

FACULTY MEETING

Date/Time:	Wednesday 4 th February 2015, 2.00pm- 5.00pm
Location:	Marlborough Room 3, The King's Fund
Attendees:	Daniel Burke, Juan Coto, Helen Duguid, Liz Gooster, Stephen Mayson, Des O'Connell, Ann Orton, Hannah Patrick (Secretary), Eyal Pavell, Anna Phillips, Anne Scoular, Dick Tyler (Chairperson), Mary Watts (Chairperson).
Apologies:	Andy Barnett, Alison Cattermole, Kirstan Marnane, Alice Perkins, Jon Stokes.

SUMMARY OF DISCUSSIONS AND ACTIONS

1. Meyler Campbell Update

a) Syndicate Related

A background of the current state of sales was given and the following points were made:

- That the current expectation was for 62 coaches to graduate in 2015.
- That there was a limit of around 60 for each graduating class to avoid flooding the market and to maintain exclusivity.
- That the pipeline for BCP was relatively empty, and a few measures to resolve this were discussed.
- That there were a dozen serious leads in the pipeline for ELP.

There was a discussion into the necessity of the Chemistry meeting, in relation to the fact that long sign up periods were off-putting. The following points were agreed:

- That it is very important that the coaches take responsibility for their own Chemistry, and that therefore the meetings should remain.
- That we should manage the expectations of prospects in relation to being more flexible with their diaries.
- That a potential way to speed up the process is to decrease the time between the Planning Meeting and T1.

b) Client Feedback

Hannah Patrick presented a summary of a Client Care Report which will be made available to the Faculty via the protected section of the website.

It was suggested that Hannah might contact Alumni a year after completion of the programme to find out how they have used their coaching skills, and what roles they are now undertaking.

It was noted that it may be useful for the sales process to see how graduates have incorporated coaching into their current roles.

c) Accreditation

The proposed change is to drop WABC and AC, to continue with EMCC and to take on ICF.

The following points were agreed that:

- Although we are prompted each time to make some minor improvement in our process each time we seek accreditation, the key value of accreditation is in how prospective participants on the programme perceive it "Accredited" is a key aspect of their buying decision before joining the programme. Post training it is of actual importance to only a minority, but for those few it can be very important.
- There are limited downsides for the marketing process in dropping WABC, but communication would need to be handled carefully with the Community. The same is true of AC.
- It would be beneficial to have an accreditation with the ICF both for marketing purposes and to provide the basis for our coaches to become ICF accredited if they so wish.
- It would be possible to label some Meyler Campbell events as BPS CPD with the help of Mary.
- We should consider the appointment of an accreditation liaison officer, providing them with free CPD, to attend the relevant lectures and conferences to keep Meyler Campbell aware of what is going on in the wider community.

Actions:

- To continue to research into accreditation with ICF (Mary Watts and Alison Cattermole).
- Agree the communication with the Community regarding the decision re WABC and Association of Coaching.
- To tell current syndicate members that they only require 36 hours of practice coaching, but that the more they can complete the better. (All Tutors)

2. External Assessors Report

Everyone in attendance had read the External Assessors Report which will shortly be available on the website.

Action: If anyone has any points to flag up in relation to the report, they are to email Alison.

3. Faculty Clinics

It was agreed that the purpose of the Faculty Clinics is for Participants on the Business Coach Programme to benefit from the knowledge and experience of the entire Faculty over a 2/3 year cycle.

It was clarified that the structure of the Faculty Clinic is as follows; a 2 hour session consisting of 45 minutes for a presentation and questions, topped and tailed by networking. (I.e. same format as Brown Bag Lunches.)

It was suggested that the name 'Faculty Insights' might be better suited to this event, but no change was decided upon.

4. AOB

It was brought to the Faculty's attention that faculty hosts are still required for the majority of the 2015 CPD Calendar.

Action: Please make Claire aware of your availability to host.

TEMPORARY END OF FACULTY MEETING

Assessment Panel Board Meeting – 4th of February 2015

Chair Person: Mary Watts

Secretary: Hannah Patrick

The purpose of the Meeting is for Faculty to consider those Business Coach Programme participants who have completed the Programme (possibly with a few exceptions) and to approve the sending of the Invitation to Graduate letter, subject to completion of outstanding items, which will be specified.

It was agreed that the following syndicates were to be signed off, and invited to Graduate subject to individual requirements as stated in brackets:

Tutor: Ann Orton

- Claudia Danser
- Duncan Aldred
- Emilio Galli Zugaro - (Subject to completion of practice coaching hours)

Tutor: Eyal Pavell

- Sue Leeson
- Douglas French
- James Muston - (Subject to completion of Reflective Essay)

Tutor: Dick Tyler

- Christian Greiser – (Subject to completion of Reflective Essay)
- Luca Regano - (Subject to completion of Reflective Essay and Reading Reviews)
- Nick Phillis - (Subject to completion of Reflective Essay and Observed Coaching)

The following points were clarified:

- On completion of all elements Business Coach Programme participants receive a letter confirming they have passed the Business Coach Programme and inviting them to Graduation. At this point they can call themselves Meyler Campbell trained Business Coaches or Graduate of the Meyler Campbell Business Coach Programme.
- The deadline for participants graduating this year will be the Assessment Panel to be held at the July Faculty meeting.

END OF ASSESMENT PANEL BOARD MEETING

RECOMMENCEMENT OF FACULTY MEETING

5. Research

Simmy Grover presented the research that she is undertaking on behalf of Meyler Campbell. It was requested that a copy of her Powerpoint Presentation might be put on the Faculty section of the website.

Action: Alison Cattermole

END OF FACULTY MEETING

Date of next meeting: Thursday 14th May, from 9am to 5pm at the Kings Fund – note that this is a full day's meeting. The Faculty dinner will be held on the previous evening, Wednesday 13th May starting at 7pm, at a venue to be confirmed.

HP 17/02/15