



FTC Business School
A Kaplan Professional Company

Press Release

Sentient and FTC Business School launch Spring Coaching programme.

FTC Kaplan Business School, a leading multi national Financial and Business Training Company, and Sentient, the rapidly expanding coaching organisation headquartered in Newcastle, have announced the Spring launch of the of their innovative Coaching programme for managers and team leaders. The Spring cohort is scheduled to commence on the 5th May with Public and Private sector organisations already showing a keen interest.

The ILM accredited level 3 Certificate in Coaching has been designed for team leaders and first line managers to develop the personal skills and competencies required to deliver workplace coaching to those they manage. The programme aims to provide candidates with both a practical and hands on understanding of coaching and the vital role it plays in removing the barriers to improving individual performance.

“Both FTC Business School and Sentient are committed to the learning and long term professional development of people in business. Organisations across all sectors are now looking to coaching to release the latent potential of their people.” said Tom Jones, Head of FTC Business School North.

“Not only will delegates to the programme gain a valuable insight into coaching but they will also become eligible to join the Institute of Leadership and Management and be able to network with hundreds of other managers, both regionally and nationally, to share their learning.”

The Spring programme, consisting of four one day workshops, kicks off in May and has been designed by the Sentient team who have been part of the University of Sunderland’s “Coaching for Organisational Excellence“ post graduate coaching qualification.

“Progressive Managers and Team Leaders across all sectors, including the not for profit and voluntary sectors, now recognise coaching as a powerful tool in accelerating personal learning and driving business growth” said Sentient’s Marketing Director, Steve Donkin. “We are delighted to be working with FTC on this innovative programme which we believe will have an immediate and significant impact for those individuals and organisations taking part.”

For those wanting to join the programme please contact Tom Jones at FTC on 0191 232 9365 or email t.jones@financial-training.com

Ends

PICTURE CAPTION: Pictured left, is Sentient Coach, Bob Fordham, and Tom Jones, Head of FTC Business School North.

Picture attached.

All enquiries regarding Sentient business coaching can be made via steve.donkin@sentientuk.com For more information about this programme please contact Tom Jones at FTC on 0191 232 9365 or email t.jones@financial-training.com