Build Up 2026-27

A digital coaching skills development programme for young leaders provided by Know You More (KYM)



Why coaching skills?

Coaching skills are widely recognised as being of considerable value on several levels. At the **level of the individual** an appreciation of a coaching approach supports our self-awareness and our ability to engage in positive self-care in support of our wellbeing.

In **our relationships** these same skills help us to integrate different perspectives and experience through building strong and authentic rapport. In our **leadership roles** coaching skills are often the difference between encouraging commitment from your coworkers, rather than just compliance. In short, understanding a little more about coaching offers benefits in all areas of your life.

Who are Know You More?

Know You More (KYM) is a digital coaching organisation with a social purpose. It delivers professional digital coaching at scale to organisational clients in the public, private and charity sectors.

Profits from this are re-invested into our social enterprise activities that focus on using coaching to develop leadership skills in the 18-25 year old population.

At KYM's heart is a desire to combine its professional and social purpose by growing the reach of coaching to an ever more diverse audience. Its aim is to supercharge coaching, and coaches, by delivering powerful self-learning experiences through digital coaching.

Build Up came into being because it achieves just this objective and is made possible by our reinvestment approach.

What does Build Up involve?

Build Up is a digitally delivered experiential programme. It will involve content, dialogue and practical experience building in a variety of different formats which will draw on the coaching experience of your trainers as well as the collective expertise of the Build Up participants. More specifically Build Up will include the following:

- A total of 60 hours of learning content, experienced over an 8 month period. In 2026-27 we envisage Build Up starting in December 2026 and January 2027 with some guided self-study with scheduled events starting in February 2027 and running to July 2027.
- Approximately 50% of learning commitment will be in timetabled activities, scheduled well in advance at times considerate of your work and/ or study commitments.
- Timetabled activities will include seminars, discussion and Q and A, coaching skills practice, 1:1 coach mentoring. All activities will encourage interaction and sharing of experience.
- The other 50% will be self-directed learning and reflective practice guided by your Build Up team.
- Your learning will be supported by resources provided or signposted by KYM including blog, podcast, and video content about coaching skills and coaching practice.
- Alongside Build Up you will practice your coaching skills with real clients and produce three pieces of work, in your chosen medium, which capture your development of your coaching throughout Build Up.

Level Up coaching

If you have not experienced being coached in one of our Level Up projects you will be provided with 3 x 1 hours of coaching before starting Build Up





An outline description of each learning activity

Build Up Self Study (BUSS):
A series of learning modules will be shared with you over a two-month self-study period preceding the start of timetabled activities. Two Q&A sessions will be held during this period. Below you can see a selection of BUSS modules:

- An introduction to ethics in coaching
- Self-awareness and its importance in coaching
- Contracting in coaching
- The components of a thinking environment

Coaching fundamentals workshops: There will be four of these two hour sessions during Build Up. They will include some sharing of information and experience from the tutor team with opportunities for discussion and interaction throughout.

Coaching practice workshops: These are sessions in which you will practice your coaching skills. The sessions will be facilitated by KYM coaches and you will get feedback on your coaching from them.

Group reflection sessions: There will be one GRS following each coaching fundamentals workshop. This allows you to raise issues that are coming up in your coaching practice and to benefit from peer support as well as input from the KYM tutor team. You can also use this time to share about what you are learning during your reflective practice.

Coach mentoring sessions: You will have four hour long sessions with your own KYM coach mentor who will be with you for the duration of the Build Up programme, with the offer of two more sessions after successful completion of the programme

Self guided study/ reflective practice: These are periods for you to schedule yourself to augment the learning that you are doing. When appropriate your tutor team will signpost resources that you might find useful in support of your learning.



What are the benefits of participating in Build Up?

Successful completion of Build Up will lead to certification which acknowledges your full contribution to the programme and completion of the required number of coaching hours. From this point you will have a number of choices.

- You may choose to continue your coaching development with Know You More as you work towards professional accreditation with EMCC (European Mentoring and Coaching Council) - one of the professional coaching bodies. Ultimately you will be able to join Know You More as an affiliate and have coaching as part of your work, either as part of a portfolio of work or as your main career focus.
- You may have a different coaching development trajectory in mind with another organisation. If so you can take your Build Up certification as evidence of the professional development and coaching hours you have completed.
- You may take the view that Build Up has given you what you need to build your personal and leadership development. You will have additional skills that you will certainly be able to apply immediately and grow them over time.

What will Build Up require of you?

- You will need to be able to commit an estimated 60 hours of your time over a period of 8 months which equates to two hours per week (December 2026 to July 2027).
- In addition to the above, to obtain a Build Up certification you will need to complete 20 hours of coaching practice within six months of programme completion. You will identify your coachees through your work or social connections.
- You will need to attend the timetabled activities in full throughout Build Up. These will be scheduled at least three months in advance (allowances can be made for unforeseen circumstances but this will be the exception not the rule).
- Build Up will be mindful of having reasonable expectations in terms of the submission of work as a requirement of course completion. A measure of that expectation is the requirement for two pieces of work (written, podcast or audiovisual) and one recording of a coaching session over the term of Build Up.

How to apply for Build Up 2026-27

- As part of the application you will need to provide your answers to the following enquiries in a format of your choice (from written, podcast, or audiovisual)

    1. Describe your motivation to develop your coaching skills. What experiences have influenced you to pursue this skills development?
    2. Give an example of where you have adopted a coaching approach in support of a colleague, family member or friend. What did you do, what was the outcome, and what was your learning from the experience?
    3. Describe how you hope to develop your career in the next 3 years, and how a coaching approach will help you in doing so.

- You can use a format of your choice provided that you use a file type which is accessible through both PC and Mac technology (for example pdf, mp3, mp4, Youtube link). Your submission must not be longer than 400 words or 3 minutes in duration.
- The deadline for your application is 5pm on 12 November 2026.
- If you have any queries about the application process please contact us at team@knowyoumore.com noting BUILD UP APPLICATION in the subject line.
- Selection is likely to follow a process of shortlisting on the basis of your application, which may be followed by a 20-30 minute online interview.

What will happen if my application is successful?

Here is what you can expect after the selection process is completed...

- You will receive confirmation of our decision within two weeks of the application closing deadline.
- You will receive guidance on how to get started with your Level Up coaching. You are required to complete your three coaching hours before the start of the scheduled activities.
- We will let you know the details for the Build Up onboarding call, that will take place on 1st December 2026.



- You will receive a detailed programme for the scheduled activities to support you arranging your time.

Timetabled activities

Most scheduled sessions will take place on a Wednesday evening between 5pm and 7pm.

- Through December 2026 and January 2027 KYM will share content that will encourage some thinking that will serve you well for the start of Build Up.
- The scheduled programme will take place between February and July 2027 inclusive.

This is a really exciting opportunity that Know You More is delighted to offer. We are looking forward to partnering with our Build Up participants in experiential learning that will benefit everyone.

The prospect of increasing confidence in coaching skills in younger leaders is so exciting as it offers the real possibility of making a difference in how we tackle the personal, interpersonal, cultural and global challenges of the future. We look forward to hearing about your interest in partnering with us in Build Up.

Start your application now at:
www.knowyoumore.com/build-up