Coach Training Syllabus

Live locally, study globally

International Coach Academy
Delivering ACTP & ACSTH Training
Since 2001
Live locally, study globally
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1.0 Introduction

Where it all began

International Coach Academy was launched in the year 2000, just as coaching and coach training was taking off around the world.

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. They were pioneers not only of coaching, but of a new way of learning – connecting with each other virtually from all around the world.

Fast forward to today, and we have trained over 5000 coaches from over 92 countries around the world. Our coaches come from all sorts of backgrounds, often speak multiple languages and go on to work in a variety of coaching niches and industries. Our success over the years in these many different contexts has earned us a reputation for being one of the most diverse and community minded coach training schools to be accredited by the International Coach Federation.

Why Coaching?

Before I started ICA, I was running a corporate training company. We delivered training to large organizations and helped them sort out the ‘people side’ of their business. I would regularly run 6 to 8 week training programs for 20 + employees. After each program I would conduct an evaluation to measure our results. Interestingly, often not much had changed. People would very quickly fall back into old patterns and ways of doing things.

I introduced what I then called “Authentic Learning”, 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 identified coming in to the training. Three months later I evaluated again and found amazing results. This then led me to a deep investigation of this new thing called ‘coaching’.

I found, and employed my own personal coach, and after three sessions I knew that I had uncovered something special. I could see that beyond training, or mentoring, this thing called ‘coaching’ was an incredibly powerful method of bringing about deep and sustainable change.

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 your world.
Why ICA?
It’s important you choose 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...

7 Key Benefits:

1. Accredited with the ICF since 2001
   We chose to align our training with the International Coach Federation (ICF), over country specific bodies, because coaching is a global profession. Our curriculum offers Accredited Coach Training Programs (ACTP), Accredited Coach Specific Training (ACSTH), and Continuing Coach Education (CCE).

2. We teach an Integrated Coaching Model
   Today’s market is saturated with cookie cutter coaches – all learning from the same models (eg. GROW model) and then coaching with the same process. At ICA we help you define your niche, and then develop your own unique coaching model. One that reflects who you are as a coach and recognises your expertise or passions.

3. 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.

4. A global community of coaches, in over 92 countries
   As an ICA Coach you’re not limited by physical location. You get to build networks and friendships with a diverse community of coaches from all around the world. There’s a strong sense of camaraderie, with many of our graduates continuing their connections long after they complete their coach training.

5. Peer Coaching is offered as Extended Learning
   One of the most important components of any coach training program is peer coaching – to coach and to be coached. At ICA your peer coaching is offered as extended learning, meaning that you can count it as Barter coaching towards an ICF credential such as ACC or PCC.

6. Business Development
   The Advanced Coach training includes business development. We’ll help you define your brand and business model and offer resources to help turn your leads into paying clients.

7. 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.
Clients want to know they are not just employing someone calling themselves a coach, but that they are in fact employing someone who has been through a rigorous training and accreditation process.

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?

Who are the ICF?
The International Coach Federation are the leading peak body for coaching, globally. They support the professional development of coaches and the coaching industry. They accredit coach training programs and award credentials to individual coaches.

www.CoachFederation.org

What is Accreditation?
Accreditation is something that happens to a PROGRAM, not a school or an individual. The ICF offer 3 levels of accreditation:

<table>
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<tr>
<th>Accreditation Type</th>
<th>Description</th>
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<tbody>
<tr>
<td>ACTP</td>
<td>Accredited Coach Training Program Start to finish coach training programs mapped across the ICF Core Competencies</td>
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<tr>
<td>ACSTH</td>
<td>Approved Coach Specific Training Hours approved on an hour-by-hour basis</td>
</tr>
<tr>
<td>CCE</td>
<td>Continuing Coach Education Advanced training to acquire new learning or to renew an ICF Credential</td>
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To have a program accredited by the ICF a school must undergo rigorous scrutiny and quality testing. The curriculum is mapped across the ICF core competencies, with the faculty, assessment and learning processes all assessed.
What is a Credential?
A credential is awarded to an individual coach to represent a recognized level of expertise in coaching, as assessed against the ICF competencies. Current credentials include:

- ACC, PCC or MCC. These credentials are determined by 2 key factors:
  > number of accredited coach training hours
  > number of coaching hours

At ICA we provide pathways for coaches at all levels of ICF accreditation and credentialing.

Why is E-Learning with ICA so Powerful?
Just as coaching is all about making deep and sustainable changes, our learning method is about deep and life long learning.

There are still many coach training organizations delivering training in the old way, with the teacher up the front and the students watching and listening attentively. There is very little time for one on one contact with the lecturer and there is little to no time for reflection.

You won’t find traditional lectures at ICA. Since we opened our doors back in 2001, we have embraced distance and e-learning principles. Student’s access modules and resources via a password protected online learning environment, and then dial into virtual classrooms, which are led by an expert faculty (who are all credentialed coaches).

The process of joining a class is quite simple. You can choose from audio only, or audio and video. A trainer will welcome you to the call, and then lead the learning, encourage participation, and answer any questions. Thoughts are discussed and debated, ideas created, knowledge shared, friendships discovered, business connections made, skills practiced, learning enhanced, trust developed and global partnerships formed.
Coach Training Curriculum
All our training is mapped across ICF competencies. Programs are created with separate courses, and courses consist of modules, teleclasses, labs and forum participation.

1. **Core Curriculum**
   - Foundation Coach
   - Coach Skills
   - Power Tools
   - Coaching Presence
   - Frameworks & Models

2. **Coach Discovery**
   - Coach Profile Audit
   - Coaching Model
   - Coaching Niche
   - Business Development

3. **Coach Development**
   - Coaching Labs
   - Mentor Coaching
   - Observed Coaching
   - Coach Supervision

4. **Peer Coaching**
   - Be a Coach
   - Be a Client
1. Core Curriculum

> 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.

> 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 in a coaching setting. The skills taught in this course will give you the confidence to coach anyone, anywhere, anytime.

**MODULES:**

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

**MODULES:**

1. What is Coaching?
2. Coaching Influences
3. Ethics and Legalities
4. Coaching Models
5. The ICF competencies
6. The Coaching Agreement
7. Learning and Coaching Plan
> **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:**

1. Reframing Perspective
2. Commitment vs Trying
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

> **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.

**MODULES:**

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

> 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.

**MODULES:**

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

2. Coach Discovery

These courses will help you to discovery who you are as a coach. You will develop your coaching model, define your coaching niche. Advanced students you will also receive a StrengthsFinder Discovery Assessment followed by a one on one session to identify your unique strengths.

> Coach Profile Audit (Advanced Students Only)

Advanced students will complete an online strengths analysis using the “Strengths Finder” program as have a one on one discovery session to learn how to best leverage your strengths to maximize your potential as a coach.
Your Coaching Model

Learn about the different between the coaching process and a coaching model. Evaluate your unique passions, experience and knowledge to develop your coaching model. You will create a visual metaphor as well as a well thought out description of your model. Both these will then be very useful as a marketing and promotion tool.

Modules:
1. Coaching in Context
4. Workshop Your Niche

Your Coaching Niche

We have a saying in coaching that “after the first session all coaching is life coaching”. However from a marketing perspective its essential to have a niche so you can hone in on the people you want to coach and the problem you are solving for them. In this section of the program you will explore different coaching niches and identify your own coaching niche and target market.

Modules:
1. Integrated Coaching Model
2. Workshop Your Model
3. Workshop Your Process
4. Coaching Session Design

Coaching Business Development

This is an optional extra course for Advanced program and it consists of a series of video modules, worksheets, checklists and resources to help coaches set up their business (website, social media profile, sales and marketing funnel). A one on one session is also included to develop your specific business plan.

Modules:
1. Brand You
2. Choose Your Business Model
3. Coaching Starter Pack
4. Social Media
5. Content Marketing
6. Video Marketing
7. Create Website
8. Outsourcing Tools
### Coaching Labs
Coaching Labs are hands on coaching sessions designed to give students feedback on their coaching in the context of a specific ICF competency. Using a “Stop the Clock” technique, your coach trainer will interrupt the coaching session whenever they observe an ICF Competency in practice.

### 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.

### Mentor Coaching
Mentor coaching is a program designed to deepen your coaching skills. Through real time coaching, conducted in a teleclass role play, you will be observed, and given feedback against the ICF competencies. Mentor Coaching is designed to run alongside your core curriculum classes. It doesn’t matter when you first begin your Mentor Coaching classes, but you must participate in this course area over a minimum period of three months.

### Coach Supervision
This is exclusive to the Advanced program. Many professions have a long history of providing such support to their members. Social workers and psychiatrists for example, get regular “Supervision”. These are meetings with a more advanced member of their profession where they get to bring up any challenges or problems, talk through personal concerns or worries and just a higher level professional support.
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.

**Glossary of Terms**

<table>
<thead>
<tr>
<th>Training Terms</th>
<th>Description</th>
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<tbody>
<tr>
<td>Program</td>
<td>Programs are substantial areas of study, consisting of courses and modules and tied to specific accreditation pathways</td>
</tr>
<tr>
<td>Course</td>
<td>Courses consist of a collection of modules that are grouped together around a particular area of study</td>
</tr>
<tr>
<td>Module</td>
<td>Modules are topic driven, include a video tutorial and downloadable pdf. They teach a specific skill or concept which is then discussed in Classes &amp; Labs</td>
</tr>
<tr>
<td>Classes</td>
<td>Classes are topic based classes designed around the ICF Core Competencies</td>
</tr>
<tr>
<td>Lab</td>
<td>Labs are practice based classes designed around coaching and being coached</td>
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