

LCI Diploma Coaching for Leaders

A 10-Day Transformational Journey



Proven, Practical
Skills to Develop Your
Leaders, Managers &
Business Teams



Programme Outcomes

- ✓ GET clear on your leadership core-job responsibilities and leadership priorities
- ✓ UNDERSTAND how the coach-approach can unlock the enormous potential of your people
- ✓ EXPLORE the different approaches and styles of leaders
- ✓ BUILD out a professional coaching toolkit to develop team members
- ✓ CREATE a culture where people thrive and realise their career ambitions
- ✓ HELP your company scale smoothly when the right people with the right skills are in place

Who is it for

- ✓ Business Owners
- ✓ Directors
- ✓ Senior Leaders and Managers
- ✓ Team Leads & No.2's
- ✓ Department Teams

NOTE: In-house Programmes also available

Foundation Programme

FIRST HALF OF DIPLOMA (5 DAYS, 10 SESSIONS)

SEPTEMBER 2025

LOCATION: SILVER SPRINGS HOTEL, CORK

- Day 1&2: Wednesday 10th – Thursday 11th
- Day 4&5: Wednesday 17th – Thursday 18th
- Day 3&6: Friday 12th and Friday 19th (Online - Half Days)



Practitioner Programme

SECOND HALF OF DIPLOMA (5 DAYS, 10 SESSIONS)

OCTOBER 2025

LOCATION: GLENLO ABBEY, GALWAY

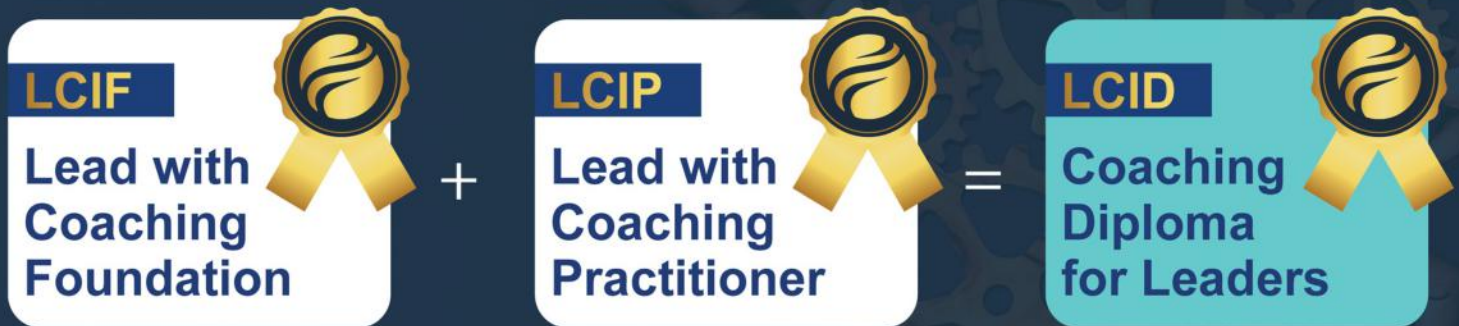
- Monday 20th – Thurs 23rd (full days in person)
- Wed 29th & Wed 5th (2 x half days online)
- Three mentoring one-to-one sessions (dates agreed during course)



Overview

A comprehensive, ICF Level 1 (*in application*) leadership development programme designed for **senior leaders, entrepreneurs and executive teams**.

The 'LCI Diploma – Coaching for Leaders' can be completed in two distinct parts.



Programme Focus



PRACTICE

Master the coaching and leadership skills



BUILD TEAM STRENGTH

Develop your teams and a pipeline of future leaders



SCALE

Realise the ambition of the business, scale and grow

MODULE ONE

Leadership Mindset & Psychology



- **Explore** various leadership styles and why they matter
- **Define** roles such as manager, leader, coach and mentor
- **Examine** how a coaching culture benefits your entire organisation

MODULE TWO

Leadership Focus



- **Map** your core job responsibilities using a priorities wheel
- **Discuss** the value of the 'Conductor Role' when leading others
- **Identify** core leadership skills to accelerate your journey

MODULE THREE

Leadership Conversations



- **Develop** one of the most under-utilised leadership skills: **listening**
- **Discover** how the quality of your **questions** matters
- **Elevate** impact using **emotional intelligence** and **psychological safety**

MODULE FOUR

Leadership Approach



- **Appreciate** the value of 'Coaching Moments,' especially when time is limited
- **Recognise** how the 'Relationship Contract' fosters accountability
- **Use** a structured approach to make your conversations even more impactful

MODULE FIVE

Lead with Coaching



- **Practice** coaching conversations with peers
- **Build** your confidence and skills in a safe place
- **Develop** your coaching skills with feedback from credentialed ICF coaches

Why this Diploma is Different



- ✓ We develop leaders from the inside out
- ✓ A diverse ICF-accredited faculty with specialist credentials
- ✓ Optimising growth with flexible, AI-driven learning experiences
- ✓ A community of cross-industry peers with diverse perspectives
- ✓ Transformational learning through LCI's LeaderCoach Toolkit
- ✓ Mentor Coaching for sustainable mastery to ICF standards



**The results
speak for
themselves!**

Through the LCI Diploma - Coaching for Leaders, **you will:**



Master Leadership Through Practice

The Diploma's design ensures leaders coach, are coached, and observe coaching, gaining a 360-degree understanding of leadership development



Experience Holistic Leadership Development

Leaders transition from personal mastery in Part 1 - LCI Foundation, to strategic, organisational impact in Part 2 - LCI Practitioner.



Be a Business- Ready Leader

Graduates are equipped with effective skills to lead teams, drive profitability, and sustain organisational growth.



Enhance Strategic Impact

Become a leader who is capable of scaling businesses without sacrificing wellbeing or performance.



Drive Cross- Functional Collaboration

Businesses benefit from leaders who foster psychological safety, innovation, and cross-functional collaboration.



Lead Cultural Transformation

Build a coaching culture that drives the development of an organisation with healthy leadership pipelines and high-value creating teams.



LEAD WITH COACHING INSTITUTE

Diploma & Recognition

- ✓ This course is facilitated with international coaching standards (ICF) and best practice in mind
- ✓ You will receive our 'LCI Diploma - Coaching for Leaders' on successful completion of both Foundation and Practitioner. For participants who complete the Foundation only, you will receive our LCI Certificate in Coaching for Leaders

Additional Benefits

- ✓ Network and share in the wisdom of other Leaders and Managers
- ✓ Get mentored one-to-one and in small groups by qualified experienced coaches
- ✓ Get quiet time away from your day-to-day role for your own personal and professional growth

"Say less, ask more and change the way you lead forever"

MICHAEL BUNGAY STANIER

Why Develop your Leaders & Managers?

BENEFITS

- ✓ Enhances communication.
- ✓ Workload shared more evenly.
- ✓ Employee morale and engagement increases.
- ✓ Top talent eager to join.
- ✓ Good people stay longer.
- ✓ Cultivates a robust leadership and management pipeline.
- ✓ Promotes more informed decision-making and problem-solving.
- ✓ A culture of creativity and innovation emerges.
- ✓ Investment in people sends a powerful positive message.
- ✓ The vision and ambition of the company is more easily realised.

DOWNSIDES (OF NOT DEVELOPING)

- ✗ Undeveloped leaders can become the chokehold on the business.
- ✗ Top talent choose elsewhere.
- ✗ Your best people leave.
- ✗ The next layer of leadership becomes sparse or 'empty'.
- ✗ Too many decisions rest on the shoulders of too few.
- ✗ Poor communication sucks the oxygen out of the business.
- ✗ Greater potential for burnout, exhaustion and increased human error.
- ✗ Increased employee apathy and poor work atmosphere.
- ✗ People and teams go backwards.
- ✗ The business stagnates – momentum evaporates.

Testimonials

"For any leader looking to scale and future-proof their organisation, I highly recommend investing with the LCI team."

John Brennan

Managing Director, ORS

ORS



"As one of your clients the training provided has allowed us grow and scale our business over the last 6 to 7 years to levels we could only dream of a short few years ago."

John O'Shaughnessy

*Managing Director,
Clancy Construction*



CLANCY
Built on Partnership

"I can't say enough great things about the LCI Coaching Diploma for Leaders! It's had a very positive impact on my leadership skills, the way we develop our teams and in supporting our business growth."

Lorraine McLaughlin

*General Manager,
Dovida Midlands*



 **Dovida**

"Thank you for getting us places we only dreamed of".

Derry Sheehan

*Owner/MD,
Avonmore
Electrical*



 **AVONMORE**
ELECTRICAL

Testimonials

"If you are a business owner, leader or manager and especially if you are involved in the development of people then this course is a must for you."

David Murrin

Regional Technical Manager, RNLI



Lifeboats

"What makes this course stand out from other coaching courses I've attended was its focus on the practical application. I was inspired and excited each day to immediately try new coaching techniques with my project team and peers and can honestly say it has improved our interactions immensely in such a short space of time. James and the facilitators are knowledgeable, experienced, and gifted coaches, and their facilitation, along with the guest speakers enhanced the learning experience hugely."

Sarah McCartan

Learning Program Management, PayPal



"Our top team are using the key coaching and leadership skills to drive the next phase of innovation and business growth. I highly recommend this programme."

Fergus Brennan

MD, Brennan's Pharmacy Group



"I cannot recommend this course highly enough, as this was by far the best course I have ever attended in my over 25 years involvement in both Business and Sport".

Stephen Bohan

*Former Director, Trojan IT
Senior Coach,
Roscommon GAA*



Facilitators



James Martin

ACC, Lead Facilitator,
MentorCoach, Business
Growth Strategist &
LCI Founder

With a proven track record of mentoring over 1,200 business leaders globally and as a regular trainer for Tony Robbins, James Martin ignites business growth and cultivates exceptional leadership in directors and senior teams.



Rachel Dungan

MPSI, MCC Master
Facilitator, MentorCoach
& LCI Founder

As a Master Certified Coach and Director of Education with over two decades of experience, Rachel Dungan empowers senior leaders in global companies through strategic self-leadership and energy alignment, backed by extensive professional affiliations in coaching and mentoring.



Gerry Duffy

International Professional
Speaker & Leadership
Coach

An accomplished international speaker and co-facilitator of impactful leadership programs alongside James, Gerry Duffy empowers directors and senior leaders to achieve their organisational ambitions by mastering a coaching approach and honing their presentation skills.

Clients we work with

abbvie

Aer Lingus 



An Garda Síochána
Ireland's National Police & Security Service



AVONMORE
ELECTRICAL



Brennans
Pharmacy
we're here for you



BUTTIMER
Engineering

CLANCY
Built on Partnership



etbi

ifac



Dovida



MASONITE.

Medtronic



Merenda



PayPal

Contact

James Martin

 086 8502159

 james@leadwithcoaching.org

Rachel Dungan

 086 6025584

 rachel@leadwithcoaching.org



LCI Diploma Coaching for Leaders



Become the leader who
inspires performance,
drives growth and
sustains success!

