



[www.selfbelief.school](http://www.selfbelief.school)

## ORGANISATION DESCRIPTION

Self-belief School is an online education and coaching company that supports clients to transcend their self-doubt in order to live, work, create and love more courageously. Our methodology is evidence-based, trauma-informed, and rooted in proven approaches.

We have two arms: The Self-belief Coaching Academy where we teach experienced coaches specific tools and approaches to support clients through self-doubt; and Self-belief School where humans with self-doubt will have access to group programmes, masterclasses, and individual coaching with certified Self-belief Coaches.

Our founder, Sas Petherick, has a Master's degree in Coaching and Mentoring from Oxford Brookes (2015) and her dissertation was a phenomenological study of the experience of self-doubt.

We work with coaches and clients all over the world. Our company is inclusive and brave. We believe in welcoming the whole client – including their age, nationality, gender identity, religious traditions, physical ability, sexual orientation, marital status, political affiliation, body size, neurodiversity, visible and invisible disability, race identity and choice of pronouns.

We are continually learning about the relationship between the systems of oppression, and our own uniquely personal experiences of self-doubt.

## SELF-BELIEF COACHING ACADEMY PROGRAMME:

The Self-belief Coaching Academy is a 20-week programme for experienced practitioners, rooted in an evidence-based framework. Based on Sas Petherick's original research into the experience of self-doubt, the programme framework is not about overcoming or avoiding self-doubt,

instead, we create the conditions for our clients to courageously face their self-doubt.

We believe self-doubt is an entirely understandable response to psychological risk. It has nothing to do with capability or destiny and everything to do with the ways we have learned to preserve our sense of safety and belonging. We facilitate an exploration into the narrative threads of each client's unique story, in order to understand how these have been woven into the patterns and themes of their lives.

By working with a Self-belief Coach, our clients are able to access their inner wisdom, to discover who they are underneath self-doubt.

We support our coaching clients to:

- Understand and make sense of the root causes of their self-doubt.
- Feel resourced to respond in healthy ways, when self-doubt is activated.
- Own their innate strengths and gifts.
- Cultivate self-belief, self-acceptance, self-worth and self-trust in practical and creative ways.
- Be braver and ultimately, to live in a way that brings more fulfilment and meaning.

The Self-belief Coaching Academy programme is designed for experienced practitioners who already work as a coach, mentor, counsellor or therapist where self-doubt is impacting clients.

## **PROGRAMME OVERVIEW:**

The 20 week programme is comprised of ten modules – all learning materials are housed on a learning site.

Each module is accompanied by a comprehensive workbook which includes examples of coaching tools and approaches, and associated bibliography and reading lists.

Of the ten modules, three are theory based. Each theory module is taught by 90 minutes of synchronous learning as well as 1-2 hours of asynchronous video lessons and an accompanying workbook. Theory modules:

- Module 1 – What is self-doubt?
- Module 2 – Self-doubt and Developmental Psychology
- Module 3 – Trauma-informed coaching

The remaining seven modules are taught over two weekly 90 minute synchronous classes (3 hours in total), supported by asynchronous video lessons and the accompanying workbook which take around 2-3 hours to complete. Practice modules:

- Module 4 – Coaching with the root causes of Self-doubt
- Module 5 – Coaching with the client’s Self-doubt story
- Module 6 – Coaching with Self-doubt
- Module 7 – The Coach’s experience of Self-doubt
- Module 8 – Coaching with Conflict
- Module 9 – Coaching with the Client’s True Nature
- Module 10 – Coaching with the Client’s dreams and goals

The total instructional time is 43 Synchronous hours and 20 Asynchronous hours.

We have opening and closing circles to bring ritual, intention and a boundaried container to our time together.

## **PROGRAMME SUPPORT**

In addition to the main curriculum, coaches are all assigned a ‘Practice Pod’ comprised of three Academy students and provides accountability, support and camaraderie. Practice Pods meet weekly for 60-90 minutes to coach each other using the tools and approaches they are learning.

Following the completion of the SBCA core programme, students are invited to attend monthly group supervision calls. This is a space for reflective inquiry into professional practice.

We use Inskipp and Proctor’s model for of the three main functions that supervision attends to:

- Restorative: supporting the coach to come back to themselves after long hours working with, absorbing, defending against, and sometimes being part of, the emotions of their clients.
- Formative: supporting the coach to be more effective and skilled at their work.
- Normative: introduces the issue of professional standards and ethical practice into the supervision conversation – in other words, what is OK and *not* OK within the boundaries of the profession.

## **TARGET AUDIENCE**

The Self-belief Coaching Academy programme is designed for experienced practitioners who already work as a coach, mentor, counsellor or therapist where self-doubt is impacting clients.

Specifically, SBCA students will be people who:

- Want to help clients understand and heal the root causes of their perfectionism, over-thinking, under-feeling, self-criticism, procrastination, people-pleasing, feeling like an imposter, constantly proving themselves or an inability to take action towards their stated goals (all symptoms of self-doubt).
- Are comfortable with complexity, uncertainty, and the full spectrum of emotions as they present in themselves, fellow classmates and clients.
- Recognise the importance of understanding how trauma can present for clients, want to learn approaches for how to respond within appropriate boundaries of the coaching relationship, and our role as practitioners in attending to our own traumas.
- Are willing to show up: fully present on live calls, ready to be coached, to engage with vulnerability around their own self-doubt and experiences as an imperfect learner.
- Recognise they are accountable for their own development and have sources of support for their own well-being, eg: coaching, supervision, therapy.
- Believe, as we do, that self-doubt is both a personal and political experience and that as coaches we cannot ignore the unchecked cultural narratives that seek to exploit our insecurities for profit, and maintain systems of power that oppress the most marginalised.

## LEARNING OBJECTIVES

The following learning objectives are included in the programme:

### 1. What is Self-doubt?

- Understand the core purpose of self-doubt, its subjective and personal nature, and how you can incorporate this work into your specific flavour of coaching.
- Learn the unconscious drivers of self-doubt, and how to identify them with your clients.
- Uncover common misconceptions of self-doubt and how these do not serve coaches or clients.

### 2. Self-doubt and Developmental Psychology

- Discover the 'meta-model' of adulthood; how our sense of self is formed, reformed and transformed and how this helps us to navigate self-doubt.
- Understand how to coach with 'multiplicity of selves' and how to create a sense of psychological spaciousness for your client's sense of self.
- Learn how to identify, make sense of and coach effectively with all of your clients at any developmental stage.

### **3. Trauma-informed Coaching**

- Learn a model of trauma designed to help coaches understand how the impact of trauma can show up within the coaching relationship.
- Understand how to speak to what is happening in the 'here and now' for your client and how this may be connected to the 'there and then' of past trauma.
- Learn how to coach sensitively, within coaching boundaries and *without* working directly with the traumatised self. Understand when to refer clients to appropriate sources of support.

### **4. Coaching the root causes of Self-doubt**

- Discover the seven core psychological risks and how they impact the client's self-doubt.
- Learn how to elicit the biography of the client's protective beliefs.
- Practice making space for the client to sit with 'risk resistance' to see how their protective beliefs are impacting their lives in the here and now.

### **5. Coaching your client's self-doubt story**

- Learn how to help the client identify narratives that are memory, inherited from others, or outdated meaning-making that has been left unchallenged.
- Understand how meaning-making presents, at different developmental stages.
- Discover how to change the underlying meaning of beliefs so your client feels empowered to take positive action.

### **6. Coaching The Protector**

- Learn how to bring creative curiosity to personalise the client's self-doubt as The Protector.
- Dive into the purpose and common misconceptions of the 'inner-critic' including it's relationship with trauma.
- Discover how to evolve The Protector into a trusted advisor in order to develop a sense of internalised psychological safety.

### **7. The Coach's Self-doubt**

- Discover how to recognise when you are experiencing self-doubt and how to coach yourself (as well as exploring the limits of self-coaching).
- What to do when you are activated by client stories and how to minimise entanglement.
- The importance of Coaching Supervision and how to know when you are in need of training, mentoring, therapy or coaching.

### **8. Coaching with conflict**

- Dive into the impact of conflict as a primary source of self-doubt.

- Learn a framework for helping the client to identify their Conflict Style, emotional experience of conflict and how to expand their range for responding to conflict in healthier ways.
- Learn original tools to help your clients feel resourced in the midst of judgement, criticism and confrontation.

### **9. Coaching with the Client's Inner Compass**

- Learn how to help your client identify their 'True Nature' – the Healthy Adult Self underneath self-doubt.
- Explore the concept of your clients 'True Nature' as it relates to creating a values-led life, cultivating meaning and fulfilment.
- Discover original tools for helping the client feel resourced and able to cultivate Self-belief, Self-acceptance, Self-worth and Self-trust.

### **10. Coaching with the Client's dreams and goals**

- Learn how to support your clients who can (and can't) imagine more for themselves and their lives.
- Learn Courage-based Planning: understand how to support your clients to take consistent, imperfect action based on how much courage they feel.
- Learn how to prepare for and coach your clients through obstacles and setbacks, as well as flare-ups of self-doubt and uncertainty.

## **PROGRAMME REQUIREMENTS**

Students must meet the following criteria for certification:

- Attend at least 10 live calls during the SBCA training.
- Participate in 10 Practice Pod sessions.
- Provide evidence of 20 hours of coaching (paid or unpaid) using approaches from the Academy programme.
- Provide a recording of one 30-minute coaching session.
- Write an essay (up to 2000 words) or create a presentation (20 minutes in length) exploring an aspect of the programme. Your work should answer:
  - How did this particular aspect of the programme develop your working knowledge of supporting clients through self-doubt?
  - How can you incorporate this approach/tool/information in your current coaching practice?
  - Please elaborate on what you found most valuable and explain why?
  - When would this information have been useful in previous coaching sessions?
  - After you have submitted your coaching evidence and your written work, you will be invited to an interview with Sas Petherick.

Students have six months after the conclusion of SBCA to complete the requirements for certification.

We keep a record of all class attendance for synchronous learning classes.

Students are expected to take responsibility for learning asynchronous materials and attending weekly Practice Pods.

### **PROGRAMME DATES**

Two classes are run each year, limited to 50 participants. Two-three class times are available in each cohort to ensure time zones are covered.

Enrolment opens in March and September. The programme is 20 weeks in duration.

The programme cost is £5000.00 (including VAT).

### **PROGRAMME INSTRUCTOR - Sarah (Sas) Petherick**

Sas has been a coach, facilitator, and mentor for over 10 years. Her journey began in the corporate world, where she was a management consultant in London and Wellington, New Zealand. As she spent more time working with clients, Sas became increasingly excited about the possibilities that lay beyond the numbers and strategies and more with the people who made up the organisations.

Sas retrained as a coach with CTI, and then Dr Martha Beck Coaching Ltd. Sas found that many of her leadership clients were finding her work on self-doubt and imposter syndrome helpful, and she returned to graduate studies, joining the MA programme at Oxford Brookes in the UK.

After her dissertation was published, Sas was invited to present her research at the International Conference for Coaching and Mentoring in Oxford.

Sas went on to apply the findings of her research. Since then, Sas has had the privilege of working with hundreds of clients who experience self-doubt in their work, life, creativity, relationships and as business owners. She has worked with a wide range of private and corporate clients, including BBC Worldwide and Pinterest.

Sas coaches primarily by helping them to understand and question unconscious protective drivers and assumptions so that they can make intentional choices about how they want to show up to their lives. She also helps clients build the capacity to lead through more complex situations by supporting them on a developmental journey that includes both mind and body.

After her waiting list for coaching reached over 300 clients, Sas recognised the demand for had reached beyond her capacity as a coach, she established the

Self-belief Coaching Academy to train other experienced and qualified coaches in her methodology.

<b>Institution</b>	<b>Credential</b>	<b>Year Awarded</b>
Oxford Brookes University.	<p>Master of Arts with Merit in Coaching + Mentoring Practice.</p> <p>Dissertation: The Self-employed Coaches experience of Self-doubt.</p> <p>Petherick, S. (2016) 'A leap into the unknown: The self-employed coach's experience of self-doubt', <i>International Journal of Evidence Based Coaching and Mentoring</i> (S10), pp.128-146. Available at: <a href="https://radar.brookes.ac.uk/radar/items/5e4236ab-cc2e-4302-81f1-6e9b6de39dfe/1/">https://radar.brookes.ac.uk/radar/items/5e4236ab-cc2e-4302-81f1-6e9b6de39dfe/1/</a> (Accessed: 16 February 2021).</p>	2015
Dr. Martha Beck Coaching Ltd (Virtual learning).	Became Certified Coach.	2013
Co-Active Coaches Training Institute (London).	Completed the CTI Core Curriculum.	2012
Massey University, New Zealand.	Post-Graduate Diploma in Business Administration.	2007
University of Otago, New Zealand.	Bachelor of Arts, Educational Psychology & Women's Studies.	1995