

What is a Bird Table Group?

A Bird Table Group is a business development group run by a trained Bird Table Coach, especially for female business owners in the UK. This is a document for professional coaches who are interested in completing the certification process to become a Bird Table Coach. Please read more at www.bird-table.co.uk

Why become a Bird Table Coach?

We think training to become a Bird Table Coach will be great for any coaches who are passionate about coaching women in small businesses. It is especially beneficial to coaches in their first three years in business - to grow your client base and stretch your group coaching practice.

If you are passionate about coaching women and you like the idea of working close to home with a group of female business owners, then read on!

The main reasons that coaches give for training to become a Bird Table Coach are...

- I love coaching women
- I want to grow my coaching practice
- I wish to create a practice that fits around life, especially kids
- I'd like to be doing more group coaching
- I need some support with my sales and marketing skills and branding materials
- I wish I had a community of coach colleagues for peer supervision and collaboration
- I'd feel more confident marketing my group as part of a community of coaches on a shared mission
- I'd like to be marketing a tried and tested model
- I prefer to work collaboratively, not alone

Training to become a Bird Table Coach can really build your skills and confidence in running a small coaching group. It is not a franchise. You are absolutely invited to 'turn up, be you' and flex the methodology to work for you. We are not 'cookie-cutter copy' coaches.



How does it work?

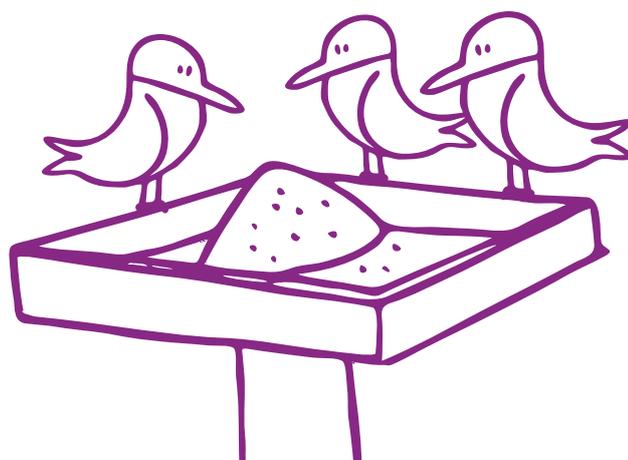
We have a tried and tested methodology which we will share with you that builds a safe space to think better - with a strengths-focus. It consists of terms of three sessions.

You are invited to run Bird Table Groups and charge a maximum fee for the 3-session term of £200 per group member, to ensure this is an affordable group model for female founders. Above that price point, it would cease to be a Bird Table Group.

Bird Table Groups are usually for six women per group and members join for a term at a time. A Bird Table term is 3 monthly sessions, each lasting 2.5 hours.

“ As well as being lovely, The Bird Table Groups really work and women are telling me they're growing their businesses more effectively. So that's very important to me as a coach. What we do needs to work right? And these groups really do. ”

“ I am inspired by being a Bird Table coach because something magical happens when you get a group of women together who are willing to share and be vulnerable. My participants go away empowered and energised to be productive and bring about the change they desire. ”



The Bird Table Certification Process

You are warmly invited to join us to certify as a Bird Table Coach if you are:

- A qualified professional coach
- Confident that you have a level of interest and coaching confidence that you can imagine running a small, local group of six women
- Insured with Public Liability and Professional Indemnity to practice as a coach
- A good match for our values and you have the ability to (or a willingness to learn more about) market your group using social media*

After certification, you will be able to...

- Run a group as a Bird Table Coach
- List your coaching services and Bird Table Group(s) on The Bird Table website
- Join the closed group Bird Table Community on Facebook, only for Bird Table Coaches
- Boost your social media activity with help from our central social media marketing on Twitter and Facebook - it's like crowdfunding social media for your groups!
- Collaborate with peer Bird Table Coaches
- Access discounts for members on Bird Table conferences, events and materials

The Certification Format

- The training sessions run twice a year in April and September
- One day in person at a venue in Birmingham with a group of peer coaches
- The following day, which is a half-day online session with us from 9.30am-2pm via Zoom so you can be at home and don't require an overnight stay in Birmingham (find out more at www.zoom.us)
- The venue in Birmingham varies but will always be accessible from New St Station in Birmingham as this has been found to be the most convenient spot for all our coaches to get to from around the UK!

Day One

- Stories of The Bird Table to build your confidence
- Content and process of running a Bird Table Group
- Ethics and conduct: expectations and 'watch outs'
- Tools, techniques and practice
- Q&As
- Materials

Day Two

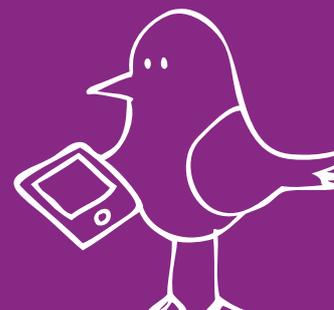
- Focus on the brand, marketing and sales
- Language and key messages to communicate
- Where to find your clients
- 100-step count down to a group

The Fees

There is a one-off cost for training to become a certified Bird Table Coach, which is £420 (no VAT). This is reduced to an early-bird rate of £380 at restricted times of the year.

Once certified as a Bird Table Coach, there is an on-going membership fee of £20 per month by Direct Debit. Visit www.bird-table.co.uk for upcoming certification dates.

To book your place on our next training day please email admin@bird-table.co.uk where we can also answer any additional questions you may have before we confirm your booking and take payment.



*We have found that a level of confidence in marketing your groups on Facebook and or Twitter is a very useful way to get bums on seats! We don't cover social media marketing on the certification day as there simply isn't time or scope to cover every individual coach's queries. We do have a highly recommended supplier for this if you wish to explore this with a coach, who is a social media coach and an established, successful Bird Table Coach - perfect! This would be a commercial arrangement outside of The Bird Table, please email admin@bird-table.co.uk to be put in contact with our recommended social media coach.