



*Transformation Towards Purpose*  
**Landman Consulting**

# FUNDAMENTALS OF COACHING

THEORY INTO PRACTICE

 **ONLINE COURSE**



# EMPOWER YOURSELF

## MAKE A MEANINGFUL AND HIGH IMPACT CONTRIBUTION THROUGH COACHING

“As artificial intelligence (AI) continues to dominate the market, relationship-based careers will soar in 2020 and beyond. More of an emphasis will be placed on what robots can’t do—feel, think and sit with your emotions.

The helping profession will continue to be in demand, and individuals displaced by AI may consider moving to relationship-based, helping careers.”

Forbes Coaches Council: February 2020



# HOW COACHING CAN HELP AN ORGANISATION

Coaching is a domain which is relevant in every organisation and has multiple applications in groups, in processes, in culture and in the traditional one on one coaching relationships.

01

## DEVELOPMENT TOOL

Coaching has become the indispensable development tool in today's businesses, and it is anticipated to grow even more in depth, breath and value.

02

## TRANSFORMATIONAL

While the emphasis is on individual growth, the cumulative effect of a coaching approach on a business unit, department or even a company, has in many cases proven to be transformational.

03

## COMPETITIVE ADVANTAGE

Where coaching used to be a competitive advantage in the past, it is fast becoming the norm and a requirement for sustained success and wellbeing.

# WHY HR PROFESSIONALS SHOULD ATTEND THIS WORKSHOP



40 hours of theoretical and practical exposure to coaching psychology and practice.



Convert previous learning / exposure into current context.



Build a strong foundation of solid skills and knowledge of coaching principles & practices as it is applied in today's workplace.





# COURSE CONTENT

**This Programme runs over 3 months and consists of 12 modules which are released weekly**

- Module 1: INTRODUCTION TO COACHING
- Module 2: ADULT LEARNING
- Module 3: INITIATING THE COACHING RELATIONSHIP
- Module 4: CORE COACHING SKILLS
- Module 5: COACHING APPROACHES AND MODELS
- Module 6: MIDWAY CHECK-IN AND FEEDBACK
- Module 7: YOUR COACHING TOOLBOX
- Module 8: THE ETHICS OF COACHING
- Module 9: CONCLUDING AND CLOSURE OF THE COACHING RELATIONSHIP
- Module 10: REFLECTING ON YOUR COACHING SKILLS AND DESIRE TO BE A COACH
- Module 11: ESTABLISHING AND MANAGING A COACHING OFFERING IN AN ORGANISATION
- Module 12: APPLICATION OF COACHING PRINCIPLES IN HR / OD





# BENEFITS OF ATTENDING THIS WORKSHOP

- ✓ An introduction for those who aspire to become coaches themselves
- ✓ Aids you to understand what coaching is and how it differs from related practices such as mentoring, counselling, training and consulting
- ✓ Provides basic and practical foundational skills needed to have a coaching conversation
- ✓ Enables you to consult on the selection criteria for Coaches or Coaching Programs
- ✓ Equips you to advise or run coaching programmes
- ✓ Equips you to apply coaching practices in other HR and OD practices
- ✓ For Industrial /Organisational Psychology Interns: Aids you in completing the Coaching requirements of your internship





# APPROACH

Via TalentLMS and Zoom.

This online course integrates rich, interactive media such as videos and e-learning activities as well as traditional didactic components such as written content.

There are also opportunities for collaborative learning through discussion forums and online engagements.

NEW IN 2026 – Online Engagement sessions now hosted to accommodate delegates across different time zones:

- South African Standard Time – morning sessions (ideal for SA delegates)
- US Eastern Time – mid day sessions (early evening for SA delegates)

During the course, you will observe coaching meetings as well as conduct your own coaching sessions.

A key principle to coaching is reflection. This too is imbedded in the learning approach through a variety of reflective practices (+- 1hour per module) of either individual or group reflections which will be documented and shared in a variety of ways.

# ABOUT THE AUTHOR & FACILITATOR

**Rentia Landman:** A registered Industrial Psychologist, and Transformational Character Coach with 20+ years' experience in Financial Services, Higher Education and Consulting, Rentia's passion for impact and hunger for variety and continuous learning has resulted in a broad scope of practice which ranges from Assessments, Industrial Relations, Talent Management, Change Management and Organisational Development.

Rentia finds fulfilment in partnering with her clients to realise their personal greatness and igniting them to live into their full potential.

Her passion for growth and change often sees her assisting my clients to not only solve their current challenges, but to recognize and capitalise on the opportunities for growth that they present.

 <https://www.linkedin.com/in/rentia-landman/>





If you share my passion for making a positive impact yet lack knowledge or confidence to fully step into the coaching role, then this course is for you. I look forward to sharing the experience with you where I trust you will be enabled and ignited.

*Rentia Landman*





# COST & REGISTRATION

## COST

R 4 200 per person (excl. VAT)

- 10 % discount for Industrial Psychology interns completing the course as part of their Internship.
- Payment arrangements can be made upon request for self-funding participants

## DATES & REGISTRATION

2 –co-horts:

- March
- September





# WHAT PAST ATTENDEES HAD TO SAY



This has been a **wonderful learning curve** for me. It's been a time of **self reflection and self discovery** to pivot myself into the next chapter of my life. I have rediscovered myself and the essence of my being, through coaching others, I have been coached.

I have also learnt the difference between counselling, consulting and coaching! It's been hard learning to stop talking so much and giving advise or trying to fix people, but it's been **so worth it!**

The aha! moments are precious moments. Coaching for me is an extension of myself and my career, it's something that I will definitely continue to grow in the organisational space as well as personal coaching spaces.

I have found the beauty of **being authentically myself** in coaching and I hope to pass that light to all the clients I will come across in my life.

*Anna Dingani*



I have absolutely loved this course. I started this journey not knowing anything about coaching, but I was interested in using the techniques to further develop how I interact with clients and how I give feedback from a psychometric perspective.

12 weeks later, I have a very clear understanding of what coaching is and isn't and I am filled with so much excitement for the future. What an amazing learning process!

I know that I am able to offer a warm and safe environment for individuals to freely and confidently be themselves.

*Shirley Gooch*



The coaching journey has been evolutionary for me. It brought about self-awareness, enlightenment and acceptance.

I will take the insights gained over the past twelve weeks and apply them on daily basis so that I can keep developing. Really sad that it's ending soon but I'm glad I took it on.

*Budlelwane Dalasile*



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Every coaching journey  
begins long before  
your first client,  
**it begins the moment  
you choose to take  
your next step.**

*Rentia Landman*