



# Training to be a Who do you think you are? Coach

*Who do you think you are?* coaching is a powerful process. It's built on a way of understanding people, *sima* – the System for Identifying Motivated Abilities - that has stood the test of time. Many people who have been coached using *sima* are interested to know more and many want to go on to become coaches themselves. The *Who do you think you are?* training programme will give you this opportunity. Whether you want to start to become a coach, enhance your existing coaching practice or just learn more about people, the three day programme will give you an introduction to this most powerful of processes.

The *Who do you think you are?* training programme will enable you to:

- Enhance your knowledge of motivation and what makes people tick.
- Learn a language that will enable you to make sense of others' motivations.
- Understand your own motivation and see how it differs from others'.
- Appreciate the power of diversity and the value of building on others' strengths.
- Have the confidence to be a coach who helps others make sense of their lives.
- Develop yourself into a skilful career coach.
- Become part of a growing network of skilled practitioners who work with people to help them to make best use of their strengths.

The *Who do you think you are?* training programme is the major step towards becoming a skilled *sima* coach. It is the only route to becoming an expert in the *sima* system. When you have attended the 3 day programme you will be licensed to use *sima* as a coach.

The training takes part in *three* phases.

### **Phase 1: Group training**

This formal training experience is carried out in small groups, either as open courses in Oxford or in-house for organisations. All courses (open and in-house) last three days and the size of the group is kept small so that everyone has the personal attention they need. The course has a number of key components:

- An introduction to sima (the system which underpins the *Who do you think you are?* process) with an overview of its core values and philosophy.
- The *Who do you think you are?* process is explained.
- The coaching approach, programme and materials are introduced. You learn how to work with clients using the *Who do you think you are?* process.
- Going live!  
You practice coaching skills as a group in a supportive environment, using a volunteer client.
- Application  
You learn how to work with individuals and their issues, as well as to coach them using the insight from the *Who do you think you are?* programme.

### **Phase 2: Coaching your own clients**

After the 3 day group training those, who chose to, can start coaching their own clients. As part of your on-going learning we will provide telephone/email support for your first 3 clients (you can get further extra help at any point after that, by arrangement and for a supervisory fee). We are here to offer backup and collaboration at any point that you need some assistance.

### **Phase 3: Welcome to the sima network!**

Once you have completed your 3 day training you are welcome to join us on sima network days (3 separate days a year), where further training and interaction are offered here in Oxford.

As a final review, you can choose to present two coaching case studies from your experience with ten clients in order to gain your *Who do you think you are?* certification.

If you are interested in setting up an in-house course or coming to one of our open courses, please contact us for further information and open course dates.

\*SIMA – the System for Identifying Motivated Abilities is a proprietary process owned by PMI Shares Inc. SIMA® and *Who do you think you are?*® are registered trademarks with the EU Community Register of trademarks.

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