

**THE EXECUTIVE
COACHPRENEUR®**

**BETA PROGRAMME
BROCHURE**

**A PARTNER
PROGRAMME WITH
LLSE**

WHY THE EXECUTIVE COACHPRENEUR® AND OUR PARTNERSHIP WITH LLSE



A NOTE FROM OUR FOUNDER, AMIE NAZARUK-WHEELER, ABOUT WHY THIS PROGRAMME EXISTS...

I created this programme because, after more than a decade of training professional executive coaches in this industry, I kept seeing the same gap time and time again. Many coaches qualify as a coach, but lack the knowledge and skills about how to build and maintain a successful coaching business, and so I worked with leading experts to build and create this programme!

At Grow Development Solutions, we are proud to partner with LLSE to bring you The Executive Coachpreneur Programme, which is a powerful, industry-leading pathway designed for people who want to qualify as a professional executive coach and learn about how to build and maintain a commercially successful coaching practice.

This unique collaboration combines Grow's expertise in transformational coaching and business development for coaches, with LLSE's extensive network and reach, creating an exceptional opportunity for those joining the programme via LLSE to gain an internationally recognised coaching accreditation and confidently grow a high-value coaching business.

This programme is more than a qualification, it's an opportunity to redefine your future as a coach and business owner. You'll leave not only with enhanced capability and recognised accreditation, but with the clarity, confidence, and commercial strategy to build a sustainable, high-impact coaching practice.

If you're ready to step into your full potential, elevate your value, and create meaningful change for both your clients and your own career, we would love to welcome you onto the programme.

Amie

THE BETA PROGRAMME ADVANTAGE



YOU CAN GET A HEAD-START AT HALF THE PRICE!

Joining our Beta Programme is a unique opportunity to be part of something at its formative stage, while still benefiting from our established standards, frameworks and credibility.

This Beta cohort has been intentionally designed to:

- Limit places to protect quality, depth of support and learning experience
- Invite participants into a collaborative development process, not just consumption
- Ensure the programme continues to evolve in line with the real needs of coaches building businesses in today's market

As part of the beta programme, you will:

- Access the full programme at 50% of the planned full launch price
- Have the opportunity to shape and influence the programme through structured feedback and reflection
- Contribute to refining content, tools and emphasis areas so they remain relevant, practical and commercially realistic
- Be part of a small group helping to define what great looks like for modern executive coachpreneur

This is not a 'rough draft' programme. It is a high-quality, professionally grounded offering, with the added advantage that your voice, experience and feedback will directly inform how it continues to grow.

The beta phase allows us to build with you, not just for you. Ensuring this programme genuinely supports those who want to create credible, sustainable coaching businesses for the long term.



WHAT YOU CAN EXPECT ON THIS PROGRAMME



WHAT THE PROGRAMME INCLUDES

The Executive CoachPreneur® Programme is a learning pathway for people who want to qualify as a coach, and build a credible, sustainable coaching business.



It brings together professional qualification, international accreditation pathways, business strategy and financial confidence, not as separate add-ons, but as one coherent journey.

This is about doing this work properly and at your own pace. The programme is a self-paced programme, giving you access to online videos, workbooks, downloadable guides and resources, and all of these are supported by 1-1 tutorials and 1-1 supervision, which means you can fit the course around your life and your needs, allowing you to complete it as quickly or as slowly as you'd like. The only time parameters we put in place, are, a minimum and maximum timeframe, to ensure quality and rigour of the programme, which means you can complete the programme in as little as 6 months (more likely if you're committing to this almost full-time) and up to a maximum of 2.5 years (much better suited to those who already have a busy life and want to build something more slowly).

What's Included:

- ILM Level 7 Diploma for Executive & Senior Level Coaches & Mentors
- EMCC Senior Practitioner Accreditation (this is depending on level of experience)
- The Business of Coaching Programme - An in-depth training programme which includes all you need to know to launch your successful coaching business
- The Financial Confidence for Coaches Programme - A solid foundation about business finance to set you up to be a profitable coachpreneur!

THE DETAIL ABOUT THE ILM LEVEL 7 DIPLOMA



THIS IS A RECOGNISED COACHING QUALIFICATION

This strand forms the professional and ethical backbone of the programme, enabling participants to develop deep coaching capability while working towards a recognised executive-level qualification.

Core areas of learning include:

- What executive coaching is and is not
- Strategic purpose of coaching and mentoring in complex organisations
- Coaching models and frameworks
- Advanced listening, questioning, presence and contracting skills
- Ethics, supervision, reflective practice and professional standards (aligned to the Global Code of Ethics)
- Emotional intelligence, beliefs, values and psychological approaches in coaching
- Feedback, challenge, support and endings in coaching relationships
- Transitioning from 1:1 executive coaching into group and team coaching

Practice-based development:

- Supervised coaching practice
- Reflective journal and reflective practice models
- Peer-to-peer coaching observation and feedback
- Coaching supervision

The qualification element is made up of 3 formal assessments, one of which is a written assignment, one of which is based on 60-hours of live coaching practice (with 6-9 clients) and one of which is focused on your reflective practice as a professional coach.

This is a formally recognised qualification which is internally assessed at Grow Development Solutions, and externally validated by the ILM.



THE DETAIL ABOUT THE EMCC ACCREDITATION



FURTHERING YOUR QUALIFICATION TO GET A RECOGNISED COACHING ACCREDITATION

The European Mentoring and Coaching Council (EMCC) Senior Practitioner Level Accreditation provides internationally recognised, independent validation of your coaching practice at a senior level.



Unlike training qualifications, EMCC accreditation is less about what you've studied, and more about how you practise.

Senior Practitioner accreditation recognises coaches who:

- Work with senior leaders, executives and complex organisational systems
- Demonstrate consistent, ethical and reflective coaching practice
- Engage in regular, high-quality coaching supervision
- Commit to ongoing CPD and professional development
- Can evidence depth, maturity and impact in their coaching work

Within The Executive CoachPreneur® Programme, this pathway supports you to align your practice to the EMCC Competence Framework and be awarded the Senior Practitioner Accreditation.

For this part of the programme, we will support you to achieve your accreditation by completing the following:

- ILM Level 7 Diploma for Executive & Senior Level Coaches & Mentors (this has to be completed before being able to complete this accreditation)
- Your EMCC Coach personal statement
- Evidence of your length of experience and context
- Evidence of your approach to CPD (including your areas of focus for learning)
- A Coach Profile
- A statement from your supervisor (this will be provided by one of our qualified supervisors on the programme)
- Evidence of 'practice' and 'experience' to meet the EIA Senior Practitioner Standards
- Assessment against the EMCC Competence Framework

THE BUSINESS OF COACHING



BUILDING A COACHING BUSINESS THAT ACTUALLY WORKS

Alongside professional coach formation, this strand focuses on turning coaching capability into a clear, tangible, market-ready business. Participants are supported to move from idea → offer → clients → systems.



This goes far beyond “how to market yourself as a coach”. This aspect of the programme includes:

- Foundation & Vision
- Niche & Offer Design
- Validation Before Launch
- Sales, Marketing & Visibility
- Automation & Tech Foundations
- Online Presence

This part of the programme is packed full of great content to enable you to successfully establish your business foundations and positioning, enabling you to build authority as a coach. A lot of emphasis is placed on your mindset, sales, marketing and visibility, providing you with clear actionable strategies that build trust, credibility and long-term relationships, which set you up for success when it comes to lead generation.

In this part of the programme you also get access to:

- 50 done-for-you Social Media Templates
- A Lead Magnet Creator GPT
- A welcome pack for your clients which you can personalise via Canva
- And...much more ‘done-for-you’ tools that will be invaluable when you’re starting out as a coach - this alone will save you so much time and money!

FINANCIAL CONFIDENCE FOR COACHES



THIS IS ALL ABOUT PLANNING FOR PROFIT TO BUILD YOUR OWN SUSTAINABLE & PROFITABLE COACHING BUSINESS

This strand is designed to close one of the biggest gaps in coach training: financial literacy, confidence and strategic control, giving you all the foundations to build a profitable coaching business from day one!

There are 12 core modules to be covered, which all support you to move from finance novice to being your own CFO:

- Business Set-Up Essentials – structures, compliance, and foundations
- Introduction to UK Taxes – understanding obligations and planning ahead
- Your Finance Tech Stack – tools, systems and automation
- Your Financial Freedom Vision – starting with the end in mind
- Know Your Numbers – income, costs, margins and capacity
- Profit Levers & Pricing Strategy – pricing for sustainability and value
- Cashflow Strategy & Planning – managing peaks, troughs and growth
- Forecast Your Future P&L – planning beyond “hope marketing”
- Reality Check & Adjust – reviewing data and making informed decisions
- Financial Routines for Success – weekly, monthly and quarterly habits
- PAYE vs Freelance – portfolio careers and hybrid income streams
- You as CFO – thinking strategically about money, systems and scale



WRAP AROUND SUPPORT FOR YOU



ACCESS TO PERSONALISED SUPPORT THROUGHOUT YOUR PROGRAMME

One of the defining features of The Executive CoachPreneur® Programme is the depth of wrap-around support available throughout your journey.



This is not a self-paced programme where you are left to figure things out in isolation. While the content is evergreen and flexible, the support is human, relational and responsive, because that's what real professional development requires.

Here's what support you can access:

Personal Tutor Support (Qualification & Practice)-

Your personal tutor acts as a consistent point of contact, ensuring you are supported, stretched and clear as you progress through the qualification elements of the programme.

1:1 Coaching Supervision (Professional Practice)

Your supervisor will support you to deepen your self-awareness and professional judgement, support your growth, resilience and sustainability as a coach. Supervision is not treated as a tick-box requirement, but as a core pillar of professional practice and development.

1:1 Business Coaching & Mentoring (Coachpreneur Support) - In addition to supervision, participants also have access to 1:1 business coaching and mentoring, focused specifically on the realities of building a coaching business. This support is designed to help you with your mindset, confidence, work through business decisions with clarity and sense-check ideas before acting on them. This is space for you, not just as a coach, but as a coachpreneur navigating growth, identity and decision-making.

YOUR INVESTMENT - FEES & PAYMENT PLANS



FULL PROGRAMME FEES

The Beta programme fees are a fully inclusive price of £6000.00 plus VAT (£7200.00 including VAT) - this price is only available on enrolments before 1st September 2026.

FEE PAYMENT OPTIONS

Fees can be paid in full, or via an instalment payment plan. There are no additional interest fees payable for the instalment option plan, however fees will be charged for late payment and a self-funding agreement must be signed and in place before access to any of the course content.

If you opt for instalments, your course content will be drip-fed, in-line with the payments made and the full course materials and resources will be made available once full payment is received.

Instalment Option Plan

- A 25% deposit payment is required within 7-14 days of enrolment (£1500.00 plus VAT)
- Followed by 6 x monthly instalments of £750.00 plus VAT (instalment payments will start after 1 month on-programme)
- Note - where payments are made via card payment online via Stripe, additional card charges will be applied directly by Stripe. We recommend using BACS transfer to pay all invoices.
- All payments are due directly to Grow Development Solutions Ltd.





If you're ready to start the
conversation about your
Executive CoachPreneur
Journey

Get in touch with us via email
and book in a call to find out
more.



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