



BAYES
BUSINESS SCHOOL

CITY ST GEORGE'S
UNIVERSITY OF LONDON

Coaching Level 5 for Professionals

Learn the art of coaching to enhance the quality of your conversations, develop your management skills and help cultivate a culture of inclusion and growth.

Key information

Hybrid programme combining online and face-to-face teaching at Bayes Business School's City of London campus

Fee

£5,000 fully paid through the apprenticeship levy

Dates

Planned start late May 2026.
Please contact Ruth Velenski for more details.
Email: ruth.velenski.1@citystgeorges.ac.uk

Duration and delivery mode

- 12 months teaching, including 6 days in person on campus and 3 days online classroom learning
- Followed by 3 months preparation and completion of the End-Point-Assessment (EPA)

Please contact us direct if you are interested in the programme but not eligible for apprenticeship levy funding.



Find out more

Programme overview

- Learn a variety of coaching frameworks and models to confidently use coaching techniques in the workplace.
- Gain an overview of the latest thinking on coaching theory and practice and how it can be applied in organisations to promote the quality of conversations, learning and managing.
- Accelerate coaching skills with practical sessions including group supervision, coaching pairs sessions and 50 hours of coaching with practice coachees.

Teaching

Teaching is done by professional coach practitioners from the Bayes faculty who have extensive experience of teaching and developing top professionals across a wide range of industries and sectors.

Qualifications and accreditation

- A level 5 Coaching Apprenticeship awarded on completion.
- Accreditation from one of the top 3 internationally-recognised professional coaching bodies.

Target audience

The programme is for professionals who are interested in developing themselves and others. This might be in a leadership or management role, a specialist role in Human Resource Management, Learning and Development, Organisation Development or in a role that involves mentoring and coaching formally or informally.

The programme is designed for employees who want to coach one-to-one as part of an organisational coaching network and for those who will use it to enhance their own professional management capabilities.

Focus and structure

The programme is designed to develop the knowledge, skills and behaviours of professionals and to support the quality and professionalism of coaching and coaching conversations in organisations.



Module 1 Coaching fundamentals

Explore the evidence for coaching and what differentiates it from mentoring and counselling. Understand the principles of emotional intelligence and its relationship to coaching, the role of reflective practice in coaching and how it is key to learning, self-awareness and self-care. Introduce goal-setting and person-centred coaching models.



Module 2 The coaching process and communication skills

Enhance key communication skills such as building trust and rapport, active listening, incisive questions, reflecting back and delivering feedback using various coaching models. Learn the key components of the coaching process such as contracting, coaching protocols, relevant legislation and ethical considerations.



Module 3 Your coaching practice

Develop individual coaching style and CPD practice through an understanding of coaching models, meeting client's needs, diversity and inclusion, self-awareness and evaluating the effectiveness of coaching.



Module 4 Coaching in context

Discover how coaching works in an organisational context through an understanding of organisational psychology, stakeholder management and contracting and how coaching helps develop a listening, compassionate and learning-focussed culture.

“I’ve found since the start of the programme I am listening better, helping others discover their own solutions rather than providing answers and being more present with those I work with.”

Jiten Barot, Marketing Manager, Royal College of Nursing

“Being part of the Bayes Level 5 Coaching Apprenticeship 2025-26 cohort has been a fabulous opportunity both personally and professionally. Learning in-person with fellow learners has helped form me as a trainee coach and build a network of trusted thought partners who both challenge and inspire me.”

Athena Tortopidis, City St Georges Digital Team (Marketing & External Relations)

Programme benefits

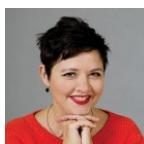
Individual

- Grow management confidence
- Develop and motivate others
- Manage performance
- Get the best out of teams
- Understand human behaviour better
- Develop own coaching style
- Embody and encourage a culture of listening, respect and equality

Organisational

- Provide support for employees
- Manage conflict at an early stage
- Create alignment between organisational values and objectives
- Improve employee satisfaction and staff retention
- Build leadership capability and talent succession planning
- Build stronger teams

Teaching faculty



Natasha Maw is Programme Director of Leadership Development and Coaching at Bayes Business School

where she has been instrumental in integrating personal leadership development and coaching practice into a number of MSc programmes.

She has worked with a number of organisations to develop leadership capacity such as the BBC, Radio Free Europe, Crown Agents, IMG, the Foreign and Commonwealth Office, Great Ormond Street and other NHS trusts.

She is a trained executive coach, mediator and facilitator and is qualified as an NLP Master Practitioner. She is a member of the Association for Coaching.



Lisa Barry is a coach and business psychologist who specialises in leadership development and

coaching. Visiting Lecturer with the Centre for Charity Effectiveness (CCE), part of Bayes Business School.

Lisa's experience includes developing and leading leadership and coaching programmes. She has developed and led internal coaching programmes, focussing on building a coaching culture and establishing and developing internal coaching cohorts.

Lisa holds an MSc in Occupational Psychology and the Advanced Practitioner in Executive Coaching. Professional memberships include the Association for Business Psychology, the Association for Coaching and the European Coaching and Mentoring Council.

For more information:

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