



# Advanced Corporate Coaching Program™

## Course Descriptions and General Information

### Individual Admissions

Email: [Admissions.Dept@CoachU-HQ.com](mailto:Admissions.Dept@CoachU-HQ.com)

Phone: +1-800-48COACH or +1-800-482-6224

### Corporate Sales

Email: [Corporate.Solutions@CoachU-HQ.com](mailto:Corporate.Solutions@CoachU-HQ.com)

Phone: +1-888-510-4114

*Imagine for a moment you are traveling down a road with unseen vistas to explore and discover. The journey for me in the ACCP was an incredible adventure with inspiring guides, amazing fellow student travelers and remarkable resources to deepen the learning adventure. Through this journey, I found my path and my purpose - the world of coaching. A gift of immeasurable personal value, the ACCP coursework provided the map, the vehicle and the confidence for my coaching journeys ahead.*

– Rachel Schaming, Director of Human Resources / Corporate Coach

The Advanced Corporate Coaching Program™ has a focus on taking a coach approach while using business language in organizational situations with individuals, teams or organizations. This program has a narrow and deep business focus that specializes in corporate or organizational coaching for the internal or external coach.

### Who should enroll?

- Internal and external coaches, managers, trainers, consultants and other professionals who desire personal development in interpersonal communications through coaching, as well as advanced training and professional development in corporate coaching technology
- Coach U's Core Essentials Graduates (CEGs) who want to be highly successful full-time business or organizational coaches
- Core Essentials Graduates who want to work as a part-time business coaches, use priceless business coaching skills, and Professional Foundation concepts in the workplace
- Seasoned coaches wanting to stay engaged rich conversations with other successful coaches from around the world
- ICF-credentialed coaches (PCCs and MCCs) committed to accumulating several years worth of coaching CEUs for required renewals
- ICF-credentialed ACC coaches who want to continue with an reputable ICF Accredited Coach Training Program (ACTP)

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- Professional business and organizational coaches, who want to be catalysts for change, stewards of the art and science of professional coaching, and models of leading by example and attracting professional rewards
- Coaches seeking more opportunities to join coaching panels to provide contracted coaching services to organizations seeking credentialed coaches.
- Experienced coaches, consultants, professionals, trainers, business owners, and others interested in communicating with a coach approach, becoming more influential and making a positive impact
- People who are sure that their focus in coaching will remain on business-related issues for the long-term

### What you will experience and have access to in Corporate Coach U's Advanced Corporate Coaching Program™

- Participation in a higher-level conversation than found in the Core Essentials Program™
- Participation in conversations with people in business from around the world – small business to big business, non-profit organizations, educational institutions, governmental entities, and a diverse group of other industries
- Comprehension of the distinctions and subtleties of demonstrated core coaching competencies at the ACC, PCC and MCC levels
- Refined knowledge and vital integration of the ICF's 11 Core Coaching Competencies
- **52 hours of required courses** for graduation, including the 12-week Advanced Coaching Skills Supervision Practicum™ (this class is held as a group supervision of coaching skills course, with individual and collective support and feedback) and a diverse selection of advanced coaching practicums focusing on core coaching competencies for personal and business coaching and Corporate Coach U's exclusive Personal Coaching Styles Inventory™ (PCSI) practicum
- **72 hours of elective courses** for graduation – you will determine which courses you take from the diverse set of elective courses offerings and when these courses will be most relevant. The remaining courses, not required for graduation, can be taken later for Coaching CEUs or for your next level of credentialing. Examples of electives include:
  - Coaching Business Teams
  - Assessments for Coaching
  - Diversity Issues
  - Organizational Development
  - Situational Coaching Forums (Coaching the Manager, Executive, Entrepreneur, etc.)
- Participate in Marketing "202" courses – intermediate and advanced marketing strategies to earn 6-plus figures
  - Using Assessments
  - Advanced Business Development
  - Marketing and Selling
  - Full-Time Practice Management
  - Closing the Sale



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- More than 1,000 pages of curriculum and materials in PDF format. You choose whether to print, view online or read on your portable device
- You will learn everything a highly successful business coach needs to know to masterfully coach staff/employees, managers/supervisors, directors, and C-Suite coachees around the globe through telephone-based or face-to-face professional coaching services.
- Models for how to package your services and products to help your coachees and client companies become lifetime customers and referrers
- You will learn concepts and practical skills that have enabled our Advanced Program graduates to become PCC or MCC coaches, author books, write their own training programs (and add on optional coaching services), deliver workshops and seminars using our approved Intellectual Property, provide consulting services with a coach approach, appear in news publications and broadcasts, create multiple revenue streams, contribute leadership skills to the ICF and other valued organizations at a high levels, and more.
- Becoming experienced and credentialed as a PCC or MCC coach could help you create your own work and play schedule, make deep and meaningful contributions and connections around the work, be 100% in control of your revenue and destiny and be seen as a relevant and influential member of your organization.

### Corporate Coach U's Advanced Corporate Coach Training Program™ (ACCP)

Core Essentials Graduates and ICF credentialed coaches may enroll in Coach U's Advanced Coaching Program™ (ACP) or Corporate Coach U's Advanced Corporate Coaching Program™ (ACCP).

Advanced Corporate Coaching Program™ graduates will complete an additional 72 hours of required and elective courses, for a total of 149 hours of coach training in our system (the 149 hours include the Core Essentials or equivalent) in order to become Corporate Coach U Graduates. Our course offering is extensive in the Advanced Corporate Coaching Program™ – you will determine your pace and your path. Each student will create a unique schedule. You will decide what you want to take and when, depending on your interests and gaps, and which coachees choose to engage your services and for what at any particular point in time. The ongoing, weekly courses work in the same way that coaching works – ongoing, spatial learning allows us to learn, implement and adjust with accountability.

In addition to accumulating coach-training hours for Corporate Coach U graduation, you will also continue to accrue and document client-coaching hours and mentor coaching hours. At some point, you will receive mentor coaching with supervision. Once you receive your Corporate Coach U Graduate designation, you will again accumulate additional client-coaching hours and mentor coaching with supervision until you and your coach believes you are coaching at the PCC level. Once this happens, you may apply to receive your Corporate Coach U Certified Graduate design, which is a stepping-stone to the ICF's Professional Certified Coach designation. Corporate Coach U's Advanced Corporate Coaching Program™ will provide you with the information that you need to become credentialed with the ICF. We believe your primary target is the PCC designation.



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The ICF offers three levels of credentialing: the Associate Certified Coach (ACC), the Professional Certified Coach (PCC) and the Master Certified Coach (MCC). To date, Coach U and Corporate Coach U have trained the highest percentage of ICF credentialed coaches. The Advanced Corporate Coaching Program™ provides more than enough coach training hours for all three levels of ICF credentialing – all from your home, at your pace and on your schedule.



Coach U and Corporate Coach U's advanced certifications are fully accredited by the International Coach Federation (ICF). This enables the certified graduates of our advanced programs to apply for ICF certification through the accredited schools track, which is preferred by most coaches.

Achieving Coach U's Coach U Certified Graduate (CUCG) designation or Corporate Coach U's Corporate Coach U Certified Graduate (CCUCG) designation will allow you to apply for ICF certification through the ICF accredited schools track (ACTP track). Most professional coaches strive to achieve the ICF's Professional Certified Coach (PCC) or Master Certified Coach (MCC) designations.

**Choose Carefully:** Choose carefully between Coach U and Corporate Coach U's Advanced Coach Training Programs. Once placed in an advanced program, you cannot transfer between programs without an additional cost. Any changes must be made during your 45-day withdrawal period. For assistance in selecting the right program for you, contact your local office.

**Confused?** Don't worry – you will have access to our student-only area to get exclusive resources to make understanding the process, from brand new coach to MCC credentialed coach, as easy as possible!

### Regional Enrollment Contacts for the Advanced Coaching Program

Our Regional Admissions Offices will be happy to answer your specific questions (including payment plan info), enroll you (and several of your colleagues) into one of the upcoming programs and provide you with additional information.

#### **Admissions Department for North America, South America and countries not listed below:**

Call: 1-800-48COACH (1-800-482-6224) or 1-406-543-2772 (for callers outside of North America)

Email: [Admissions.Dept@CoachU-HQ.com](mailto:Admissions.Dept@CoachU-HQ.com)

Visit: [www.CoachU-HQ.com](http://www.CoachU-HQ.com)

#### **Admissions Department for Asia, Australia, India and New Zealand**

Call: +61 2 9531 8988

Email: [Admissions.Dept@CoachU-HQ.com](mailto:Admissions.Dept@CoachU-HQ.com)

Visit: [www.CoachUAustralasia.com](http://www.CoachUAustralasia.com)



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### **Admissions Department for Africa, Europe and the United Kingdom**

Call: +44 (0) 844 847 5887

Email: [Admissions.Dept@CoachU-HQ.com](mailto:Admissions.Dept@CoachU-HQ.com)

Visit: [www.CoachUEurope.com](http://www.CoachUEurope.com)

Students who successfully complete all coursework in three programs (1. the beginning/intermediate Core Essentials Program/Core Essentials Fast Track Program; 2. the Advanced Coaching Program/Advanced Corporate Coaching Program, and 3. additional requirements to receive the Coach U Certified Graduate or Corporate Coach U Certified Graduate designation) will be able to apply for their Associate Certified Coach (ACC) or Professional Certified Coach (PCC) designations through the ACTP Track with the International Coach Federation. (The same standard for coach training hours and client coaching hours applies for all ACTP-approved coach training programs.)



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## Advanced Corporate Coaching Program™ Course Listing

Courses	Hours	Required or Elective
Coach's Professional Foundations	8	Required
Professional Foundation Practicum	8	Required
PCSI® Personal Coaching Styles Inventory	8	Required
Corporate Conversation Model	4	Required
Corporate Conversation Model Practicum	8	Required
12-week Advanced Coaching and Supervision Practicum	12	Required
Ethics in Coaching	4	Required
Situational Coaching Forums	--	--
Coaching the Executive	4	Elective
Coaching the Entrepreneur	4	Elective
Coaching the Manager	4	Elective
Coaching the Professional	4	Elective
Coaching the Sales Professional	4	Elective
Creating the Vision	4	Elective
Coaching the Essence	8	Elective
Overview/Skills for Group Coaching	4	Elective
Group Coaching Practicum	8	Elective
Strong Start – Business Development Lab	8	Elective
Marketing and Selling – Ext Corporate/Business Practice	8	Elective
Assessments for Coaching	8	Elective
Organizational Development	8	Elective
Attraction	8	Elective
Coaching Business Teams	8	Elective
Diversity Issues	4	Elective
Internal Corporate Coaching	4	Elective
<b>TOTAL AVAILABLE HOURS IN ADVANCED PROGRAM</b>	--	<b>148</b>
<b>plus accumulated CEP Hours</b>	--	<b>+77</b>
<b>TOTAL AVAILABLE HOURS IN CEP AND ADVANCED</b>	--	<b>225</b>
Does this Include the 125-hour minimum to get my PCC?	--	YES
Does this Include the 200-hour minimum to get my MCC?	--	YES



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### Courses in Corporate Coach U's Advanced Corporate Coaching Program™

Please note that each student must graduate from the Core Essentials Program™ or Core Essentials Fast Track Program™ before they may begin courses in the Advanced Corporate Coaching Program™. The only exception to this is for ICF credentialed coaches (Associate Certified Coaches, Professional Certified Coaches or Master Certified Coaches) who enroll in the Coach U Transfer Program.

#### Required Courses

##### Professional Foundation™

As coaches, we are sometimes asked to coach others around issues that we have not fully mastered ourselves. The Professional Foundation™ course invites self-exploration and self-development in areas that are important to our clients. By strengthening our professional foundations, we can serve as role models for clients who are working toward self-improvement goals.

Number of class sessions: 8

##### Professional Foundation™ Practicum

In this experiential course, each participant will coach and receive feedback from the faculty and a peer, as well as completing a self-evaluation. The feedback will be used to guide their training and development coaching on personal foundation issues. Coach-the-coach occurs by faculty. Each participant must coach, be coached and write a case study to receive credit for this course.

Number of class sessions: 8

##### Corporate Coaching Conversation Model™

Every replicable approach has a model to ensure the process works consistently. This course covers the model for coaching conversations and provides a process for establishing meaningful coaching relationships.

Number of class sessions: 4

##### Corporate Coaching Conversation Model™ Practicum

An experiential course focused on each individual's ability and skill development using the corporate conversation model in specifically directed coaching interactions. Every participant will coach and receive feedback on their current demonstration of ability from the faculty, their peers and a self-evaluation. The feedback offered to the participant will be used to guide their further training and development. To receive credit for the course each participant must coach, be coached and turn in feedback forms on all observed coaching sessions. Coach-the-coach occurs by faculty.

Number of class sessions: 8

##### Personal Coaching Styles Inventory™ (PCSI)

The PCSI™ is a coaching tool that helps coaches and clients understand how to connect easily in coaching relationships. In this course, we examine the four PCSI styles and develop awareness for how these styles are



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expressed in the workplace. With a deeper understanding of styles, coaches can learn to flex styles to support clients.

Number of class sessions: 8

### Advanced Coaching Skills Supervision Practicum

The class is held as a group supervision of coaching skills course, with individual and collective support and feedback. After successfully completing this course, the participants will have received direct feedback on their own coaching, witnessed and responded to the coaching skills of others, and have clear information and details regarding professional credentialing.

Each participant will coach and receive feedback on their current demonstration of coaching skills. Feedback will be from the faculty, their peers and a self-evaluation. The feedback offered to the participant will be used to guide their further training and development. To receive credit for the course, each participant must coach, be coached and submit feedback forms on all observed coaching sessions. Coach-the-coach occurs by faculty. This class requires full participation. No auditing is allowed.

Number of class sessions: 12

### Ethics in Coaching

This course will bring to life the ethics of coaching in real world situations. Each week different case studies will be explored, and attention will be given to not only the ICF code of conduct and ethical standards, but to other associations in the field as well.

Number of class sessions: 4

## Elective Courses

### Situational Coaching Forums

#### Coaching the Executive

In this experiential course, each participant will demonstrate coaching an executive client, receive feedback from the faculty and a peer and also complete a self-evaluation. The feedback offered will be used to guide their further training and development. Coach-the-coach occurs by faculty. Each participant must coach, be coached and write a case study to receive credit for this course

Number of class sessions: 4

#### Coaching the Entrepreneur

In this experiential course, each participant will demonstrate coaching a client who is an entrepreneur, receive feedback from the faculty and a peer and also complete a self-evaluation. The feedback offered will be used to guide their training and development.

Number of class sessions: 4





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### Coaching the Manager

In this experiential course, each participant will demonstrate coaching a client who is a manager, receive feedback from the faculty and a peer and also complete a self-evaluation. The feedback offered to the participant will be used to guide their further training and development. The feedback offered will be used to guide their further training and development.

Number of class sessions: 4

### Coaching the Professional

In this experiential course, each participant will demonstrate coaching a professional client, receive feedback from the faculty and a peer and also complete a self-evaluation. The feedback offered will be used to guide their further training and development.

Number of class sessions: 4

### Coaching the Sales Professional

In this experiential course, each participant will demonstrate coaching a client who is a sales professional, receive feedback from the faculty and a peer and also complete a self-evaluation. The feedback offered to the participant will be used to guide their training and development.

Number of class sessions: 4

### Assessments for Coaching

This course explores an assortment of assessments that coaches use to support different client needs. The coach will identify appropriate instruments such as Multirater 360°, DISC® and others to use in a variety of business situations.

Number of class sessions: 8

### Organizational Development

This course covers organizational development from a coaching perspective because coaches develop organizations one person, team or group at a time. You will explore the nature of organizational development and how you can influence the organization's ability to change, flex and lighten itself thereby strengthening the organization.

Number of class sessions: 4

### Coaching Business Teams

In today's business environment, teams must be able to negotiate the natural stages of team development and deliver unprecedented high levels of performance, all in record time. In this course, the coach will develop a toolkit with which to support the formation, development, and performance of business teams.

Number of class sessions: 8



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### Diversity Issues

Our world has broadened from a local marketplace to a global business arena. As our business borders blur, the increasingly diverse workforce impacts the social and financial well-being of a corporation. This course addresses the challenges and opportunities of diversity and the issues that coaches may encounter.

Number of class sessions: 4

### Internal Corporate Coaching

Internal coaches are challenged to look at the design and building of an effective internal coaching program while managing the cultural, political and organizational nuances. This course begins to address the processes and issues that should be considered when developing a coaching program within a company.

Number of class sessions: 4

### Attraction

Attraction is about being whole and present, so you effortlessly draw to you what you want in life, versus having to sell, seduce or promote yourself. You will come to fully understand the principles of attraction, and learn what is required to become irresistibly attractive, which will get you more of what you want and less of what you don't want in your life.

Number of class sessions: 8

### Creating the Vision

The emphasis is on developing the professional by developing the person. The coach literally builds one's business from the inside out. We will consider a number of topics, which will enable you to ultimately establish a powerful and compelling vision for your business.

Number of class sessions: 4

### Coaching the Essence

Coaching the Essence describes coaching that is direct, succinct, and quickly gives a client additional clarity on major issues. With a good skill set, intuition, instinct, insight, and trust in the client, you can ask big questions, make significant observations candidly and non-judgmentally, and easily coach a client's important issues.

Number of class sessions: 8

### Overview/ Skills for Group Coaching

Group coaching is defined as coaching with two or more people simultaneously. Learn the skills, tools and strategies to successfully provide group coaching. Be prepared to fully participate in this course and practice this refined coaching skill set.

Number of class sessions: 4



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### Group Coaching Practicum

An experiential course focused on each individual's coaching ability and skill in running specifically directed group coaching interactions. Each participant will coach and receive feedback on their current demonstration of ability from the faculty, a peer and a self-evaluation. The feedback offered will be used to guide their further training and development.

Number of class sessions: 8

### Strong Start – Business Development Lab

This is a practice development course. It is designed to support new coaches in the establishment of their coaching practice. This practice lab is about taking action to build your business. This course takes off where the Establishing Yourself as a Coach course finishes. This is a fully participatory course geared for individuals who are ready to take action. You will establish practice development goals at the beginning of the course and will be held accountable for taking action to accomplish those objectives. Additionally, you will be assigned to work on and present a class project around practice development. Since this is an action-oriented course, you should not enroll until you are ready to build your business and have the space to take the action. Active participation is a requirement.

Number of class sessions: 8

### Marketing and Selling – External/Private Corporate/Business Practice

Marketing and sales skills are critical to getting your product to the organizational clients you target. As a coach and businessperson, you must establish your target market and develop a sales process that will attract clients so you can get on to the business of coaching.

Number of class sessions: 8

### Mastery in Coaching [Special Series]

Here's an opportunity to experience seasoned coaches in action. You will experience a credentialed coach coaching a client and then a triad debrief between the coach, the client and another coach.

Number of class sessions: 1