

The Management Shift Accreditation Programme for Coaches

Developing Conscious Coaches
to Create Conscious Leaders



A LEADER SHOULD NOT BE THOUGHT OF AS SOMEONE AT THE TOP OF A TREE IN A COMMAND AND CONTROL ENVIRONMENT. GENUINE LEADERSHIP IS MUCH MORE PARTICIPATIVE. IT IS ABOUT COLLABORATION, BRINGING PEOPLE IN, AND INCLUDING PEOPLE AND ENCOURAGING THEM TO MAKE THE MOST OF THEIR ABILITIES.

Professor Vlatka Ariaana Hlupic

The world is shifting, are you ready to become a part of this movement towards more humane leadership?

A transformational online programme for coaches founded on an evidence-based development model used worldwide to create extraordinary leaders and shift their organisations to a higher-level of performance, fulfilment and profit.

Welcome

The problem is, while the science of management has advanced significantly in the past three decades, the practice of management hasn't.

Source: **Gallup, It's the Manager**

The world is going through massive transformation, and we need leaders with skills to successfully lead organisations in the new post-pandemic world. Leaders that will lead from the head and the heart and create ripples to make this world a better place. Executive coaches that can help develop such extraordinary and essential leaders will become an important part of this movement.

Based on leading-edge research and the life's work of Professor Vlatka Ariaana Hlupic, The Management Shift Accreditation Programme for Coaches offers a modern, progressive methodology of leadership coaching and is designed to enable a new,

purposeful, and effective way of working. Offering a practical, human and systemic approach to diagnosing leadership issues, this model provides an implementation process to shift executive mindset and organisational culture to a new level of thinking, performance, and ultimately business success.

The knowledge and tools of this award-winning approach are now available as a focused, multimedia eLearning programme for experienced coaches to use with their senior level clients.

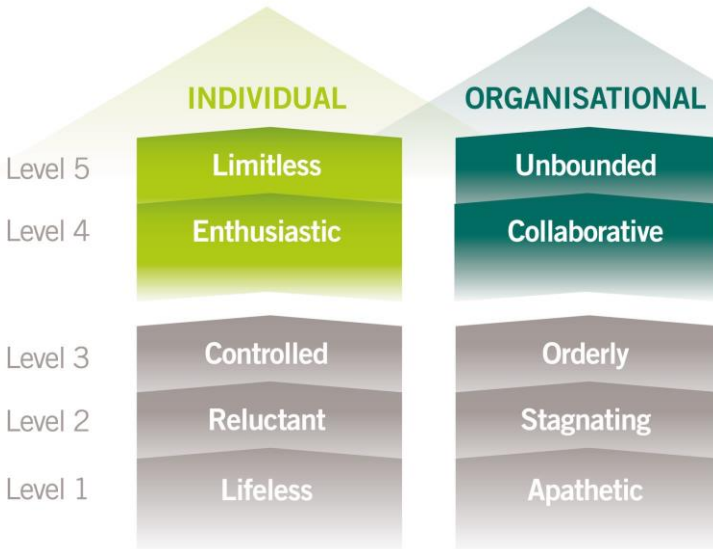
The Management Shift Model



Organisations today face unprecedented challenges and we can no longer use old solutions for new problems. Evidence is emerging of a new way to operate and this is demonstrated in a proven award-winning approach known as The Management Shift®, developed by Professor Vlatka Ariaana Hlupic to show the why, the what and the how of superior business management.

Individuals and organisations go through different development levels with each one characterised by specific mindsets, beliefs, use of language, leaders' behaviour, and organisational outcomes. Professor Hlupic has used her research and practical experience obtained from coaching, consulting, and executive education to conceive the Emergent Leadership Model which correlates to five stages of individual and organisational development.

EMERGENT LEADERSHIP

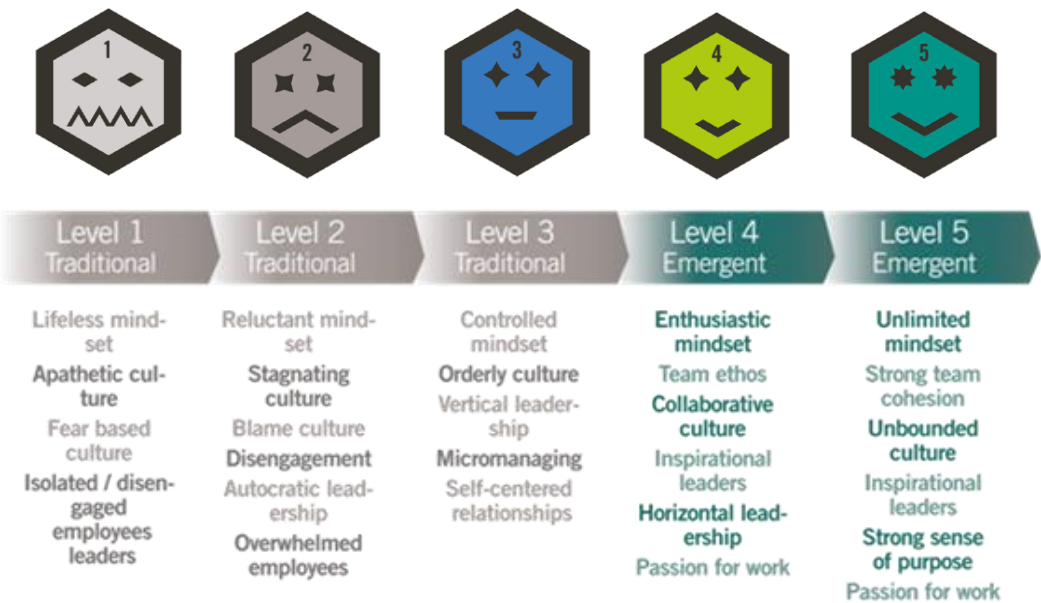


THE
MANAGEMENT
SHIFT

The Management Shift means a ‘shift’ both for individual executives, and for the wider organisation. It is called a shift rather than a transformation or change programme because it involves changes in behaviour that lead to modifications in practice rather than a wholesale break with the past. This shift can be both minor or major, but is always profound as it is conscious, deliberate, and measurable.

A significant shift typically occurs when moving from Level 3 to Level 4 and this is the sea-change point where the skills, ingenuity and teamwork of the organisation’s people begins to be unleashed and where leaders become empowering with a shift in values and conduct, as well as strategy and tactics.

Putting the Management Shift into action means that adaptive organisations are managed as living organisms with non-linearity, informal networks and interactions embedded in processes. Power and decision making are distributed, responsibility is delegated rather than tasks, culture is based on care, purpose, connection and trust and communication is good in all directions



Leadership matters now more than ever and under The Management Shift, leaders will strive to serve, inspire others to find purpose and calling in the work they do, to unleash their passion and creativity and to use all internal resources and intrinsic motivation to provide exceptional service. They will also coach, mentor and provide enabling conditions for others to emerge as natural leaders and make decisions when they have the most relevant knowledge to do so.

Benefits of The Management Shift Accreditation Programme

When individuals shift to the next developmental level, especially from Level 3 to Level 4 (from controlled to enthusiastic mindset), many benefits can be experienced, both for the individual and for the people around them as any changes spread like a ripple effect. Some of the benefits include:

Benefits for coaches

- Increased earning capability
- Access our award winning, evidence-based methodology
- Faster results for their clients
- Fast-tracked personal development
- Association with our award-winning brand
- A holistic system and a coaching framework for transformation
- Networking opportunities

Benefits for coaches' clients

- Improved performance
- Better engaged and motivated workers
- Greater level of resilience and agility
- Increased innovation
- Improved profit
- Better engagement and productivity
- Reduced stress
- Increased happiness, joy and well being
- An improvement in self awareness

Who is this qualification for?

Experienced, suitably qualified, regularly practicing executive coaches working with senior clients who:

- Have achieved coaching competency or equivalent (i.e. qualification and evidenced experience) at ICF ACC level, EMCC Practitioner level or AC Accredited Coach level as a minimum.
- Understand the impact of the mindset of a leader and the leadership team on organisational performance and success and have an interest in how to increase performance and fulfilment of individuals, teams, and organisations.
- Have experience of working in leadership development as an internal or external coach.

Accreditation

The successful completion of this programme will give you a two-year renewable licence to use The Management Shift® material and tools.

Completing this programme provides certificates for a total of 54 CPD hours.

Financial Investment

The Programme Fees are £5,000 + VAT (This is currently on special for £3,697 + VAT). The recommended fee range for The Management Shift Accredited Coaches is £500-£1000 per coaching session, so the Return on Investment is achieved after coaching just a few clients. There are flexible payment options available.

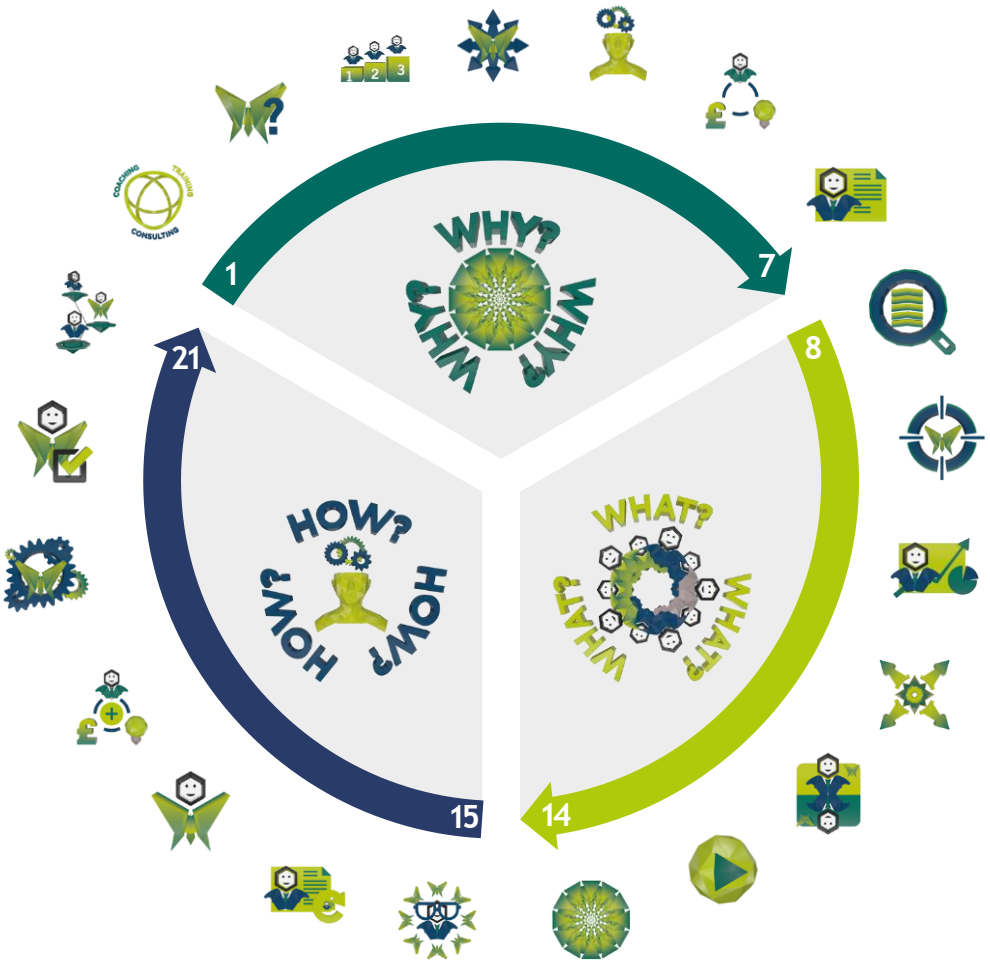
Please ask for further details from Professor Vlatka Ariaana Hlupic.



Overview of Modules and Learning Outcomes

The programme includes three stages of learning, each with seven modules.

Stage 1



Stage 3

Stage 2

Stage 1

Stage 1

Stage one will introduce you to The Management Shift Programme and provides the evidence for why individuals and organisations need to go through the Big Shift which is a move away from old ways of working based on hierarchical command and control to new ways of working based on people, purpose and collaboration.

By the end of this stage you will have:

- Explored why we need The Management Shift
- Gained an understanding of the challenges we face
- Considered a new perspective on management
- Looked at resourcing for a brighter future
- Delved into your own TMS profile

Stage 2

Stage 2

Stage two provides the tools and the knowledge you need to learn and apply yourself to go through your own Big Shift, or to consolidate your previous personal development.

By the end of this stage you will have:

- Explored the five levels of The Management Shift
- Looked at the essence of shifting
- Gained an understanding of what The Management Shift coaching sessions look like
- Examined the strategies needed to make the shift
- Developed self-awareness through completing your own TMS profile

Stage 3

Stage 3

The third stage gives access to insights and tools that coaches can use to support clients and guide them through the Big Shift process. It provides practical learning and coaching resources that could, when used, deliver a life-changing experience and developmental evolution for the coaching clients, who will then positively impact people around them, their organisation and society at large.

By the end of this stage you will:

- Have the working knowledge and skills associated with being The Management Shift Accredited Coach
- Repeat your individual TMS profile
- Be able to integrate The Management Shift model into your coaching practice
- Have completed accreditation and be licenced to use the Management Shifts' materials and assessments with your clients.

Testimonials

Vlatka provides a tailored coaching service that allows clients to identify and strengthen their development areas. Excellent service with tangible results.

Paul Newman, CEO, Chair and NED

"As a professional involved in transformation projects inside my organization, I was looking for a holistic system and a coaching framework anchored into research that could support mindset shift while giving birth to Innovation at scale.

When I read Vlatka's book "The Management Shift", I immediately knew that I found what I was looking for : a thorough meta-analysis and creative system to help organizations move to the next level of conscious innovative evolution.

Being a coach myself, I immediately subscribed to The Management Shift Coaching programme and started coaching senior executives on Vlatka's 5 Leadership Levels and related progression strategies.

Vlatka provides very practical reflective coaching practices on emotions, vocabulary and behaviours for each level, that really helped the coaches to sense and embody the new Emergent levels of Leadership.

I was amazed by the quality of discussions we had with my coaches and the Aha moments that the various Leadership levels triggered.

Throughout the coaching, I could watch these senior professionals opening up to new area of possibilities to lead their teams and their business units to deliver better results through a more energetic, joyful and collaborative style of leadership. This was extremely rewarding for me and for them.

If you are a coach or a leader, I can only recommend you to enroll on The Management Shift coaching programme and start creating ripple effects that will allow Emergent Leadership practices to thrive for the best of our people, organizations and our entire planet."

Axel Ferreyrolles, Head of Innovation & Learning Strategies, SAP Sales Learning

"The management shift coaching approach is very logical, easy to understand and the fact that it is research-based is a real differentiator. The approach is very well suited to analytical professionals and it allows them a systemic approach to uncovering self-realizations at quite an accelerated pace.

I noticed a profound impact from the higher-level language use on my coachees, their energy levels and their team relationships. I highly recommend this approach for coaches to accelerate their practice to new unbounded possibilities."

Talita Ferreira, Authentic Change Solutions

Reflecting on your coaching sessions, I was surprised by the breadth and depths of topics we covered. It has certainly helped me to become more self-aware and to value allocating time to reflect. I feel more comfortable in dealing with difficult topics and contributing to the senior management team

Dr N.C.A., Founder and Director of Thai Group of Companies, UK

Programme Structure

This self-directed programme is expected to take 6 months to complete.

1. Complete Stages 1, 2 and 3 on the eLearning programme, including online assessments.
2. Conduct at least three coaching sessions (per client) with three clients.
3. Digitally record and transcribe at least two coaching sessions with two different clients and submit them using the eLearning platform.
4. Collect at least three completed feedback forms from three different coaching clients and submit via the eLearning system.
5. Write and submit a Reflective Assignment which demonstrates your understanding and application of learning from the programme.
6. On successful completion of the programme, you will receive a renewable licence as an The Management Shift Accredited Coach and be invited to join The Management Shift Community and continue with coaching sessions as part of licence renewal.
7. In addition to self directed learning there will be two 60-minute one-to-one sessions provided by Vlatka, as well as monthly webinars for all coaches in the programme (lead by Vlatka).

Professor Vlatka Ariaana Hlupic

Learn from an exceptional thought leader



The Management Shift Accreditation Programme is created by Professor Vlatka Ariaana Hlupic. She is one of the world's Most Influential HR Thinkers, an international award-winning thought leader, an activist for humanising management, and an author of ground-breaking books 'The Management Shift' and 'Humane Capital'. Driven by her passion and purpose to make this world a better place, she is creating a global impact with her work, helping thousands of leaders and organisations worldwide to shift to a higher level of performance and profit whilst creating more engaging, purposeful and happier workplaces that do well by doing good.

She is Honorary President with the AoEC, a Professor of Leadership and Management at Hult International Business School.

Vlatka is also the founder and Chief Executive Officer of The Management Shift Solutions Limited.

To apply for a place on the programme or to receive further information, please **contact Vlatka Ariaana Hlupic** via email at vlatka@themanagementshiftspace.com.