

CASE STUDY

HENLEY PROFESSIONAL CERTIFICATE IN COACHING



Jeremy Gadd

“What really appealed to me was the mix of people attracted to the course”

“It’s helped me to re-evaluate who I am – as a coach, as an individual and a leader”

Firstly, why did you choose Henley for your Coaching programme?

‘After 32 years in retail, I had an opportunity to start a fresh venture. I’d been coaching as part of my job for several years, so it seemed to be a natural move to incorporate it into my employee engagement business.

‘I already had a City & Guilds qualification in coaching, but I felt that having the Henley stamp would not only reinforce my credibility, but give me a more business-based qualification.

‘So I came to the Henley Coaching Open Day with the intention of simply signing up to the certificate. And I fell in love! Everything felt right: the culture, the people, the history and values. It didn’t take me long to sign up to the MSc programme, recognising it would support my transition, and I knew that the networking opportunities would be invaluable.

‘What really appealed to me was the mix of people attracted to the course. They came from all types of organisations; there were company executives and senior leaders, some came from commercial, HR, marketing or accountancy disciplines, and all with stimulating and varied levels of knowledge, from brand new to experienced coaches. There were those with long careers to some using their redundancy to fund new ventures. For me the opportunity to share ideas with this international group has been beneficial as the programme itself.’

What were the biggest surprises, and what did you enjoy most?

‘It was always sunny when I drove in, or so it seemed – maybe it was just the way Henley made me feel! And there was probably more academic content than I’d been used to – more learning on my own.

‘The greatest enjoyment has come from the interaction with the other delegates. It’s been very good from a coaching perspective, and added a lot of depth to my offering – to have had the time to focus on self-awareness, to have the academic rigour, and to be challenged. All this has improved directly benefited my business.’

So what have been the biggest areas of impact of the programme on you?

‘I’ve grown in confidence, and the networking has shaped my journey in many ways; it’s helped me to re-evaluate who I am – as a coach, as an individual and a leader.

‘I’ve learned to recognise why certain stresses and strains affect me and how to deal with them. When you are building a business it can sometimes be lonely, at other times very exciting, I am now much more comfortable with learning from things that don’t work out the way I intended; I evaluate the situation and simply move on!

‘Henley provides this really safe and respectful space, giving support at a deeper level. That’s very powerful.’

And finally, what advice would you give to someone considering enrolling on one of the Henley Coaching programmes?

‘Be aware that you have to put time and effort into it, and be realistic about the amount of reading and research that you’ll need to do. I am dyslexic so am always mindful of how much reading may be required. For me it’s a lot but I feel it’s worth it. Come here with your eyes open, and be clear about what you want.

‘Henley has been really good for me, and I’d recommend it, although I think this programme would be challenging for anyone with no coaching in their background. Speak to others who have done it.

‘But I can’t fault the quality, the passion, the programme content. And in spite of its occasional eccentricities, Henley completely lives up to its reputation!!’

i For information, please contact:

Henley Business School
Greenlands
Henley-on-Thames
RG9 3AU

exec@henley.ac.uk

Tel +44 (0) 1491 418 767

17.MKT.168

henley.ac.uk/coaching