Optimus
COACH ACADEMY

2026/27 Diplomas Brochure

ASSOCIATE & PROFESSIONAL DIPLOMAS

Accredited by
The International Coaching Federation (ICF)
European Mentoring & Coaching Council (EMCC)
Association of Coaching (AC)

ICF Level 1 ICF-Accredited Coaching Education — ICF Coaching Education

ICF Level 2 ICF-Accredited Coaching Education — ICF Coaching Education

EMCC Global Quality Award EQA PRACTITIONER

ACCREDITED DIPLOMA IN COACH TRAINING

OPTIMUSCOACHACADEMY.COM

Excellent ★★★★★ Trustpilot

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Optimus COACH ACADEMY

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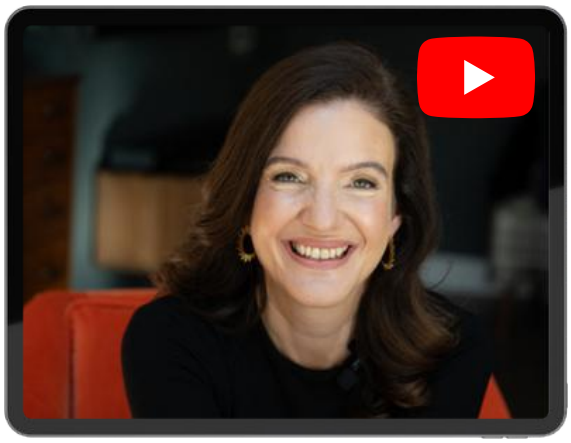
Welcome *from our* Founder

Welcome to Optimus Coach Academy and thank you for downloading our brochure.



What made me set up Optimus?

Some people say start with your ‘’Why’ and not your ‘What’, so let’s start there. The reason why I set up Optimus was multi-faceted, based on my passion for Pyschology which I’ve now been studying for over 30 years.

Understanding the brain, human behaviour and how people think feel and act has always fascinated me, even more so when it applies to coaching.

Secondly, my ‘Why’ was also based on my own personal experiences when I trained myself as a coach. That training was quite transactional and left me merely scratching the surface of the client issue. Solving the symptom was not satisfying enough! I actually wanted to go deeper and get to the root of the client issue. As a coach I wanted to be addressing the underlying challenges or fears that might be blocking a client’s progress as this would be more rewarding for both the client and myself.

It was at this point I thought it would be great to create a training program that was more holistic in its approach. That looked at the whole person and addressed not just surface-level goals or challenges but also the deeper motivations. It was at this point, that Optimus was born...at least in my head!

Our core mission as a coach training provider is quite straightforward. It is to support you to become a Confident, Credible coach that gets Consistent results.

Over the next few pages we will share specific examples with you of how we do this in practice. Supporting the Academy in this mission are our two highly regarded and triple accredited Diplomas - our Professional and our Associated Coach Diplomas. Both have been developed using our trademarked **Optimus Holistic Coaching Framework™ ,** which coaches the whole-person and both are also grounded in Psychology. We hope you find the brochure informative."

Thanks

Ruth Kudzi

Master Certified Coach,
Founder Optimus Coach Academy

Background

Optimus Coach Academy was established in 2019 by Ruth Kudzi, ICF accredited Master Certified Coach, to create a space for practical, accredited coach training rooted in Psychology.

Ruth's combination of 30 years studying Psychology, (with a BA, MA & PGCERT) over 10,000 coaching hours and teaching experience means she is best placed to develop the curriculum and learning environment. Ruth continues to lead the training team and is involved in the training on a day-to-day basis.

Over 1000 coaches have been trained across both of our diplomas in deliberately small groups, taught by experienced and well qualified trainers. We believe that by giving each person a quality experience and supportive environment we help them to become a confident, credible coach that gets consistent results.

We use our trademarked SELFLESS model as the centrepiece of the curriculum, alongside our holistic coaching framework, so you're able to deliver truly transformational coaching experiences for your clients which are flexible and client focused.

Optimus COACH ACADEMY

An overview *of what we offer*

1. A focus on practical coaching skills with regular strengths based feedback to develop your confidence
2. A varied curriculum with a clear framework and evidence based focus on our holistic coaching approach, giving you credibility and confidence
3. An excellent, committed training team who are all at PCC level, led by Ruth Kudzi, MCC. Our team are flexible and engaged, supporting your progress
4. Trainers with their own coaching practice across diverse backgrounds so you have lots of real life examples
5. A strong ethos of diversity and inclusion with additional training and tailored support
6. Over 97% completion rates. Our flexibility and support means if you sign up you complete
7. High rates of student satisfaction: over 97% of students rate the training good or outstanding (overall) for our current cohorts this is at 100% (Sept, Oct, Nov 2024 groups)
8. A commitment to ongoing support, including supervision and alumni support
9. Business support as standard so you don't need to go elsewhere
10. A passionate support team who are on hand if you need any extra help

Click Here to sign up to a FREE Taster Session

What type of coach is this for?

This course equips you to work as a coach across different sectors. As you're trained in a range of coaching approaches within the holistic coaching framework, it means you have the credibility to deliver transformational coaching to a variety of clients.

Our students are from a range of backgrounds with 100% of alumni surveyed saying they use coaching skills regularly. These include:

- Those who are employed as internal coaches (or get employment in these roles)
- Those who use coaching skills as part of their leadership role
- Those who work with organisations as coaches, either through associate companies or through their own businesses
- Those who work with individuals as coaches

Our graduates work across sectors - some work exclusively with Fortune 500 / FTSE 100 companies, financial services or the public sector. Others work with individuals focusing more on personal coaching. Due to the diversity of the training you can coach credibly in all of these sectors.

We have graduates who've worked in all of these fields:

Executive coaching, parent coaching, leadership coaching, mindset coaching, neurodiversity coaching, life coaching, health coaching, relationship coaching, wellbeing coaching, burnout coaching, business coaching, transformational coaching, personal coaching, performance coaching, creative coaching, career coaching, retirement coaching, divorce coaching and coaching young people.

Don't worry if you don't know the sector or audience you want to work with. We support you to explore what will work for you.

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click here to

BOOK A 15 MINS DISCOVERY CALL

OUR MISSION STATEMENT

"Our mission is to empower ambitious individuals to become confident, credible coaches, that get consistent results. We achieve this through a commitment from our highly experienced training team to deliver our evidence based training rooted in Psychological research, using proven concepts and theories with proprietary, coaching models and frameworks."

How do we *help you to become a* Confident Coach?

We help you to become a confident coach by using our strengths-based approach to training and feedback. Focusing on a competency-based model so you can develop your own style.

The combination of :

The SELFLESS Model

Our trademarked model provides a proven structure for you personally and for you to work with clients effectively giving you confidence in what you're doing.

Our holistic coaching framework

This whole person approach gives you flexibility to work with a range of clients with tools and approaches that are backed by research evidence.

Our competency-based learning and feedback

We share the competencies we assess you on from the outset and give feedback based on these supporting you to develop and grow.

Our coaching scenarios

We provide lots of practice scenarios to help you apply your learning and have confidence in how you work with clients.

Our case studies

We provide real life example studies so you can be confident in how coaching works over time to give you confidence in the process.

Our example sessions

We have over 30 example sessions you can watch to give you an idea of different styles and approaches to support your own development as a coach.

Our regular feedback

We provide regular competency based feedback to you on your coaching both in sessions and through recorded sessions.

Our practical application

The courses are designed to help you grow your coaching expertise so focus on practical coaching skills development and application.

Our mentoring approach

The group and individual mentor sessions are designed to support your growth with a the opportunity to discuss your coaching and develop further.

Our support after you finish the training

We bake in supervision and ongoing support so that you can contunue to build and grow your confidence as a coach.

SELFLESS™ model

A structure that gives you confidence

Our SELFLESS™ model developed in 2021 puts the client at the heart of the coaching relationship and ensures you consider how you're being as a coach as well as what you're doing as a coach. This model and its overall structure allows you to have confidence and flexibility as a coach.

State : Looking at what's going on for you and how you are preparing for coaching sessions to support your clients to go deeper
Engage : How to build relationships high in trust and safety
Learn : Being curious about the client and helping them to get new insights and evoke awareness
Focus: Getting clear on what the client specifically wants and supporting them to find a solution
Listen : Actively listening to what is and isn't being said to support client growth
Explore : Exploring solutions so you can help your client navigate their next steps
Support : Guiding your client to identify what they'll do next
Self Reflection : Reviewing the process through personal reflection and supervision

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ENGAGE
LEARNING
FOCUS
SELF REFLECTION
SUPPORT
EXPLORE
LISTEN
STATE
CLIENT

How do we *help you to become a* Credible Coach?

Building credibility as a coach is essential for attracting clients, establishing trust and growing your practice.

By offering a blend of theoretical knowledge, practical experience and industry-recognised credentials, we empower aspiring coaches to establish themselves as credible and effective professionals in the field. Below are ways we enhance your credibility:

We Provide Triple Accredited Certifications

Our Professional & Associate Coach Diplomas are both accredited by 3 leading, coaching global organisations. Firstly, the International Coaching Federation (ICF), the leading global organisation for coaches and coaching, Secondly, the European Mentoring and Coaching Council (EMCC). Thirdly, the Association of Coaching (AC) These certifications, on completion, validate your knowledge, skills, and adherence to industry standards.

We Teach You Proven Coaching Frameworks

You learn practical tools, exercises and assessment methods to address client challenges effectively, making your coaching approach more credible. Ranging from the GROW and SCARF models, to the PERMA model and our very own SELFLESS model... and a whole lot more.

We Emphasise Practical Experience

You have live coaching practice with peers during the course and you receive constructive feedback on your coaching techniques, helping you improve and feel prepared for real-world scenarios.This builds confidence and experience.

We Provide Continuing Education

We offer specialised and advanced programs that allow you to deepen your expertise in areas like executive coaching, team coaching or supervision.

We Equip You With Business Skills

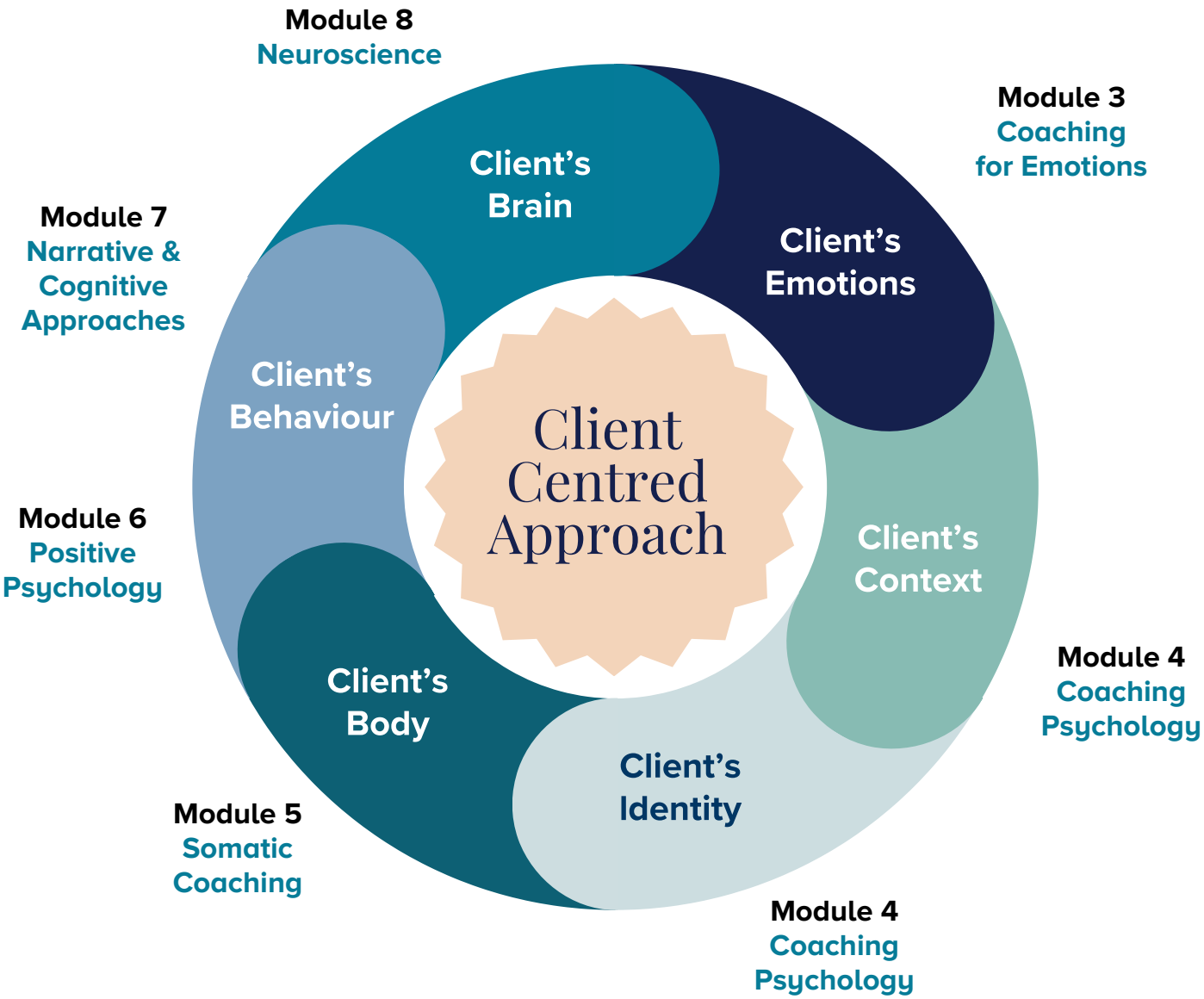
We help with marketing and branding, including modules on how to market coaching services, attract clients and establish an online presence.

How do we help you get *consistent results* as a Coach?

We Teach Adaptability and Client-Centered Approaches

Our curriculum is underpinned by our trademarked **Optimus Holistic Coaching Framework™** where the focus is centred on coaching the whole person. This framework allows you to tailor your approach to meet the individual needs of your client. This means you have flexibility to explore one, two, three or all of the areas depending on what the client is wanting to focus on and how they are presenting. This allows for greater depth and means you are well equipped to work with a range of clients at a truly transformational level. You are trained to actively listen and ask powerful questions, enabling you to uncover each client's unique goals and challenges. This ensures relevant and impactful support.

Optimus Holistic Coaching Framework™



Module 1 : INTRODUCTION TO COACHING

Module 2 : GROW & OTHER NORMATIVE MODELS

Click Here to sign up to a FREE Taster Session

How do we help you get *consistent results* as a Coach?

We Provide Experienced Mentors

Our experienced mentors help you navigate complex client situations with our feedback loops. Regular feedback on coaching sessions helps coaches identify and correct mistakes, improving their ability to consistently achieve results.

Reflective practice

We encourage our coaches to self-assess their sessions, identifying what worked well and what could be improved.

We Provide a Supportive Community

Peer collaboration: Coaching cohorts or alumni networks enable coaches to share challenges, strategies and successes, learning from each other's experiences.

We Emphasise Continuous Learning and Development

We offer advanced training and specialised certifications, keeping you updated on new methods and tools.

Integrating Neuroscience and Psychology

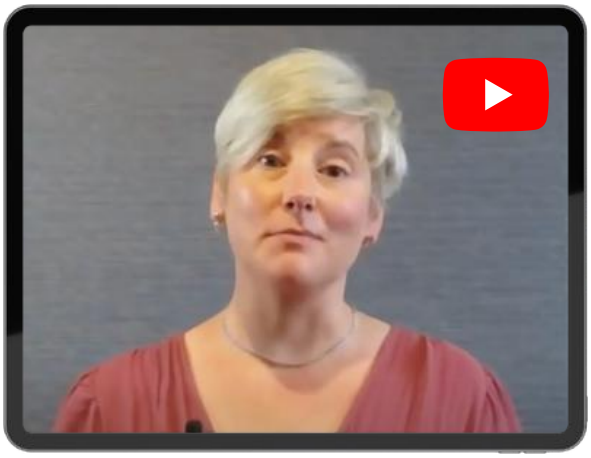
Behavioral insights: We teach the psychological and neuroscientific principles behind motivation, behavioural change and decision-making, enabling our coaches to better guide clients.

Mindset work

Our coaches learn techniques to help clients shift away from negative thinking and cultivate empowering mindsets, which are key to achieving consistent results.

Why is ICF accreditation important?

Holding an ICF Credential is extremely important to today's coaching clients. The 2022 Global Consumer Awareness Study conducted by PriceWaterhouseCoopers found that;



Why was accreditation so important to you?

"85% of coaching clients say it's important or very important that their coach holds certification or credential."

This demand extends into the corporate sector. You'll find big clients in the public sector, FTSE 100 and Fortune 500 work with coaches. These organisations typically only consider working with coaches with an accreditation, with the preference being the ICF, as it is the leading global organisation for coaches and coaching. Equally, SMEs and start up founders look for accreditation as a signal of credibility.

click here to

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PROFESSIONAL COACH DIPLOMA

You have over 100 hours of live teaching over 8 months which gives you insight into different methods and approaches.

10 hours of mentoring (group and individual) to help you build your coaching skills and reflect on your progress.

Feedback on at least 10 sessions (recorded and in class) help you improve your skills and become a confident and highly competent coach.

A private online community where you can ask any questions and get non-judgmental support for your coaching and your business.

Group business sessions, an online program and marketing support for you if you want to start or grow your business.

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Excellent Trustpilot

What is it like *on the* courses?

Each week we meet on zoom for our sessions.

The courses has been designed with you in mind so we make sure the interactions are split into theory, discussion, and coaching practice, with regular brain breaks so you feel energised.

How would you describe your experience training with Optimus?

How would you describe the level of support you have had with Optimus?

What do we cover?

PROFESSIONAL COACH DIPLOMA

All our modules include workbooks and additional reading. They include a combination of theory, scenario-based learning, coaching observations and practice coaching. The content is designed to support you to coach individuals, as well as in organisations as a professional coach:

UNIT 1 - Introduction to Coaching and Ethical Practice

We support you to contract as a group and identify how to get the most out of the program. We also frame the course learning through the ICF core competencies and give insight into their code of ethics. Some of the topics we explore are;

- Course expectations and support
- Developing a coaching mindset
- Building your presence as coach
- Ethical practice as a coach
- The ICF standards and competencies
- Active listening
- Evoking awareness
- Developing trust and safety

This is where you get more practical with a focus on more of the “what” of coaching, exploring transactional models as well as building on your knowledge of the core competencies.

UNIT 2 - Normative models in coaching including The GROW model

Some of the topics we explore are;

- Exploring the GROW model and other normative models as a framework for coaching
- Contracting and goal setting in the coaching relationship
- Practical coaching sessions with tutor led feedback
- Evaluating the use of models within the coaching relationship

UNIT 3 - Coaching for Emotions

This module focuses on the “who” of the client by exploring emotions and deeper work.
Some of the topics we explore are;

- Exploring ways to work with client’s emotions
- Using tools to work with emotions
- Building coaching spaces high in trust and safety, allowing for deeper insight and transformation
- Understanding the elements of emotional intelligence
- Discussion of ways to support your client’s emotional intelligence
- Importance of empathy as a coach and how to demonstrate this with clients

UNIT 4 Coaching Psychology, including Strengths, Values and Identity

This module focuses on the exploring the “who” and the client’s identity on a deeper level and also exploring their context.
Some of the topics we explore are;

- Exploring your needs and your client’s needs
- Understanding ways to assess values and coach on values
- Developing a strengths-based approach to coaching
- Supporting belief and identity change
- Appreciation of a client’s context and it’s impact on the coaching relationship

UNIT 5 Somatic approaches to coaching

This module is where we explore the body. It links into the emotions and the client’s thinking and is supported by neuroscience research.
Some of the topics we explore are;

- Understanding the nervous system and how it operates
- Exploring how to support clients by providing a safe space for deeper work and transformation
- Integrating simple somatic practices into coaching to support insight and evoking awareness
- Deepening listening skills by looking at a whole-person based approach

-

UNIT 6 Positive Psychology and coaching

This module explores research in Positive Psychology and how it applies to coaching topics. It is linked in with current coaching research and how it supports improved decision making.
Some of the topics we explore are;

- Ways to build resilience in clients
- Supporting gratitude practice and positive affect
- Understanding how visualisation and future self work can impact the brain
- Exploring wellbeing and models for wellbeing
- Strengthening the coaching mindset and coaching presence using positive psychology tools
- Applying learning to the workplace

UNIT 7. Narrative and Cognitive approaches including transactional analysis

This module has a focus on relationships, narratives and cognitive approaches and transactional analysis. Learning how transactional models allow us to understand our clients learning styles and thinking processes. Some of the topics we explore are;

- Exploring transactions and the communication process
- The drama triangle and winner triangle
- Ego states and their impact on relationships

Click Here to sign up to a FREE Taster Session

UNIT 8 - Neuroscience: The power of our thoughts and neuroplasticity

This module brings together all of the learning from previous sessions.
Some of the topics we explore are;

- Habit formation and behavioural change
- Supporting better decision making
- Understanding how to work more effectively with client's brains
- Helping clients to reduce stress
- Using metaphors and imagery to evoke new insights

UNIT 9 Your Coaching approach

This is where we bring together all of your learning. Some of the topics we explore are;

- Describe your coaching approach and what you do
- Review the holistic coaching framework and understand how to use it
- Reflect on your learning and next steps
- Build your confidence on the path to certification and accreditation

click here to

BOOK A 15 MINS DISCOVERY CALL

Summary

PROFESSIONAL COACH DIPLOMA

ACCREDITATIONS	Yes: ICF, EMCC and AC
MODULES	Yes - 9 Modules
PEER TO PEER COACHING PARTNERS	Yes - You're allocated a partner and we support with additional partners and pro bono coaching
MENTORING	YES - 5 x Group Mentoring Sessions with an ICF PCC or MCC coach YES - 5 x 1:1 Mentoring Sessions with an ICF PCC or MCC coach
COACHING HOURS REQUIRED	YES - 50 hours
COACHING OBSERVATIONS	10 observations throughout the course including in session, mentoring and submitted recordings

FINAL ASSESSMENT PAPER	No, we continually assess you against the ICF markers based on the new ICF guidance.
FINAL PERFORMANCE ASSESSMENT	The course includes continious assessment and you will be signed off based on your feedback based on the ICF competencies.
BUSINESS SUPPORT	Yes
ONGOING ALUMNI SUPPORT	Yes
FREE ONE YEAR MEMBERSHIP WITH THE AC	Yes
MEMBERSHIP OF THE COACHING DIRECTORY	Yes

When can I start?

PROFESSIONAL COACH DIPLOMA

February 2027

Starting w/c 1st February 2027.
Ends w/c 18th October 2027

Monday 10am - 1.30pm, Wednesday 6pm-9.30pm
All timings are in UK time : GMT / BST

No sessions :
w/c 15th February 2027, w/c 29th March 2027, w/c 5th April 2027, w/c 31st May 2027, August 2027

May 2027

Starting w/c 17th May 2027.
Ends w/c 25th January 2028

Tuesday 6pm-9.30pm, Wednesday 10am - 1.30pm,
All timings are in UK time : GMT / BST

No sessions :
w/c 31st May 2027, August 2027, w/c 25th October 2027
w/c 21st, 28th December 2027

click here to

BOOK A 15 MINS DISCOVERY CALL

This includes:

- 10 hours of coach mentoring
- Access to Business fundamentals course
- At least 10 feedback points
- Additional bonus modules and resources
- Ongoing alumni support including group supervision
- Discounted rates off future courses

By having everything in one place you save money and time!

Investment: £5950 + VAT
or £525 + VAT x 12 months
Other payment plans are available please email hello@optimuscoachacademy.com

CLICK HERE TO SECURE YOUR PLACE

ASSOCIATE COACH DIPLOMA

Weekly 3 hour group sessions online over 4 months.

10 hours of mentoring; 5 group and 5 individual with an ICF ACC or PCC coach.

Access to a private online community for support.

Monthly business mentoring if you want to start or grow your own business.

Ongoing Alumni support when you graduate.

OPTIMUS**COACH**ACADEMY.COM

Excellent Trustpilot

What is it like *on the* courses?

Each week we meet on zoom for our sessions.

The courses has been designed with you in mind so we make sure the interactions are split into theory, discussion, and coaching practice with regular brain breaks so you feel energised.

What did you enjoy most about the course?

How would you describe the level of support you have had with Optimus?

What do we cover?

ASSOCIATE COACH DIPLOMA

All our modules include workbooks and additional reading. They include a combination of : theory, scenario-based learning, coaching observations and practice coaching. The content is designed to support you to coach individuals as well as in organisations as a professional coach:

UNIT 1 - Introduction to coaching

We support you to contract as a group and identify how to get the most out of the program. We also frame the course learning through the ICF core competencies and give insight into their code of ethics. Some of the topics we explore are;

- Course expectations and support
- Developing a coaching mindset
- Building your presence as coach
- Ethical practice as a coach
- The ICF standards and competencies
- Active listening
- Evoking awareness
- Developing trust and safety

This is where you get more practical with a focus on more of the “what” of coaching exploring transactional models as well as building on your knowledge of the core competencies.

Click Here to sign up to a FREE Taster Session

UNIT 2 - The GROW model and Becoming A Coach

Some of the topics we explore are;

- Exploring the GROW model as a framework for coaching
- Contracting and goal setting in the coaching relationship
- Practical coaching sessions with tutor lead feedback

UNIT 3 - Coaching for emotions

This module focuses on the “who” of the client by exploring emotions and deeper work. Some of the topics we explore are;

- Exploring ways to work with client’s emotions
- Using tools to work with emotions
- Building coaching spaces high in trust and safety, allowing for deeper insight and transformation
- Importance of empathy as a coach and how to demonstrate this with clients

UNIT 4 - Coaching Psychology, including Strengths, Values and Identity

This module focuses on the exploring the “who” and the client’s identity on a deeper level and also exploring context. Some of the topics we explore are;

- Exploring your needs and your client’s needs
- Understanding ways to assess values and coach on values
- Developing a strengths-based approach to coaching
- Supporting belief and identity change
- Appreciation of a client’s context and it’s impact on the coaching relationship

UNIT 5 - Positive Psychology and Coaching Psychology

This module explores research in Positive Psychology and how it applies to coaching topics. It is linked in with current coaching research and how it supports improved decision making.
Some of the topics we explore are;

- Ways to build resilience in clients
- Supporting gratitude practice and positive affect
- Understanding how visualisation and future self work can impact the brain
- Exploring wellbeing and models for wellbeing
- Strengthening the coaching mindset and coaching presence using positive psychology tools

UNIT 6 - Neuroscience: The power of our thoughts and Neuroplasticity

This module brings together all of the learning from previous sessions and explores:
Some of the topics we explore are;

- Habit formation and behavioural change
- Supporting better decision making
- Understanding how to work more effectively with clients brains
- Helping clients to reduce stress

UNIT 7 - Your Coaching approach

This is where we bring together all of your learning.
Some of the topics we explore are;

- Describe your coaching approach and what you do
- Review the holistic coaching framework and understand how to use it
- Reflect on your learning and next steps
- Build your confidence on the path to certification and accreditation

Summary

ASSOCIATE COACH DIPLOMA

ACCREDITATIONS	Yes: ICF, EMCC and AC
MODULES	Yes - 7 Modules
PEER TO PEER COACHING PARTNERS	Yes - You are allocated a partner and we have options partners and pro bono coaching
MENTORING	YES - 5 x Group Mentoring Sessions with an ICF PCC or MCC coach YES - 5 x 1:1 Mentoring Sessions with an ICF PCC or MCC coach
COACHING HOURS REQUIRED	YES - 25 hours
COACHING OBSERVATIONS	8 observations throughout the course including in session, mentoring and submitted recordings

FINAL ASSESSMENT PAPER	No, we continually assess you against the ICF markers based on the new ICF standards.
FINAL PERFORMANCE ASSESSMENT	The course includes continious assessment and you will be signed off based on your feedback based on the ICF competencies.
BUSINESS SUPPORT	Yes
ONGOING ALUMNI SUPPORT	Yes
FREE ONE YEAR MEMBERSHIP WITH THE AC	Yes
MEMBERSHIP OF THE COACHING DIRECTORY	Yes

When can I start?

ASSOCIATE COACH DIPLOMA

November 2026

Starts w/c 16th November 2026
Ends w/c 15 th March 2027

Monday 6pm-9pm, Tuesday 10am -1pm
All timings are in UK time : GMT / BST

No sessions:
w/c 21st December 2026, w/c 28th December 2026,
w/c 4th January 2027, w/c 15th February 2027,

January 2027

Starts w/c 25th January 2027
Ends w/c 17th May 2027

Monday 6pm-9pm, Tuesday 10am -1pm
All timings are in UK time : GMT / BST

No sessions:
w/c 15th February 2027, w/c 29th March 2027,
w/c 5th April 2027,

click here to

BOOK A 15 MINS DISCOVERY CALL

This includes:

- Weekly 3 hour group sessions online over 4 months
- 10 hours of mentoring; 5 group and 5 individual with an ICF PCC coach.
- Monthly business mentoring if you want to start or grow your own business.
- Ongoing Alumni support when you graduate.

By having everything in one place you save money and time!

Investment: £3950 +VAT

or £688 + VAT x 6 months

other payment options are available please email hello@optimuscoachacademy.com to discuss

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ASSOCIATE COACH DIPLOMA

4 Month Diploma
15 Sessions
85 Training Hours

45 Hours LIVE Training

8 Hours of Feedback/ Reflection

5 x 1:1 Mentor Hours
5 x Group Mentoring Hours
3 hours ICF ethics course
19 self study hours

25 Coaching hours

Coaching hours are not part of total hours for the ICF. These hours do not count in overall diploma hours however they're a requirement to pass the course

£3950+VAT

OR NSTALMENTS

£635 + VAT
x6 MONTHS

CLICK HERE TO SECURE YOUR PLACE

PROFESSIONAL COACH DIPLOMA

8 Month Diploma
28 Sessions
175 Training Hours

112 Hours LIVE Training

10 Hours of Feedback/ Reflection

5 x 1:1 Mentor Hours
5 x Group Mentoring Hours
3 hours ICF ethics course
40 self study hours

50 Coaching hours

Coaching hours are not part of total hours for the ICF. These hours do not count in overall diploma hours however they're a requirement to pass the course

£5950 +VAT

OR INSTALMENTS

£525 + VAT
x12 MONTHS

CLICK HERE TO SECURE YOUR PLACE

VENICE

Both courses include:

- Practical scenarios so you can get clarity on tools, approaches and questions supporting you to build confidence
- Plenty of competency based feedback to help you build on your strengths and develop as a coach
- Example coaching sessions so you can explore different approaches
- Your own booklet of coaching tools and when you might use them to increase your confidence
- Case studies from our team so you have real examples of how coaching works
- Mentoring to support you to develop your own style as a coach
- Pro Bono opportunities with private individuals and third sector companies
- Coach Directory post graduation
- Business Support & Training (including specific business mentoring)
- Equality & Diversity Support and Training

Our focus is to help support you become a confident, credible coach who is able to get consistent results with clients.

Click Here to sign up to a FREE Taster Session

What do students say?

What did you enjoy most about the course?

What would you say to someone that is considering training as a coach?

What has been the financial impact of training with Optimus?

Listen to a variety of different graduates answer the same question

How would you describe your experience training with Optimus?

How would you describe the level of support you have had with Optimus?

Why did you choose Optimus when training as a coach?

Hear from our Founder and Master Certified Coach Ruth Kudzi

click here to

BOOK A 15 MINS DISCOVERY CALL

Optimus
COACH ACADEMY

Meet the team

A highly qualified and experienced team who support you throughout the qualification and beyond

All of our team have ICF status. Our founder Ruth is an ICF Accredited Master Certified Coach - (there are currently roughly only 150 in the UK).

An MCC Coach has to have completed 200+ hours of coach specific education and have 2,500+ hours of client coaching experience.

All our core trainers and mentors are at a Professional Certified Coach (PCC) level with the ICF with the remaining members of the team at an Associate Certified Coach (ACC) level.

OUR TRAINERS, MENTORS & ASSESSORS

Ruth Kudzi

MCC Accredited Coach, Course Director, Founder

Emily Walker

MCC Accredited Coach, Trainer, Mentor, Assessor

Fay Blakey

PCC Accredited Coach, Trainer, Mentor, Assessor

Crystal Small

PCC Accredited Coach, Supervisor, Trainer, Mentor

Michael Haigh

PCC Accredited Coach, Assessor

Donna Edwards

PCC Accredited Coach, Trainer, Mentor, Assessor

Merrisha Gordon

PCC Accredited Coach, Trainer, Mentor, Assessor

Phyllis Woodfine

PCC Accredited Coach, Supervisor, Trainer Mentor,

Jackie Lawrence

PCC Accredited Coach, Trainer, Mentor

Sharron Richards

ACC Accredited Coach, Co-Trainer

Testimonials

”I loved the varied content on the course, it wasn’t just a few coaching models, it was the Psychology behind how the mind works and Neuroplasticity and understanding myself as an individual.” A year after graduating, I’ve set up my business. I do a lot of corporate wellbeing: workshops, training, facilitation alongside 1 to 1 coaching. “

Nikki St Paul, Breathing Mindful Coaching

“I think I'd been looking for something for a while, but didn't really know what it was or didn't know how it looked. I started to dig into Optimus look and what they were doing and it was just one thing after another that kept ticking those boxes. The structure, framework, systems and processes added to my existing toolkit and helped me to develop my conscious development framework which I use with individuals and organisations. “

Martin Miller, Conscious Development

“Genuinely, the coaching diploma changed my life. It far exceeded my expectations in every sense, in terms of what I was learning, the style of teaching, the quality, the people, the community and the support. I think the awareness and the deeper understanding of human beings and how our brains work, behaviours, all of those things I've really taken into my life, my relationships, my business and my coaching practice.”

Suzy Sanders, Alchemy VA Founder & Coach

“I'd been coaching for twenty years and a lot of it has been as an internal coach to some very large corporations. The course helped me develop my coaching style in a way that has become really more effective for the clients that I work with. It’s made me a more well-rounded coach and enhanced my skills.”

Mike Payne, Executive Coach

"I absolutely loved every minute of the course, it has changed my life completely because it has given me so much more confidence, it's allowed me to take my coaching conversations to a much deeper level. I work in the university sector as coach mainly with undergraduate and postgraduate students, but I'm actually now working with staff and I've started my own business.

Laura Hunter, Coach

"It changed my life and gave me a different perspective. The course covers so many invaluable things, I loved the Psychology & Neuroscience and it's made in a way that you self-discover as you learn. I'm now running my own business delivering workshops, speaking and doing coaching"

Anmol Mohanty, Coach and Wellbeing Specialist

"I'd done coach training before including a Masters. Joining Optimus allowed me to take some of the things that I learned, learn lots of new things and apply them to my coaching. I was doing the course alongside a full time role and 4-5 clients which was very doable."

Ian Browne, Coach

"After a varied background in legal, charitable, social care and human resources I was looking for a new direction when I decided to train. I've always been a people person and as I progressed through different roles I realised more and more how much I love connecting with people, helping and supporting them. I loved the course and felt energised and uplifted after each session, it felt like a "safe haven".

Marisa Brennan, River Dreams Coaching

You Tube Videos

How do you know if you would make a good coach?

click to watch

How do you know it is a great time to train as a coach?

click to watch

Why do I believe that you need to be a credible, accredited coach?

click to watch

5 things to think about if you are looking for a coaching course

click to watch

What made me set up Optimus Coach Academy?

click to watch

How does our SELFLESS™ model really fit into our coach training?

click to watch

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Podcasts

Listen to this before you do a coach training course — click here to listen

Overcoming self-doubt as a coach — click here to listen

What I'd do today if i was starting my coaching business — click here to listen

Using the PERMA Model to coach — click here to listen

How to get your first paying clients as a coach — click here to listen

What if I don't know anyone who wants to be coached?

This is okay. You have a coaching buddy in the program and we have links with organisations for pro bono coaching. You are also able to tap into Ruth's network at certain points to get pro bono clients AND we help you with how to get paid clients too.

How will it help me stand out?

The courses are taught to an incredibly high standard which means that both the Associate Coach Diploma and Professional Coach Diploma helps you to stand out in a crowded and unregulated market and can be used to get accreditation with the ICF and AC.

Requirements to meet to join the program;

- You will be aware of the commitment to the program and will be willing to coach outside the program to gain experience.
- You will be open to receiving feedback and will be keen to develop and become a certified coach.
- You will need to agree to abide by the ICF ethics guidelines and to get appropriate insurance.
- No formal qualifications are required.

If you have any further questions or need more information about either Diploma or Optimus in general, you can either email hello@optimuscoachacademy.com

or

Click on Book a Call to book a 15 minute call with the founder or one of our team.
Prefer to find out more about our modules and our methods of training? Click HERE to sign up to a free taster session, hosted by Ruth.

Optimus
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ICF Level 1 ICF-Accredited Coaching Education ICF Coaching Education

ICF Level 2 ICF-Accredited Coaching Education ICF Coaching Education

EMCC Global Quality Award EQA PRACTITIONER

ACCREDITED DIPLOMA IN COACH TRAINING

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Excellent ★★★★★ Trustpilot