



UP & RUNNING

BAREFOOT COACHING

PROGRAMME OUTLINE

OVERVIEW

This programme is aimed at coaches who want to start, manage or grow their coaching business.

This programme offers invaluable insights, resources, and proven strategies from established Barefoot Alumni, other experienced coaches, and seasoned business owners who have successfully started and grown businesses.

This programme is for any trained coach who has completed an accredited coach training programme with either ICF, EMCC or the AC.

This includes anyone who is currently signed up for or has completed any of the following Barefoot courses: ICF Accredited and University Approved Coach Training Course, PG Cert in Coaching Supervision course or Team Coaching Practitioner Programme.

The programme is aimed at any trained coaches who want to start, manage or grow their coaching business.



HEAR FROM OUR RANGE OF EXPERTS AND PROFESSIONALS...



ADAM GOODMAN-SMITH
Founder of Confidence Rising | ICF PCC Coach | Author



GARY BUXTON MBE
Executive Coach, Coaching Psychologist, Coach Supervisor



RACHEL VARRILLY GIERULA
Executive and Team Coach, Coach Tutor, Coach Supervisor



SARAH TEGERDINE
Senior People Partnering/Coaching Lead at Channel 4



GARY COLE
Founder & Managing Director at Archipelago Coaching



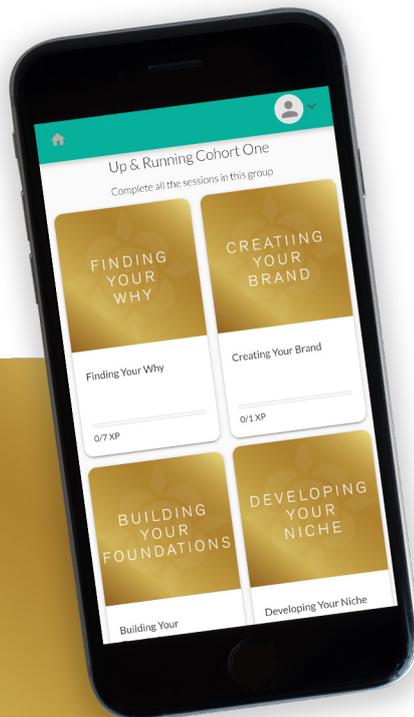
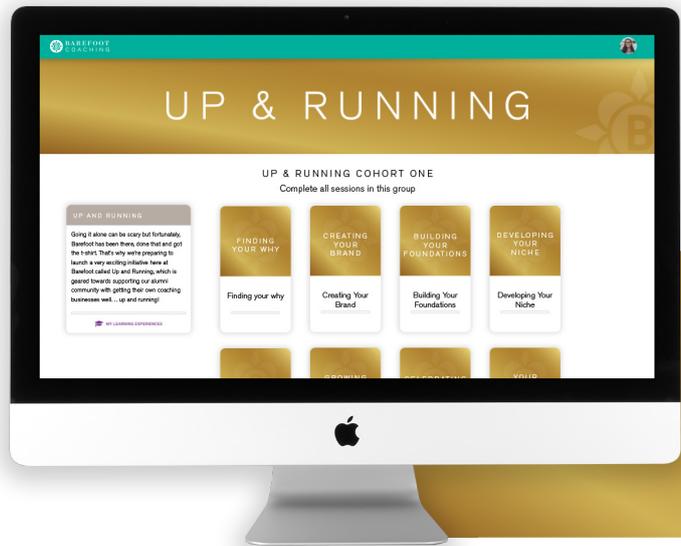
SALLY SAUNDERS
Editor In Chief at PSYCHOLOGIES Magazine

AND MANY MORE!

HOW IS THIS PROGRAMME DELIVERED?

Each intake of our programme lasts for one year and is hosted on our learning platform – **The Barefoot Coaching Academy**.

The content is largely asynchronous, with access to our live connection and reflection events, Conversation Spaces Surgery Drop-in Sessions.



This blended approach gives you the freedom to learn at your own pace and location with content accessible at the point you need it - whilst still engaging in meaningful discussions, exchanging ideas, and sharing insights with other delegates.

Over the year, you'll have access to seven modules, that launch every 6-8 weeks from the start of the programme. Each module contains a series of on-demand webinars, a wide variety of further resources and a dedicated virtual group coaching Conversation Space and Drop In Surgery Sessions to ask questions, and gain insights that will help you move forward with confidence.



Our programme will have two intakes a year, every April and September.

WHAT ARE CONVERSATION SPACES AND SURGERY DROP-INS?

Our Conversation Spaces are hosted by our Barefoot Team and Associates and provide a chance for you to connect and engage in meaningful discussions with other members of the programme.



Each Conversation Space is aligned to one of the seven modules. During the two hours, you'll spend time reflecting on each module in groups, whilst experiencing tools to help build your business.

Each module has a single scheduled Conversation Space date. All sessions are recorded, giving you flexibility to watch in your own time if you're unable to attend live. You can attend up to seven Conversation Spaces across the 12-month programme, with dates planned where possible to take account of school and bank holidays.

We will provide the Conversation Space dates in advance. However, if you are unable to attend, these Conversation Spaces will be recorded for you to watch at your convenience.

You will also have the option of utilising our 'Surgery Drop-In sessions', designed exclusively for coaches on the programme. These informal yet valuable sessions provide a dedicated space to discuss your coaching business, seek expert advice, and share your thoughts in a supportive environment. Whether you need guidance on growing your business, overcoming challenges, or simply want to connect with like-minded professionals, these sessions offer the perfect opportunity.

These sessions run for one hour every 4-5 weeks and usually over lunchtime. They provide a safe space to share thoughts or challenges you be may be facing and get top tips from our experienced hosts.

Drop in, ask questions, and gain insights that will help you move forward with confidence.

WHAT'S INCLUDED IN THE PROGRAMME?

The programme covers essential topics, including:

1. Finding Your Why

This module is designed to help you discover your business's purpose or motivation. You'll define your core values, your mission statement, and your business purpose.

On-Demand Webinars include:

VISIONING SUCCESS

MINDSET OF AN
INDEPENDENT COACH

BUILDING A
SUCCESSFUL
BUSINESS

Asynchronous Resources include:

GOAL SETTING TOOL

TOP TIPS FOR STARTING
YOUR OWN BUSINESS

COACHING BUSINESS
START-UP QUESTIONS

2. Building Your Foundations

You will have access to essential knowledge and tools that will help you make informed decisions and establish a strong financial foundation for your business. You'll look at such tools as pricing for your business, rates, swot analysis and more.

On-Demand Webinars include:

ACCOUNTING

BUILDING A BUSINESS
COACHING MODEL

THE BAREFOOT PANEL
WITH KIM MORGAN AND
ANDY CHANDLER

Asynchronous Resources include:

CREATING YOUR
BUSINESS PLAN

PLANNING A WEBSITE

MAPPING YOUR RATES

3. Creating Your Brand

With this module, you'll be able to effectively reflect on your brand's story, values, and proposition, as well as determine how you want your brand to be perceived within the market. You'll use such tools as creating your brand, competitor analysis and market research.

On-Demand Webinars include:

MARKETING YOUR
BUSINESS

WHEN TO USE AND NOT
TO USE SOCIAL MEDIA

HOW TO USE BOOKS,
BLOGS AND PODCASTS
TO ELEVATE YOUR
COACHING BUSINESS

Asynchronous Resources include:

CREATING YOUR BRAND:
A TEMPLATE

MARKET RESEARCH

BOOSTING YOUR
LINKEDIN PROFILE

4. Developing Your Niche

This module is designed to help you establish a specialised area of focus within the market. You'll be guided through the process of finding your niche and developing the unique value proposition that sets you apart from your competitors.

On-Demand Webinars include:

STANDING OUT
IN A CROWD

FINDING A NICHE

PERSONAL BRAND AND
SELF AS INSTRUMENT
OF CHANGE

Asynchronous Resources include:

THE BENEFITS OF HAVING
A COACHING NICHE

FULFILLING GOALS

EFFECTIVE
NETWORKING

5. Delivering the Goods

This module shares practical strategies and techniques to enhance your credibility and develop a sales mindset to drive business growth.

On-Demand Webinars include:

THE NITTY GRITTY OF
BEING A BUSINESS OWNER

SALES MINDSET

GAINING CONFIDENCE
AS A COACH &
BUSINESS OWNER

Asynchronous Resources include:

LEAD GENERATION
FOR COACHES

ANALYSIS YOUR
BUSINESS
PERFORMANCE

BUILDING A LOYAL
CUSTOMER BASE

6. Growing Your Business

Plan and explore the possibilities for yourself and your business. This includes personal development through continuous learning, attracting talented individuals, considering partnerships or associate coaching, and crafting a growth plan for your business.

On-Demand Webinars include:

WHAT DO CORPORATES
LOOK FOR

WHAT TO LOOK FOR AS
BUYER OF COACHING
SERVICES

WORKING AS AN
ASSOCIATE COACH

Asynchronous Resources include:

BUSINESS GROWTH &
GROWTH STRATEGIES

SELF CARE AS
BUSINESS OWNER

MANAGING BUSINESS
AND CASH FLOW

7. Celebrating Success

Take time to step back, review your progress and plan your next steps

Additionally, you'll have access to our dedicated LinkedIn Group, and receive our Coaching Cards for Business Owners, our Financial Coaching Cards and our exclusive 'Up & Running Coaching Journal' to support your journey.

LEARNING OUTCOMES

Explore how to build a successful coaching business with expert knowledge and strategies across seven core modules. During the programme, you will:

- Define the goals, values, mission, and purpose of your coaching business.
 - Craft your brand's unique story, values, and proposition.
 - Implement strategies to position your brand in the market to attract your target audience and differentiate yourself from competitors.
 - Carry out market research and competitor analysis to identify and review your target market, competitors, and clients.
 - Understand the nitty-gritty of being a business owner, covering everything from handling finances and legal obligations to getting the right insurance and running day-to-day operations.
 - Utilise tools like customer personas and referrals to understand customer needs, foster strong relationships, and deliver value through sales approaches that align with your brand values.
 - Explore possibilities for yourself and your business through personal development, continuous learning, attracting talent, considering partnerships or coaching, and crafting a growth plan.
- Benefit from a wealth of practical resources to enhance your knowledge, refine your skills, and implement effective strategies in your own businesses.
- Connect with fellow delegates to build a valuable network of like-minded individuals, fostering collaboration, support, and maybe even potential partnerships.



HOW MUCH DOES THE PROGRAMME COST?

Programme cost: £999 (VAT Inclusive)

Secure your place with a small deposit: £250.

Please refer to our website for full payment terms. If you book your place on our ICF-accredited Flagship programme and our Up & Running Programme at the same time, you can receive a discounted price of £699 VAT inclusive for Up & Running, instead of the usual price of £999 VAT inclusive. This applies to any Up & Running cohorts.

Please note that this is subject to review and may be subject to change.

FREQUENTLY ASKED QUESTIONS

1. How do I access and use the Barefoot Coaching Academy?

The Academy contains all programme content. You will receive access to the Academy for the 12 months of the programme **and** for three months after the programme ends.

2. How do I use the content?

You can download key resources and reading materials that are relevant to you for future reference. Throughout the year, we offer over 150 resources that you can access at any time. There is no obligation to complete all the content within a specific timeframe or follow a strict order. We will provide targeted resources tailored to your circumstances, categorising the content into **Essentials** and **Extras**.

Please note: Most of the content is available for download. Webinars will be shared as live links after the programme ends. Due to IP and distribution agreements, video downloads are unavailable. Any other content that is unavailable for download will be indicated in the resource description.

3. How can I engage with others and participate in discussions?

The programme includes multiple opportunities for engagement, including:

- **Conversation Spaces** – Seven sessions per year for reflection, tool exploration and discussion.
- **Drop-in Sessions** – Dotted throughout the programme is a space for you to discuss, receive support and hear top tips.
- **Private LinkedIn Cohort** – A space for meaningful discussions, networking, and sharing insights.
- **Academy Discussion Points** – Real-time commenting and debates.

4. How do I track my progress throughout the programme?

Each section includes:

- **A Beginning of Module Reflection** to assess your starting point.
- **Your Next Steps: Time to Reflect** at the end to review key takeaways and plan forward actions.
- Throughout the programme, you'll be encouraged to set achievable goals and reflect on your progress. Regularly reviewing and adjusting your goals based on your schedule and commitments is key to success.

5. What should I do if I fall behind or face challenges?

The programme is designed with flexibility in mind. If you encounter setbacks, reach out through:

- Connection points within the programme.
- Tutors and fellow delegates.
- Prioritising tasks that align with your long-term goals will help you stay focused.
- Identifying key commitments and responsibilities will enable you to allocate time effectively.
- Utilise a Reflective Learning Journal and include checklists to ensure you complete the most content for your situation.

6. How can I balance learning with my other commitments?

Balancing learning with work and personal responsibilities can be challenging, but with effective time management, it's achievable. Prioritising tasks, setting goals, and maintaining a structured schedule can help you stay on track.

7. What if my schedule doesn't go as planned?

- Life is unpredictable, and some days won't go as planned. Be adaptable, adjust your goals when needed, and remember that progress—even if gradual—is still progress.
- By staying patient and committed to your goals, you'll find a balance that allows you to learn effectively while managing your other obligations.
- Set reminders when possible, and if you cannot attend live sessions, catch up on the recorded webinars later.

8. How do I complete the programme?

To complete the programme, you'll need to submit what you have learned and what you have to reflect on using the **Programme Reflection Template**. This process is an essential part of consolidating your learning, with many alumni finding that their reflections lead to valuable insights for their future coaching practice. Throughout the year, your journal notes, Academy resources, and other reflection tools will support you in completing this submission.

The Programme Reflection serves two key purposes:

- (1) to evaluate the personal and professional impact of your learning
- (2) to provide evidence for **Continuing Coach Education (CCE) points** when renewing your ICF Credentials.

To qualify for CCE points, you must also complete all **'Your Next Steps: Time to Reflect'** documents at the end of each module.