Coach Training Syllabus
Global Programs, 2016

Delivering Accredited Coach Training for Over 15 Years, Globally
Where it all began…

International Coach Academy (ICA) was created in the year 2000 with a vision to create a vibrant global community of coaches. Our core team and first intake of 20 students had the trust and vision to invest in themselves, their future and the future of ICA. Fast forward to today, and we have trained over 4000 coaches from 90 countries around the world, have industry credibility and stand out as one of the leading coach training schools.

Before ICA, I was running an educational consultancy and training firm. We went into large companies and helped them sort out the ‘people side’ of their business. I would regularly conduct 6 – 8 week training programs for 20 + employees. After each program I would conduct an evaluation to see the results. Interestingly enough not much had changed. People would very quickly fell back into old patterns and ways of doing things.

Why Coaching?

I introduced what I called “Authentic Learning” at that time, which was in fact coaching… I assigned each participant a “trainer” to meet with them for an hour a week and support them to achieve whatever goals they had coming in to the training. 3 months later I evaluated again – and found amazing results. This then led to an investigation then ended with coaching. I found, and employed my own personal coach, and after 3 sessions I knew that this was a fantastic method of bringing about deep sustainable change.

Why Coach Training?

At around the same time as my “coaching awakening” I was working with universities and other training institutions to help them move current f2f courses online. I had just finished my Masters in Education, specializing in Online Learning and was having a great time exploring the amazing potential the web offered to training. It seemed a natural progression to share my new found love of coaching with the world via online learning. International Coach Academy was born.

My advice to you as a student considering coach training? Take the leap – it will be life changing for you, for those around you, and will give you the learning and tools to shape the world.
6 Key Benefits of ICA

It’s important you pick the school that is going to support not just your current learning, but also your future coach development. Here’s how this happens at ICA…

1. **Global Accreditation with Credential pathways**
   We chose to align our training with the International Coach Federation (ICF), over country specific bodies, because coaching is a global profession. It’s vital your certification has a global application. Our curriculum offers Accredited Coach Training Programs (ACTP), Accredited Coach Specific Training (ACSTH), and Continuing Coach Education (CCE).

2. **Peer Coaching is included**
   One of the most important components of any coach training program is peer coaching – to coach and to be coached. This is where you put theory into practice, fine tune your technique and increase your confidence. Peer Coaching is included in all our programs, and unlimited in our Advanced program.

3. **Graduate with a Professional Coach Portfolio**
   Your program outcomes and assessment have a real life application. With each course outcome you will develop content and tools to promote and position you as a coach. With the support of our faculty you will identify your niche, design your own coaching model (we teach no single mode), and create your own client starter pack.

4. **Business Development**
   The Advanced Coach training includes business development, to take your coach portfolio that step further. We’ll help you define your brand and business model, set up your website and get connected to social media, guide you on how to generate traffic, and then how to turn leads into paying clients.

5. **Self-Pace with Fast Track Options**
   Within 24 hours of enrolment we’ll have you set up in our learnsite. It’s up to you when you start or how many (or few) classes you take each week. The idea being that you fit the training schedule around your life schedule, and not the other way around.

6. **We Truly Care**
   When you join a program with ICA you become a member of our close knit community of coaches. Our faculty and support teams will know you by name, and with our global support coverage, there’s always someone around to be sure you have the support needed to enjoy your studies, and graduate.
Accreditation, Certification and Credentials…

Not all coaches need an ICF credential, but we would highly recommend that all coaches become Certified. So, what’s the difference?

What is Accreditation?
Accreditation indicates that a school has had their program undergo rigorous external scrutiny and quality testing by a peak body. The curriculum is mapped across core competencies, with the faculty, assessment and learning processes all assessed. Program accreditations at International Coach Academy include ACTP and ACSTH.

What is a Credential?
With coaching, a credential communicates a recognized level of expertise in coaching, as assessed by an industry body such as the ICF. This is represented by either ACC, PCC or MCC. As a Certified or Advanced Graduate you hold the designation of Certified Professional Coach (CPC) and can apply directly via the ACTP pathway (instead of the longer, and costly portfolio pathway) for your ICF credential.

What is Certification?
In the case of coach training, your certification is a globally recognized statement of attainment that indicates you have been assessed as having industry recognized skills and expertise to practice as a coach.

Why is Virtual Learning so Powerful?
Since its inception, International Coach Academy (ICA) has embraced distance and e-learning principles in delivering coach training. All programs are specifically designed to leverage the advantages of voice-to-voice training. Students access modules and resources via a password protected online learnsite, and then dial into Teleclass, which are led by an expert faculty (who are all credentialed coaches). Thoughts are discussed and debated, ideas created, knowledge shared, friendships discovered, business connections made, skills practiced, learning enhanced, trust developed and global partnerships formed.

This style of learning supports the very skills essential to coaching mastery – active listening, presence, focus and releasing judgment. Because there are no facial expressions, body language or gestures to ‘read’, voice to voice coach training heightens our coaching competencies as we learn to attune to what is said and not said, to tone, pitch, and energy, and even the communication clues in a dry cough, a nervous laugh or an unusual pause. We believe it is more difficult to achieve this level of listening skills in a physical environment with endless distractions and pre-conceived perspectives based on what we see. This ‘soul to soul’ style of learning encourages trust, releases fear, and creates a safe, comfortable space maintained by both learner and teacher.
## TRAINING OPTIONS

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<tr>
<th></th>
<th>Coach Skills Program</th>
<th>Vocational Program</th>
<th>Certified Program</th>
<th>Advanced Program</th>
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Core Coach Training

All training is mapped across ICF competencies, and grouped into bite sized course areas. For each course area there are modules, Teleclasses, labs and forum participation. The course areas are:

- Foundation Coach
- Coaching Presence
- Coach Skills
- Frameworks and Models
- Power Tools
- Labs

Foundation Coach

In this course we cover the fundamental aspects of being a coach. You will learn the difference between coaching and other forms of “helping” such as consulting, mentoring, training, therapy etc. We also teach you the various influences that have created and impacted the development of coaching, and we cover the main skills and attributes required to be a coach. Finally, in this introductory course we cover one of the skills central to your success in the whole program – self-directed learning. We believe people are naturally creative and resourceful, and are always in charge of their own learning. The quality of the inquiry, curiosity and questions that you bring, and how you choose to engage the high quality content we will deliver to you; these will strongly impact not only your study experience, but your actual learning outcomes.

Module Teleclasses

1. What is Coaching?
2. Coaching Models
3. Coaching Influences
4. The ICF competencies
5. Ethics and Legalities
6. Learning and Coaching Plan
7. ICA Integrated Coaching Model

Course Outcome

- Create Your Own Training and Certification Plan
Coaching Presence

Many of the skills you will learn as a coach are actually life skills. For example, let’s take Creating Awareness. This is a core skill for coaches. You need to be able to support your clients to create awareness and help them to identify what is actually going on for them under the surface of their ‘story’. But this skill, self-awareness, is also extremely useful in many aspects of life (with your children, in your relationship/s, in the workplace, etc.). The skills found in these modules might even end up being skills you actually “teach” your clients.

Module Teleclasses

1. Values and Life Purpose
2. Creating Awareness
3. Underlying Beliefs
4. Confidence
5. Self Management
6. Releasing Judgement
7. Effective Feedback

Course Outcome

• Create Your Coaching Development Plan

Coach Skills

Coach Skills is a collection of the core skills you need to hit the ground running as a coach. Although many of these skills can be used in many other contexts (teaching, managing, parenting etc.) in this course you will learn how to specifically apply them to a coaching setting. The skills taught in this course will give you the confidence to coach anyone, anywhere, anytime.

Module Teleclasses

1. Power Listening
2. Powerful Questions
3. Accountability
4. Creating Structures
5. Visualisation
6. Acknowledgement
7. Creating Action
8. Creating Trust
9. Diversity
10. Intent
11. Gratitude

Course Outcome
• Create Your Research Project or Case Study

Frameworks and Models

These modules provide an introduction and understanding of often complex theories and break them down into easily digestible chunks. Here you can discover some of the key theories and philosophies that have influenced coaching, and still do. You will also learn how each of these theories can be practically applied to coaching.

Module Teleclasses
1. History of Coaching
2. Neurolinguistic Programming
3. Emotional Intelligence
4. Mindfulness
5. Appreciative Enquiry
6. Cognitive Behavioural Therapy
7. DISC
8. Strength Finder
9. Enneagram
10. Wheel of Life

Course Outcome
• Create Your Own Coaching Model
Power Tools

The ICA Power Tools ™ are famous the world over. They are designed to support students in the discovery of perspective, and the role it plays in achieving results. Students are encouraged to find ways of utilizing the power tools, and reflect on their own perspectives in any given situation, to make a perspective shift which empowers you to achieve better outcomes. You will find yourself coming back to these modules again and again.

Modules Teleclasses

1. Reframing Perspective
2. Commitment vs Tryaing
3. Responsibility vs Blame
4. Trust vs Doubt
5. Responding vs Reacting
6. Truth vs Fraud
7. Lightness vs Significance
8. Action vs Delay
9. Respect vs Invalidation

Course Outcome

- Create Your Coaching Power Tool

Labs

Labs are a place for "workshop" style learning. They are a mix between a traditional tutorial and a group coaching class. The facilitator is there to help you as the student, move forward in your learning in the way that suits you best. This could be in any of the following ways:

1. Help to overcome an obstacle
2. Help to understand a concept from the modules more clearly
3. Help to move forward on your Course Outcome
4. Help remove a challenge or obstacle getting in the way of your studies

Whatever it is be sure of one thing - the Labs are YOUR space to learn in how you learn best.
Coach Development

Mentor and Observed coaching are opportunities to practice coaching against the ICF Core Competencies and be given feedback by an experienced, credentialed coach. You will develop a deep understanding of the coaching process, develop your coaching skills, enhance your strengths and overcome your weaknesses. There are two components

Mentor Coaching

During mentor coaching you get to practice being both a coach and a client. Your mentor coach will provide coaching and feedback to help you fine tune your skill, and further develop as a coach. These are made up of

- One on One Mentoring
- Group Mentoring

Observed Coaching

This is where you showcase your coaching skills, learned and gathered during the program. You will increase your coaching mastery as you coach and listen to your peers coaching. You will be observed by a Professional or Master Certified Coach, who will give you effective feedback (written and verbal) to further support your growth as a professional coach and will also assess you against the ICF competencies. Your Observed Coaching will prepare you for your final Performance Evaluation.

Peer Coaching

There are two components to the Peer Coaching Course; coaching and being coached. In many ways this is one of the most powerful parts of the program. It is the place where theory meets practice, where you can implement and apply the many skills and tools you will learn. As a coach you will have the opportunity to practice the many coaching skills you learn in the program. Then, with the feedback you receive from your client together with our own reflection you have the ability to enter a cycle of continuous improvement.
### Program Comparison

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<tr>
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| Portfolio Development       |              |            |           |          |
| Training & Certification Plan| -            | ✓          | ✓         | ✓        |
| Coaching Development Plan   | -            | -          | ✓         | ✓        |
| Research Paper or Case Study| ✓            | ✓          | ✓         | ✓        |
| Coaching Model              | -            | -          | ✓         | ✓        |
| Coaching Power Tool         | -            | ✓          | ✓         | ✓        |
| Client Starter Pack         | -            | -          | -         | ✓        |
| **Total Self Study Hours**  | -            | 11 hours   | 24 hours  | 24 hours |

| Peer Coaching               |              |            |           |          |
| As a Coach                  | -            | 10 hrs     | 10 hrs    | 15 hrs   |
| As a Client                 | 6 hrs        | 10 hrs     | 10 hrs    | 15 hrs   |
| **Total Peer Coaching Hours**| 6 hours      | 20 hours   | 20 hours  | 30 hours |

| Assessment                  |              |            |           |          |
| Performance Evaluation (Oral)| No           | ✓          | ✓         | ✓        |
| Knowledge Evaluation (Written)| No         | No         | ✓         | ✓        |
Glossary of Acronyms & Terms

ICA terms

ICA: International Coach Academy

ICF terms

ICF: International Coach Federation
ACTP: Accredited Coach Training Program
ACC: Associate Certified Coach
PCC: Professional Certified Coach
MCC: Master Certified Coach

Training terms

Program: Substantial area of study, consists of courses and modules

Course: Themed area of study, consists of a collection of modules around a particular area of study.

Module: Modules are specific topics, which exist within each course. *For example, there are 5 modules within the course Framework and Theories*

Labs: Labs are a place to workshop your Course Outcomes with support and facilitation from a coach trainer.

Teleclasses: This is the method for delivering the specific modules and workshops. This learning vehicle is accompanied by web-based resources including ICA’s coaching forum, reading and reflection, practice and supervision.