bring in-depth insights into the latest coaching trends and challenges to ensure you remain relevant and effective.

Real-World Application

Engage in case studies, simulations, and reflective exercises that allow you to practice advanced coaching techniques in realistic scenarios.

Commitment to Lifelong Learning

Benefit from continuous professional development opportunities, ensuring your skills and knowledge evolve alongside the coaching industry.

With Actuate, you don't just keep up with change –
you lead it.

Myths vs. Facts

Myth: Coaching certifications are all the same; any programme will suffice.

Fact: Actuate's Certified Coach Programme stands out with dual accreditation from both the ILM and the Association for Coaching, providing global recognition and credibility that many other programmes lack.

Myth: Completing a coaching certification requires a rigid, full-time commitment.

Fact: The programme is designed with flexibility at its core, featuring six mandatory modules and a selection of elective modules. Participants can tailor their learning experience to fit their schedules, making it suitable for busy professionals.

Myth: Coaching certifications don't offer practical, real-world applications.

Fact: This programme covers essential topics such as coaching fundamentals, effective relationships, ethics, and advanced techniques, ensuring that graduates are well-prepared to apply their skills in diverse coaching environments.

Myth: Once certified, it's difficult to find a coaching position; there's limited support for ongoing professional development.

Fact: Actuate emphasises continuous growth, offering alumni career guidance and ongoing learning opportunities.

Myth: Coaching certifications are only for those pursuing a full-time coaching career.

Fact: The programme is beneficial not only for aspiring full-time coaches but also for professionals seeking to enhance their leadership, communication, and mentoring skills within their current roles.



Course Fees and Application

Full price breakdown available [here](#)

Your course fees are inclusive of module delivery, networking sessions, access to online learning materials and support, assessment fees, graduation event, membership fee and your digital credential license. Payment plans may be available subject to status.



Arrange a telephone or video consultation [HERE](#)



Call us on 0161 850 9970



Email us at info@actuateglobal.com



Send a message through our website [HERE](#)

Maintaining Your Credentials

Your Certified Accredited Coach status provides you with your licensed credentials and alumni membership, access to continuous learning and professional development through your Learning Portal, in addition to:

6 x 1-hour Group Supervision Sessions

Supervision sessions with a Coach Supervisor are essential to maintaining professional competency and quality as a practising coach. These sessions provide a safe, confidential and non-judgemental space for coaches to reflect on and develop their techniques, in addition to addressing any ethical issues or blind spots you may encounter.

Club 7 Pass

Free entry to our best-in-class monthly learning and networking session, providing unique opportunities for growth, development, creativity and emerging coaching themes.

20% Discount

Across our course catalogue and ancillary products, including 1:1 Coach Supervision Sessions.

Thriving Community

A diverse network of aspiring and experienced coaching professionals, allowing you to forge connections and gain invaluable insights.



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