

---

## How To Build A Powerful Brand For Your Coaching Practice

---

<b>Date</b>	27 June 2019	<b>Time</b>	09:30 – 17:00
<b>Venue</b>	Madingley Hall Madingley Cambridge		
<b>Tutor</b>	Kim Arnold	<b>Course code</b>	1819NDX403

For further information on this course, please contact [coaching@ice.cam.ac.uk](mailto:coaching@ice.cam.ac.uk)

To book [www.ice.cam.ac.uk/coaching](http://www.ice.cam.ac.uk/coaching)

---

### Tutor biographies

---

Kim Arnold is an international branding and marketing expert who teaches coaches, entrepreneurs and businesses how to build imaginative brands that attract and inspire their ideal clients, as well as marketing strategies that eclipse the competition.

Kim cut her teeth working for financial heavyweights, including Deutsche Bank and Thomson Reuters businesses, where she led large global marketing and communication teams across Europe, Asia and the Americas in 10 different countries. She has also worked alongside Al Gore.

Today she works closely with the Association For Coaching (AC) to host live events around the world, as well as online learning programmes, to help their global members access the expertise they need to build their brands and practices. She is a regular contributor to THE AC magazine, Coaching Perspectives.

She also provides online courses and one-to-one consulting directly to coaches in many different countries - from Hong Kong to the UAE - who want to deepen their marketing expertise and grow their practices.

Kim is a Prince's Trust mentor, helping young entrepreneurs turn their ideas into thriving businesses. She has an MA (Cantab.) in Modern and Medieval Languages.

*'Kim has a wealth of knowledge regarding marketing and brand which she shared with our members at an event in London. The event was a sellout and Kim covered a range of key topics diligently with energy and enthusiasm which was reflected by those attending. Given the scope of the topic Kim was presenting there really was something for everyone regardless of what stage their business was at. Listening carefully Kim help to myth bust and simplify strategies for business growth with a warm and passionate presentation. Thank you, Kim!'* Lee Cannon, Director of Member Services, The Association for Coaching

---

## Programme: How To Build A Powerful Brand For Your Coaching Practice

---

9:30 – 11:00

### ***Session 1 – The key components of a successful coaching brand***

In this session, we explore the key attributes of a powerful brand, drawing on teachings from world-leading brand experts including Seth Godin and Mark Ritson. We examine examples of successful, and not so successful, brands from the business and coaching world. We discuss the reasons why the participants need a brand to succeed and dismantle the barriers to creating one for their own practices.

#### ***Coffee***

11:30 – 13:00

### ***Session 2 – Understanding the target market for your coaching practice***

The key to building a strong coaching practice is a deep understanding of the clients that it needs to attract. In this section, participants will learn how to define clearly their target market for their own coaching practice. They will also create buyer personas using the ideal customer avatar model widely used by leading organisations. They will understand how to leverage this avatar with their coaching brand.

#### ***Lunch***

14:00 – 15:30

### ***Session 3 – Your coaching brand building blocks***

In this session, we begin to identify and piece together all the necessary components for building your own coaching brand. Participants will learn the steps to building a powerful brand for their business, how to uncover their unique value proposition and how to stand out in a crowded coaching market.

#### ***Tea***

16:00 – 17:00

### ***Session 4 – Bringing your brand to life***

In this final session, we will consolidate all the day's learning to put each coach's value proposition into words, creating a solid foundation for growing a powerful brand for their coaching practice.

#### **Aims:**

This course aims to provide coaches with the skills and the techniques they need to:

- articulate their value and the nature of their practice compellingly and succinctly
- differentiate themselves in a crowded coaching market
- build a brand that resonates with and is attractive to the right type of clients
- solidify the foundations of a successful coaching practice

**Content:**

Participants will learn:

- the key attributes of a successful coaching practice brand
- why the strength of their brand is directly linked to the success of their practice
- how to define their target audience to identify gaps in a competitive coaching environment
- how to identify and articulate their unique value proposition to prospective coaching clients

**Presentation of the course:**

Each session will be a combination of presentation, practical exercises, (individual, partner and group work) and discussion, so that participants can put their learning into practice straight away and consolidate their knowledge.

**As a result of the course, within the constraints of the time available, students should be able to:**

- Understand the basics of branding and brand building in a coaching environment
- Define their target market for their coaching practice
- Understand how to differentiate their brand in a crowded coaching market
- Identify the steps they need to follow to build a strong brand for their practice

---

**Reading and resources list**

---

Listed below are a number of texts that might be of interest for future reference, but do not need to be bought (or consulted) for the course.

---

Author	Title	Publisher and date
Seth Godin	All Marketers Are Liars	USA: Penguin Group, 2009
Seth Godin	We Are All Weird	USA: Penguin Group, 2015
Seth Godin	Purple Cow	USA: Penguin Group, 2001
Al Ries & Jack Trout	Positioning: The battle for your mind	USA: McGraw-Hill, 2001
Marty Neumeier	Zag	USA: Pearson Education, 2007
Sam Horn	Pop!	USA: Penguin Group, 2006

---

---

## Additional information

---

### Venue

Details of how to find Madingley Hall can be found on our website:

<http://www.ice.cam.ac.uk/who-we-are/how-to-find-the-institute>

### Refreshments

Tea and coffee and lunch will be provided. If you have any specific dietary requirements or allergies and have not already advised us, please inform our Admissions Team on [ice.admissions@ice.cam.ac.uk](mailto:ice.admissions@ice.cam.ac.uk) or +44 (0)1223 746262.

**Note** Students of the Institute of Continuing Education are entitled to 20% discount on books published by Cambridge University Press (CUP) which are purchased at the Press bookshop, 1 Trinity Street, Cambridge (Mon-Sat 9am – 5:30pm, Sun 11am – 5pm). A letter or email confirming acceptance on to a current Institute course should be taken as evidence of enrolment.

*Information correct as of: 18 June 2019*