

# Meyler Campbell

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## **Meyler Campbell Commissions Leading Academic to Review Selection and Assessment Process on its Business Coach™ Programme**

Leaders in business coach training, Meyler Campbell today announced that it has commissioned Dr. Rebecca Tovey of London Metropolitan University to review the selection and assessment process for its flagship programme, Business Coach™.

Dr. Tovey's brief will be to review the Business Coach™ selection and assessment process, from a student's acceptance on the programme through to their graduation a year later, and so develop an even more transparent and rigorous process on how people are selected, how they are assessed throughout the programme, and the criteria by which participants pass or fail.

Dr. Tovey is one of the country's leading chartered occupational psychologists who is currently a Senior Lecturer in Occupational Psychology at London Metropolitan University. Dr. Tovey has also worked at the Home Office in their Assessment and Consultancy Unit.

Anne Scoular, Meyler Campbell's founder and Managing Director, commented:

*"We are enormously proud of Business Coach™ and its success in training over 100 business leaders to coach in demanding business contexts. We are aware, however, that we need to keep moving this programme forward, constantly raising standards and addressing the fundamental questions - who will gain most from the programme, who do we take and how do we review them?"*

*"Rebecca is ideally suited to undertaking this review as she combines impressive academic credentials with high level and relevant practical experience. Rebecca's work will ensure that Business Coach™ is taken to the next level as we further develop what is fast becoming recognised as the leading qualification to have in business coaching."*

Business Coach™ is Meyler Campbell's flagship programme to train people to coach in demanding business contexts. Underpinned by comprehensive research and a tutorial-focused approach, the programme accommodates personal learning preferences, builds on existing knowledge and introduces the concept of 'live learning', where the participant is either being coached by the tutor, or working as a coach with colleagues. The Business Coach™ programme is either taught one-on-one or within learning syndicates of three and is the only coaching programme to be accredited by the Law Society of England and Wales.

Some people attend the programme because they have a role leading coaching in organisations, or carrying a heavy internal coaching load. Senior managers and HR professionals have come from some of the UK and Europe's best-known organisations, including Accenture, BAE Systems, Hewlett Packard, Linklaters and London Business School. The course is also very relevant to people who wish to make a career out of coaching - in 2006 Meyler Campbell graduates have landed three of the top jobs in coaching in the City, and many become successful freelance coaches in the UK and Europe.