

# Postgraduate Diploma Executive Coaching



## Postgraduate Diploma Executive Coaching

- » Modality: online
- » Duration: 6 months
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online
- » Target Group: Graduates and professionals with demonstrable experience in the sector

Website: [www.techtute.com/us/school-of-business/postgraduate-diploma/postgraduate-diploma-executive-coaching](http://www.techtute.com/us/school-of-business/postgraduate-diploma/postgraduate-diploma-executive-coaching)

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# 01

# Welcome

Coaching is a perfect tool for those in charge of personnel management, because it allows them to get the most out of the talent of workers, by learning the techniques that are currently used to manage human capital relationships. Although this type of program is intended for managers and personnel managers, it is also beneficial for the rest of the company's employees, since it will allow them to increase their personal development and motivation, which will result in greater productivity. All these positive aspects make this program an essential part of the CV of Human Resources managers, which will allow them to apply the latest techniques for the management of work teams.



Postgraduate Diploma in Executive Coaching.  
TECH Technological University



“

*The figure of the upright, inflexible and authoritarian manager has become obsolete. A new profile has emerged, one that is much more in line with new trends and stands out for being technologically savvy, practising active listening and being self-critical of their work”*

02

# Why Study at TECH?

TECH is the world's largest 100% online business school. It is an elite business school, with a model based on the highest academic standards. A world-class centre for intensive managerial skills training.



“

*TECH is a university at the forefront of technology, and puts all its resources at the student's disposal to help them achieve entrepreneurial success"*

## At TECH Technological University



### Innovation

The university offers an online learning model that combines the latest educational technology with the most rigorous teaching methods. A unique method with the highest international recognition that will provide students with the keys to develop in a rapidly-evolving world, where innovation must be every entrepreneur's focus.

"Microsoft Europe Success Story", for integrating the innovative, interactive multi-video system.



### The Highest Standards

Admissions criteria at TECH are not economic. Students don't need to make a large investment to study at this university. However, in order to obtain a qualification from TECH, the student's intelligence and ability will be tested to their limits. The institution's academic standards are exceptionally high...

**95%** | of TECH students successfully complete their studies



### Networking

Professionals from countries all over the world attend TECH, allowing students to establish a large network of contacts that may prove useful to them in the future.

**100,000+**  
executives trained each year

**200+**  
different nationalities



### Empowerment

Students will grow hand in hand with the best companies and highly regarded and influential professionals. TECH has developed strategic partnerships and a valuable network of contacts with major economic players in 7 continents.

**500+** | collaborative agreements with leading companies



### Talent

This program is a unique initiative to allow students to showcase their talent in the business world. An opportunity that will allow them to voice their concerns and share their business vision.

After completing this program, TECH helps students show the world their talent.



### Multicultural Context

While studying at TECH, students will enjoy a unique experience. Study in a multicultural context. In a program with a global vision, through which students can learn about the operating methods in different parts of the world, and gather the latest information that best adapts to their business idea.

TECH students represent more than 200 different nationalities.





TECH strives for excellence and, to this end, boasts a series of characteristics that make this university unique:



### Analysis

---

TECH explores the student's critical side, their ability to question things, their problem-solving skills, as well as their interpersonal skills.



### Academic Excellence

---

TECH offers students the best online learning methodology. The university combines the Relearning methodology (the most internationally recognized postgraduate learning methodology) with Harvard Business School case studies. A complex balance of traditional and state-of-the-art methods, within the most demanding academic framework.



### Economy of Scale

---

TECH is the world's largest online university. It currently boasts a portfolio of more than 10,000 university postgraduate programs. And in today's new economy, **volume + technology = a groundbreaking price**. This way, TECH ensures that studying is not as expensive for students as it would be at another university.



### Learn with the best

---

In the classroom, TECH's teaching staff discuss how they have achieved success in their companies, working in a real, lively, and dynamic context. Teachers who are fully committed to offering a quality specialization that will allow students to advance in their career and stand out in the business world.

Teachers representing 20 different nationalities.



*At TECH you will have access to Harvard Business School case studies"*

03

# Why Our Program?

Studying this TECH program means increasing the chances of achieving professional success in senior business management.

It is a challenge that demands effort and dedication, but it opens the door to a promising future. Students will learn from the best teaching staff and with the most flexible and innovative educational methodology.



“

*We have highly qualified teachers and the most complete syllabus on the market, which allows us to offer you training of the highest academic level"*

This program will provide students with a multitude of professional and personal advantages, particularly the following:

**01**

### A significant career boost

By studying at TECH, students will be able to take control of their future and develop their full potential. By completing this program, students will acquire the skills required to make a positive change in their career in a short period of time.

*70% of participants achieve positive career development in less than 2 years.*

**02**

### Develop a strategic and global vision of companies

TECH offers an in-depth overview of general management to understand how each decision affects each of the company's different functional areas.

*Our global vision of companies will improve your strategic vision.*

**03**

### Consolidate the student's senior management skills

Studying at TECH means opening the doors to a wide range of professional opportunities for students to position themselves as senior executives, with a broad vision of the international environment.

*You will work on more than 100 real senior management cases.*

**04**

### Take on new responsibilities

The program will cover the latest trends, advances and strategies, so that students can carry out their professional work in a changing environment.

*45% of graduates are promoted internally.*

05

### Access to a powerful network of contacts

TECH connects its students to maximize opportunities. Students with the same concerns and desire to grow. Therefore, partnerships, customers or suppliers can be shared.

*You will find a network of contacts that will be instrumental for professional development.*

06

### Thoroughly develop business projects

Students will acquire a deep strategic vision that will help them develop their own project, taking into account the different areas in companies.

*20% of our students develop their own business idea.*

07

### Improve soft skills and management skills

TECH helps students apply and develop the knowledge they have acquired, while improving their interpersonal skills in order to become leaders who make a difference.

*Improve your communication and leadership skills and enhance your career.*

08

### Be part of an exclusive community

Students will be part of a community of elite executives, large companies, renowned institutions, and qualified professors from the most prestigious universities in the world: the TECH Technological University community.

*We give you the opportunity to train with a team of world renowned teachers.*

04

# Objectives

This program is designed to strengthen management and leadership skills, as well as to develop new skills and abilities that will be essential in your professional development. After the program the professional will be able to make global decisions with an innovative perspective and an international vision.



“

*Knowing the most commonly used coaching techniques at a business level will be fundamental to improve the performance of your teams"*

**TECH makes the goals of their students their own goals too.  
Working together to achieve them.**

This **Postgraduate Diploma in Executive Coaching** will enable students to:

01

Analyze the decisions of the different areas through the corporate culture model

02

Enhance management development at a personal and team level in order to grow as leaders in their area of competence

03

Establish a valuable social network with other participants, professors, company leaders and coaches to explore the challenges of today's changing environment

04

Develop cutting-edge methodologies and techniques in people management and talent development within the organization through a strategic and innovative vision that favors challenges such as digital transformation and its impact on culture, business and talent management





05

Develop and properly implement the main Human Resources policies: selection, training, compensation

06

Enhance the possibilities that technology allows through Human Resources 2.0

07

Practice appropriate internal communication techniques to maintain cohesion and correctly transmit strategic objectives

08

Understand the impact of compatibility between people in relation to productivity



05

# Structure and Content

The Postgraduate Diploma in Executive Coaching is a program tailored to the professional that is taught in a 100% online format so that students can choose the time and place that best suits their availability, schedules and interests. A program that takes place over 6 months and is intended to be a unique and stimulating experience that lays the foundations for your success as a Human Resources manager.



“

*Specialize in Executive Coaching and achieve greater motivation in the human capital of your company”*

## Syllabus

The Postgraduate Diploma in Executive Coaching of TECH Technological University is an intensive program that prepares professionals to face challenges and business decisions in the field of Human Resources.

The content of the Postgraduate Diploma in Executive Coaching is designed to promote the development of managerial skills that allow for more rigorous decision-making in uncertain environments.

Over the course of 375 hours, the student analyzes a plethora of practical cases through individual practice and teamwork. It is, therefore, an authentic immersion in real business situations.

This Postgraduate Diploma deals in depth with all aspects of Human Resources management that must be taken into account in the company and is designed for managers to understand the management of people from a strategic, international and innovative perspective.

A plan designed for the professional, focused on their professional improvement and that prepares them to achieve excellence in the field of team management and Human Resources. A program that understands your needs and those of your company through innovative content based on the latest trends and supported by the best educational methodology and an exceptional faculty, which will provide you with the skills to solve critical situations in a creative and efficient way.

This Postgraduate Diploma takes place over 6 months and is divided into 3 modules:

**Module 1.** Executive Coaching

**Module 2.** Team Management

**Module 3.** Strategic Communication



### Where, When and How is it Taught?

TECH offers students the opportunity to take this Postgraduate Diploma in Executive Coaching completely online. Throughout the 6 months of the educational program, you will be able to access all the contents of this program at any time, allowing you to self-manage your study time.

*A unique, key, and decisive educational experience to boost your professional development and make the definitive leap.*

**Module 1. Executive Coaching**

**1.1. Neuromanagement**

- 1.1.1. Evolution, Brain Function, Survival, Values and Rewards
- 1.1.2. Self-awareness and Sense of Pleasure
- 1.1.3. Neurobiological Bases of Emotions, Empathy and Social Behavior
- 1.1.4. Cultures and Values. Morality, Values and Executive Function

**1.2. Neuroeconomics**

- 1.2.1. Value Measurement
- 1.2.2. Evaluation, Risk and Decision-Making
- 1.2.3. Adaptation, Microeconomic Theory, Value and Market

**1.3. Managing Oneself**

- 1.3.1. Search for Consistency
- 1.3.2. Learning Towards Authenticity
- 1.3.3. Social Values, Identity and Meaning of Life

**1.4. Self-Control and Self-Efficacy**

- 1.4.1. Mindfulness and Homeostasis
- 1.4.2. Personal Style of Relationship and Organizational Style
- 1.4.3. Relational Efficiency Map

**1.5. Improve Knowledge of Oneself**

- 1.5.1. Patterns of Behavior and Interpersonal Relationships
- 1.5.2. Basic Areas of Behavior Common to All Persons
- 1.5.3. Increase Personal and Interpersonal Effectiveness through Feedback and Reflection

**1.6. Compatibility Study**

- 1.6.1. How Does Compatibility between People Affect Productivity
- 1.6.2. Rigidity and teamwork
- 1.6.3. Effectiveness of Work in Team Development Stages

**1.7. Executive Coaching**

- 1.7.1. Use of Coaching in the Personnel Development
- 1.7.2. Coaching Models and Fields
- 1.7.3. Action and Limits of Executive Coaching

**1.8. Managing Positive Change**

- 1.8.1. Stakeholder Management and Dialogue
- 1.8.2. Appreciative Inquiry
- 1.8.3. Select, Evaluate and Provide Feedback

**Module 2. Team Management**

**2.1. Organizational Changes**

- 2.1.1. The Transformation Process
- 2.1.2. Anticipation and Action
- 2.1.3. Organizational Learning
- 2.1.4. Resistance to Change

**2.2. Developing High Performance Teams**

- 2.2.1. Personal Factors and Motivation for Successful Work
- 2.2.2. Integrating a High-Performance Team
- 2.2.3. People and Business Change and Development Projects
- 2.2.4. Financial Keys for HR. Business and People

**2.3. Workgroup Management**

- 2.3.1. Group Synergy
- 2.3.2. The Group's Life Cycle
- 2.3.3. Groups and Motivation
- 2.3.4. Groups and Innovation

**2.4. Group Dynamics**

- 2.4.1. The Roles of People in Groups
- 2.4.2. Group Leadership
- 2.4.3. Group Rules
- 2.4.4. Group Cohesion

**2.5. Responsibility and Group Management**

- 2.5.1. Decision-Making
- 2.5.2. Unconscious Reasons in Decision-Making
- 2.5.3. Personal Responsibility and Accountability

**2.6. Managing People in the Digital Age**

- 2.6.1. Impact of IT on Intellectual Capital
- 2.6.2. Reputation in Social Networks and Personal Branding
- 2.6.3. Recruitment and Human Resources 2.0

**2.7. Human Resources and Total Quality**

- 2.7.1. Quality Costs
- 2.7.2. The Importance of Quality
- 2.7.3. From Total Quality to Innovation

**Module 3. Strategic Communication**

**3.1. Communication in Organizations**

- 3.1.1. The Information Technology Revolution
- 3.1.2. Types of Information Systems for Management
- 3.1.3. Informal Organization

**3.2. Internal Communication and Comprehensive Communication Plan**

- 3.2.1. HR Marketing and Communication
- 3.2.2. Programming, Execution and Evaluation of the Plan
- 3.2.3. Barriers to Business Communication

**3.3. Interpersonal Communication**

- 3.3.1. Body Language
- 3.3.2. Assertive Communication
- 3.3.3. Interviews

**3.4. Open Communication**

- 3.4.1. Openness and Problem Solving
- 3.4.2. Detection of Unsupportive Behavior
- 3.4.3. Active Listening

**3.5. Personal and Influential Skills**

- 3.5.1. Impact and Influence
- 3.5.2. Public Speaking
- 3.5.3. Stress Mastery

**3.6. Time Management**

- 3.6.1. Interpersonal Conflicts
- 3.6.2. Conflict Conditions
- 3.6.3. Consequences of Conflicts

**3.7. Conflicts in Organizations**

- 3.7.1. Interpersonal Conflicts
- 3.7.2. Conflict Conditions
- 3.7.3. Consequences of Conflicts

**3.8. Negotiation**

- 3.8.1. Intercultural Negotiation
- 3.8.2. Negotiation Focuses
- 3.8.3. Effective Negotiation Techniques
- 3.8.4. Restructuring



*Proper internal communication will allow all employees in your organization to know its mission and values"*

# 06

# Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning.**

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.







“

*Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"*

## TECH Business School uses the Case Study to contextualize all content

Our program offers a revolutionary approach to developing skills and knowledge. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

“

*At TECH, you will experience a learning methodology that is shaking the foundations of traditional universities around the world”*



*This program prepares you to face business challenges in uncertain environments and achieve business success.*



*Our program prepares you to face new challenges in uncertain environments and achieve success in your career.*

## A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch to present executives with challenges and business decisions at the highest level, whether at the national or international level. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and business reality is taken into account.

**“** *You will learn, through collaborative activities and real cases, how to solve complex situations in real business environments”*

The case method has been the most widely used learning system among the world's leading business schools for as long as they have existed. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question we face in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They must integrate all their knowledge, research, argue and defend their ideas and decisions.

## Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

*Our online system will allow you to organize your time and learning pace, adapting it to your schedule. You will be able to access the contents from any device with an internet connection.*

At TECH you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our online business school is the only one in the world licensed to incorporate this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.



In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

With this methodology we have trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, markets, and financial instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

*Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.*

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.



This program offers the best educational material, prepared with professionals in mind:



### Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.



### Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.



### Management Skills Exercises

They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.



### Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.





### Case Studies

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best senior management specialists in the world.



### Interactive Summaries

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



### Testing & Retesting

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.



07

# Our Students' Profiles

The Postgraduate Diploma in Executive Coaching is a program aimed at professionals related to Human Resources and related sectors who want to update their knowledge, discover new ways of managing talent in organizations and advance in their professional career.







“

*If you have experience in people management and are looking for an interesting career enhancement while continuing to work, this is the program for you"*

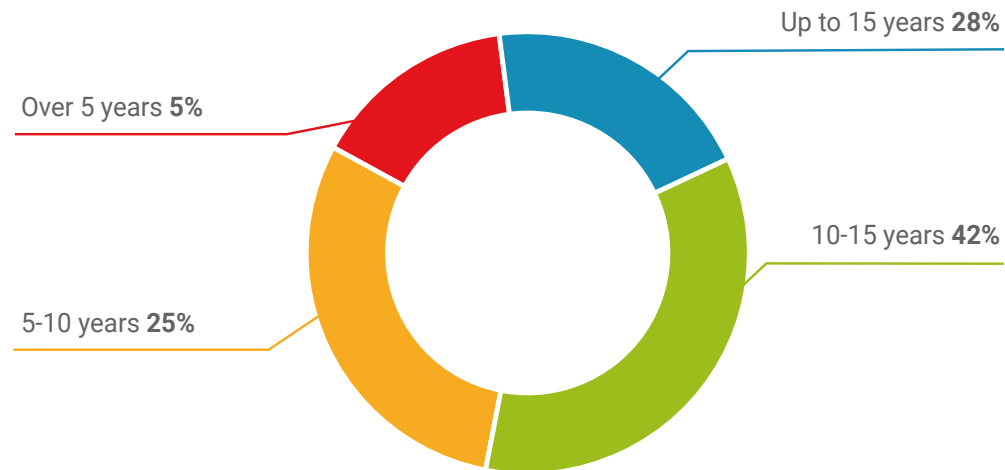
### Average Age

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Between **35** and **45** years old

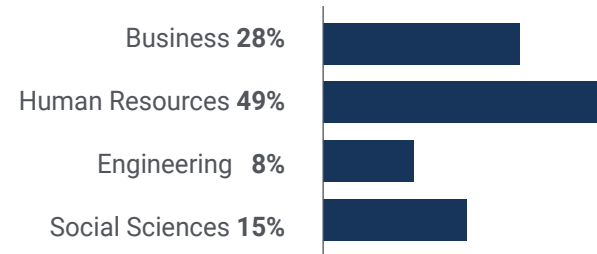
### Years of Experience

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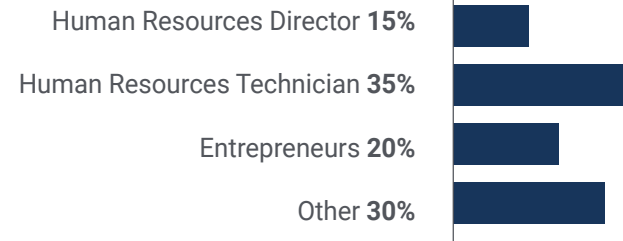
### Training

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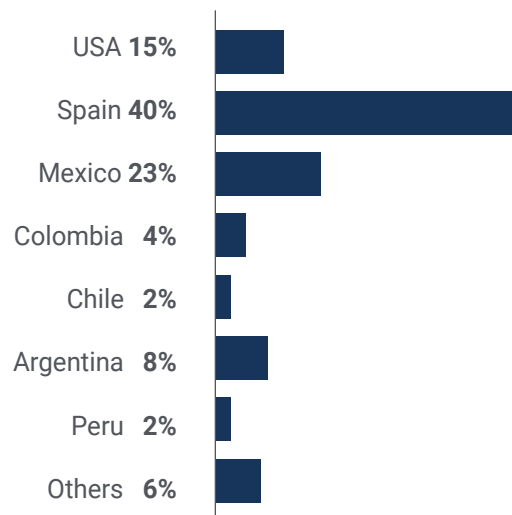
### Educational Profile

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## Geographical Distribution

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## Luis Sánchez Ortiz

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Responsible of Human Resources

*"Applying coaching techniques in the management of a company's human capital is one of the main developments in the industry. There is no doubt that motivated staff will perform better and achieve higher performance. That is why I had been trying to specialize in this field for some time. Fortunately, thanks to this program, I was able to acquire the specific knowledge I so badly needed, and now I can see that the whole team is more eager to work"*

08

# Impact on Your Career

TECH is aware that taking a program of these characteristics is a great economic, professional and, of course, personal investment. The ultimate goal of this great effort should be to achieve professional growth.



“

*An intensive program that will allow you to  
make a significant leap in your profession"*

*If you are looking for professional improvement, you should strive to expand your management skills. At TECH, you will find everything you are looking for to grow and excel.*

### Are you ready to take the leap? Excellent professional development awaits you.

TECH's Postgraduate Diploma in Executive Coaching is an intensive program that prepares students to face the challenges and decisions regarding Human Resources in their company. The main objective is to promote personal and professional growth. Helping students achieve success.

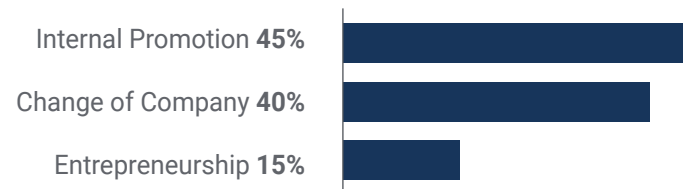
If you want to improve yourself, make a positive change at a professional level and interact with the best, this is the place for you.

*Improve your team's performance thanks to the Executive Coaching knowledge that this program will provide you with.*

#### Time of Change



#### Type of change



## Salary increase

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This program represents a salary increase of more than **25%** for our students



09

# Benefits for Your Company

The Postgraduate Diploma in Executive Coaching contributes to elevate the organization's talent to its maximum potential through the specialization of high-level leaders. Therefore, completing it is not only an essential opportunity for those in charge of managing human capital in a company, not only at a professional level, but it is also an opportunity to access a powerful network of contacts to find future professional partners, customers or suppliers.







“

*Your role as a manager will be essential to lead your business to meet its objectives”*

Developing and retaining talent in companies is the best long-term investment.

01

### **Intellectual Capital and Talent Growth**

Bring new concepts, strategies and perspectives to the company that can bring about relevant changes in the organization.

---

02

### **Retaining high-potential executives to avoid talent drain**

This program strengthens the link between the company and the executive and opens new avenues for professional growth within the company.

03

### **Building agents of change**

You will be able to make decisions in times of uncertainty and crisis, helping the organization overcome obstacles.

---

04

### **Increased international expansion possibilities**

Thanks to this program, the company will come into contact with the main markets in the world economy.



05

### **Project Development**

Be able to work on a real project or develop new projects in the R&D or Business Development area of your company

---

06

### **Increased competitiveness**

This program will equip professionals with the necessary skills to take on new challenges and drive the organization forward.

# 10 Certificate

The Postgraduate Diploma in Executive Coaching guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Diploma issued by TECH Technological University.



“

*Successfully complete this program  
and receive your university qualification  
without having to travel or fill out  
laborious paperwork”*

This **Postgraduate Diploma in Executive Coaching** contains the most complete and up-to-date program on the market.

After the student has passed the assessments, they will receive their corresponding **Postgraduate Diploma** issued by **TECH Technological University** via tracked delivery\*.

The diploma issued by **TECH Technological University** will reflect the qualification obtained in the Postgraduate Diploma, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.

Title: **Postgraduate Diploma in Executive Coaching**

Official N° of Hours: **375 h.**



\*Apostille Convention. In the event that the student wishes to have their paper diploma issued with an apostille, TECH EDUCATION will make the necessary arrangements to obtain it, at an additional cost.



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- » Schedule: **at your own pace**
- » Exams: **online**

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