

Coaching International Presents  
**Professional Coaching Certificate**  
Intake 2011

<b>ABOUT US</b>	<b>2</b>
QUALIFICATIONS	2
VISION AND MISSION	2
<b>COURSE OVERVIEW</b>	<b>3</b>
COURSE DESCRIPTION	3
AIMS AND OBJECTIVES	3
COURSE STRUCTURE	4
UNITS OF STUDY	4
<b>COURSE DETAILS</b>	<b>5</b>
LECTURE & SEMINAR DATES	5
ENROLMENT DATES	5
FEEES	5
ACCREDITATION	5
PERFORMANCE REQUIREMENTS FOR SUCCESSFUL COMPLETION OF THE COURSE	6
WORK GROUPS AND MENTORING	6
ASSESSMENT	6
COURSE OUTLINE - LECTURE & SEMINAR PROGRAM	7
<b>HOW TO APPLY</b>	<b>8</b>
ENTRY REQUIREMENTS	8
FURTHER INFORMATION	8
PROFESSIONAL COACHING COURSE ENROLMENT FORM	9



[www.businesscoaching-international.com](http://www.businesscoaching-international.com)  
[www.lifecoaching-international.com](http://www.lifecoaching-international.com)

**Business Coaching, Mentoring & Training**  
ABN: 99 826 051 214

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## About Us



### Coaching International

- Winner of the 2010 Coaching Award - Awarded in Europe for achievements and excellence in Coaching.
- Past and current clients include: Microsoft, T-Com, Porsche, Daimler-Chrysler, Australia Post, Cadbury, Optus, Bank of New York, Goldman Sachs, Cricket Victoria, Service Stream.
- Our Head Coach Member of the Top 100 Training Organisations in Germany
- Currently undertaking research projects and proposals with leading universities.
- Currently in negotiations with several publishers to produce books on coaching practices. The first of which, on the topic Coaching and Wellbeing, is being released in Europe by Random House in 2011.



### Qualifications

- Our coaches have PhD and Master level qualifications, complimented by years of industry experience.
- Our coaches are experts in the field and are currently, or have been, involved with the following universities in a teaching, learning or research capacity: University of Melbourne (AUS), Monash University(AUS), Australian National University (AUS), Royal Melbourne Institute of Technology (AUS), University of Western Sydney (AUS), Harvard University (US), Oxford University (UK), University of Bielefeld (Ger), University of Lüneburg (Ger), University of Siegen (Ger), Collège des Ingénieurs (Fr/Ger), University of Wollongong (AUS), Swinburne University (AUS), Sydney Business School (AUS).



### Vision and Mission

Our vision is to provide 'professional coaching services' through highly qualified coaches using cutting edge, results based practices.

Our strategic mission is to add value to our clients by supporting them to ascertain their chosen direction and to more efficiently and effectively achieve their subsequent goals - whether in business or in life. We do this by merging the most up-to-date methods and leading edge practical applications from industry with post-graduate university level research and cutting edge training practices which culminate in the highest level of 'Coaching Thought'.

We strive to create a higher industry standard in coaching professionalism and let the value of our results be the evidence.

## Course Overview

Location	Study Mode	Duration	Fee*	Study Level	Intakes
Sydney CBD	Intensive customised program - block mode	Four 3-day weekends, plus Two 2-day further weekends	\$ 8,500 (AUD)	Professional Coaching Certificate	Jan 2011
Sydney CBD	Intensive customised program - block mode	Two 3-day weekends	\$ 5,000 (AUD)	Introductory Coaching Certificate	Jan 2011

\* All fees are subject to annual review and may be adjusted.

### Course Description

The Professional Coaching Certificate Program has been designed in consultation with industry groups. It incorporates up-to-date research to ensure current coaching concepts are taught and that graduate capability has a strong connection between theory and the professional demands required of coaching practitioners. The program provides a broad range of coaching skills and develops both general and specific capabilities through action learning with an emphasis on practical tools and exercises. It enables graduates to become successful coaches able to meet current and future expectations within the workplace and wider society. This innovative approach to curriculum means courses enhance students' general capabilities (problem-solving, communication, reflective practice) whilst developing specific knowledge capabilities that graduates require as they meet the global marketplace.

Specific coaching skills will include up-to-date methods & tools, coaching communication skills as well as knowledge of ethical guidelines and handling difficult coaching situations. Benefits include enhancing job opportunities, developing professional networks, developing interpersonal skills, experiencing different ways of learning and professional knowledge. The program provides a range of learning situations designed to progressively develop knowledge and generic capabilities. Initial seminars and workshops will introduce core concepts, develop skills in analysis and encourage students to apply and reflect upon the theories and models introduced. Intermediate units will build on fundamental theory in the areas of methods, tools, processes and communication, as well as providing practical training in marketing and SME business skills for those planning to set up their own coaching practice (a skill set sorely overlooked in other coaching courses).

### Aims and Objectives

This course is designed to develop coaches. The course is specifically designed to satisfy the training requirements for professional coaching federations so students can apply for individual accreditation. The course aims to prepare students for employment opportunities in coaching.

#### Who should apply?

This course is for people who have a passion to become life or business coaches, as well as managers who want to use coaching skills to enhance their leadership style. The course is specifically designed for individuals whom, in the shortest timeframe possible, want to be professional, qualified, internationally accredited coaches; individuals who want to be prepared for the rigours and satisfaction of coaching clients in the global marketplace.

## ***Course Structure***

The course is an intensive customised program designed specifically to have minimal effect on full/part time employment. Delivery is via sixteen full-day block-mode lecture/seminar/workshops conducted principally on weekends.

## ***Units of Study***

- Introduction to Coaching
- Introduction to the Coaching Process & Communication Skills
- Introduction Coaching Tools and Methods
- Intermediate Coaching Processes & Communication Methods
- Intermediate Coaching Tools and Methods
- Ethical Guidelines & Professional Standards
- Topics & Practice:
  - Business Coaching Stream - Managers as Coaches, Coaching Business Owners, Coaching as Personal Development HR Managers
  - Life Coaching Stream - Career Coaching, Finding their Passion,
- Introduction to Business Start-ups
- Marketing Yourself as a Coach



## Course Details

### *Lecture & Seminar Dates*

Location	Study Dates	Duration
Block 1:	January 29, 30, 31	3 days
Block 2:	February 4,5,6	3 days
Block 3:	February 18,19,20	3 days
Block 4: Exam date:	February 26, 27 February 28	3 days
Block 5:	March 17,18	2 days
Block 6:	March 24, 25	2 days

Classes are in face-to-face block mode from 9am to 5pm - Friday to Sunday

### *Enrolment Dates*

Enrolment into the course is available from 1<sup>st</sup> November, 2010. Final enrolment date - COB 24<sup>th</sup> December, 2010.

### *Fees*

Professional Coaching Certificate - \$8,500 AUD

Fees include sixteen face-to-face business days contact with a professional, published, practicing and awarded coach. The learning material presented has been developed from university based research & theory as well as years of practical experience.

Introductory Coaching Certificate - \$5,000 AUD

An introductory level course is available for those that wish to assess their suitability to coaching, or perhaps would like to make the transition towards coaching a two-step process. Students who complete the Introductory Coaching Course will be able to apply to complete the fully accredited course at a later intake date (further fees - \$6,000 AUD).

### *Accreditation*

Upon successful completion of the course requirements, graduates will receive:

- A Coaching Certificate endorsed by Coaching International (dependent on course undertaken - Professional or Introductory Coaching Certificate)
- A letter of recommendation signed by the directors of Coaching International stating our confidence in your abilities to practice as a coach
- The requisite training hours to apply for membership and certification with the International Coaching Federation
- Our guarantee that you possess the requisite knowledge and skills to begin practising as a coach

This course is designed in accordance with industry based professional coaching bodies (such as the ICF) which require certain levels of coaching training hours. This program satisfies the initial requirements of these bodies. We are happy to consult with graduates on certification processes.

## ***Performance Requirements for Successful Completion of the Course***

In accordance with Coaching International's objective to "produce highly professional and qualified coaches", graduates of this course have to pass stringent requirements to attain the Coaching Certificate. All students who complete the Professional Coaching Course will be adept at practical approaches as well as coaching theory. The units of competency are as follows.

### **Student Learning Outcomes**

Upon successful completion of this course, students will have:

1. An in-depth knowledge of approaches, methods, tools, guidelines and standards of coaching
2. Developed practical coaching skills and tools
3. Developed skills of communication, self awareness and self management necessary for being a successful coach.
4. An overview of coaching topics as well as a speciality in life coaching or business coaching
5. A raft of practical steps for starting and marketing one's own coaching practice

### **Work Groups and Mentoring**

In between sessions students will be organised into work groups with colleagues to practise the tools and methods learned in the coursework. Coaching International staff will also provide students with observed-coaching sessions, with an experienced coach, to provide practical feedback on the progression of coaching skills.

### **Attendance**

To be eligible for passing this course, students must attend at least 75 per cent of scheduled class time throughout the course. Class attendance will be recorded. Coaching International reserves the right to exclude students from further classes without compensation if they fail to attend an acceptable amount of classes (without an acceptable reason for absence).

### **Performance Level**

To be eligible to pass this program, students must develop the skills and knowledge required to achieve a minimum overall mark of 50%.

### **Assessment**

Assessment for the Professional Coaching Certificate is conducted in multiple forms. Students will be required to provide evidence that demonstrates competence for each of the Learning Outcomes.

Assessment tasks to determine student proficiency will be as follows:

**Assessment Task 1:** Written examination of lecture and seminar material

**Assessment Task 2:** Written Coaching Case Assignment (Analysis of 2 Coaching Case Studies)

**Assessment Task 3:** Practical examination of coaching skills

**Assessment Task 4:** Written Assignment (Marketing/Business Plan)

## Course Outline - Lecture & Seminar Program

Dates	Subject	Topics Covered	Core Competencies
Jan 29	<b>Introduction to Coaching</b>		<ul style="list-style-type: none"> <li>Meeting ethical guidelines &amp; professional standards</li> </ul>
Jan 30 & Jan 31	<b>Introduction to the Coaching Process &amp; Communication Skills</b>	<ul style="list-style-type: none"> <li>Overview of Coaching phases</li> <li>Basic communication skills as a coach (incl. video analysis); Active listening, Pacing, Leading</li> <li>Reading your clients body language</li> </ul>	<ul style="list-style-type: none"> <li>Establishing the coaching agreement</li> <li>Establishing trust &amp; intimacy with the client</li> <li>Direct Communication</li> <li>Powerful Questioning</li> <li>Active listening</li> </ul>
Feb 4	<b>Introduction Coaching Tools and Methods</b>	<ul style="list-style-type: none"> <li>Introduction to different methods and approaches of coaching</li> <li>Practising Coaching Tools 1</li> </ul>	<ul style="list-style-type: none"> <li>Planning &amp; Goal Setting</li> <li>Coaching presence</li> <li>Managing Process &amp; Accountability</li> <li>Direct Communication</li> <li>Powerful Questioning</li> <li>Active listening</li> </ul>
Feb 5 & Feb 6	<b>Intermediate Coaching Processes &amp; Communication Methods</b>	<ul style="list-style-type: none"> <li>Establishing the coaching agreement and trust with the client</li> <li>Optimising one's communication skills</li> </ul>	<ul style="list-style-type: none"> <li>Establishing the coaching agreement</li> <li>Establishing trust &amp; intimacy with the client</li> <li>Direct Communication</li> <li>Powerful Questioning</li> <li>Active listening</li> </ul>
Feb 18 & Feb 19	<b>Intermediate Coaching Tools and Methods</b>	<ul style="list-style-type: none"> <li>Practising Coaching Tools 2</li> </ul>	<ul style="list-style-type: none"> <li>Planning &amp; Goal Setting</li> <li>Coaching presence</li> <li>Managing Process &amp; Accountability</li> <li>Direct Communication</li> <li>Powerful Questioning</li> <li>Active listening</li> </ul>
Feb 20	<b>Ethical Guidelines &amp; Professional Standards</b>	<ul style="list-style-type: none"> <li>Introduction: Guidelines and Standards</li> <li>Awareness &amp; Self-Management</li> <li>Handling difficult situations</li> </ul>	<ul style="list-style-type: none"> <li>Creating Awareness</li> <li>Meeting ethical guidelines &amp; professional standards</li> </ul>
Feb 26 & Feb 27	<b>Topics &amp; Practice:</b>	<ul style="list-style-type: none"> <li>Business Coaching Stream <ul style="list-style-type: none"> <li>Managers as Coaches</li> <li>Business Owners</li> </ul> </li> <li>Life Coaching Stream</li> </ul>	<ul style="list-style-type: none"> <li>Specialising in life or business coaching <ul style="list-style-type: none"> <li>Note: Depending on individual interests the group will be split into a life coaching and business coaching string</li> </ul> </li> </ul>
Feb 28 TBC	<b>Assessment</b>		<ul style="list-style-type: none"> <li>Meeting ethical guidelines &amp; professional standards</li> </ul>
Mar 17 & Mar 18	<b>Introduction to Business Start-ups</b>	<ul style="list-style-type: none"> <li>Business Start-up Intro</li> <li>Personal and Business SWOT Analysis</li> <li>Positioning yourself</li> </ul>	<ul style="list-style-type: none"> <li>Professional business skills</li> </ul>
Mar 24 & Mar 25	<b>Marketing Yourself as a Coach</b>	<ul style="list-style-type: none"> <li>Marketing planning</li> <li>Writing a business plan</li> </ul>	<ul style="list-style-type: none"> <li>Professional business skills</li> </ul>

Additional specialist areas are offered at Coaching International's discretion

## How to Apply

### ***Entry Requirements***

**Tertiary Qualification\***: or relevant vocational experience.

\*Non-Year 12 applicants are encouraged to apply and may be required to have relevant employment or evidence of experience and/or ability to meet the demands of the program.

**A preparedness to learn**: and a passion for helping others.

### ***Terms and Conditions***

For applicable terms and conditions please see the enrolment form.

### ***Further Information***

Please feel free to contact one of our helpful consultants.

Position	HEAD TRAINER & COACH	COURSE CO-ORDINATOR
Contact	Dr Julia Ahrens	Trenton Milner
Phone:	+61 415 447 173	
Email:	julia.ahrens@businesscoaching-international.com	trenton.milner@businesscoaching-international.com
	Consultation: by appointment	





Coaching International

# Professional Coaching Course Enrolment Form

Coaching International

ABN 99 826 051 214

## Your details

Client Number (if known)		Company Name (if applicable)		
Title	First Name/s	Surname		
Postal Address	Suburb	State	Postcode	
Phone (1)	Phone (2)	Fax		
Email Address	Date of Birth		/	/

## Billing address

Same as above	Alternative billing address			
Contact Name	Position			
Company Name	Phone	Fax		
Postal Address	Suburb	State	Postcode	

## Payment details

Direct Debit:	BSB: 733 095	A/C No: 652 746	Please put your full name in the reference field	
	SWIFT: WPACAU2S		Bank: Westpac Banking Corporation	
Invoice (refer to payment terms below)				

## Other information

How did you hear about the course?

## Course Terms and Conditions

### Payment

• Course fees are payable at the time of enrolment. Organisations can be invoiced on presentation of purchase order/letter of authority. Invoices to be paid in full within 7 days and prior to course commencement.

### Transfers

• Deferment or suspension of studies is at the sole discretion of Coaching International. These will be assessed on compassionate or compelling circumstances and judged on a case-by-case basis.  
• Transfers notified less than 10 full working days prior to the course commencement date will incur a transfer fee equal to 10% of the full course fee.

### Cancellations

• Cancellation notifications less than 20 full working days prior to the course commencement date will incur a cancellation fee equal to 50% of the full course fee.  
• Cancellation notification made before 20 full working days prior to the course commencement date can expect full refund of tuition fees (less any banking costs incurred) within 20 working days.  
• No refunds will be issued after course commencement. No refunds will be issued for non-attendance.

### General

• All refund, transfer and cancellation requests must be made in writing by letter or email to the contact details provided.  
• Notification of acceptance or non-acceptance into the course will be made within 15 full working days of application receipt and payment.  
• All course materials remain the Intellectual Property of Coaching International; reproduction of material without permission is prohibited.  
• Accommodation and catering services are not included in the fees unless otherwise stated.  
• Coaching International reserves the right to cancel any course that does not have the required enrolment numbers or in the event of exceptional circumstances. A full refund or alternative courses will be offered in these circumstances. Notification will be made at a minimum of 7 days prior to course commencement. Flexible delivery courses may have different conditions of enrolment.  
• Coaching International reserves the right to suspend a student's studies if their conduct disrupts other students and/or the normal operation of the course.

I accept these Terms and Conditions \_\_\_\_\_ Signature \_\_\_\_\_ Date \_\_\_\_\_

Coaching International requires the above personal information so it can fully and properly administer your enrolment in accordance with its policies and procedures. Your information may also be used for related secondary purposes, such as advising you of future short courses and coaching offered by Coaching International. At any stage, you can request to no longer receive this material or to access the personal information that is held on you by contacting us at [info@businesscoaching-international.com](mailto:info@businesscoaching-international.com).

Enquiries and Enrolments		
Phone	Mail	In Person
9am to 5pm weekdays +61 415 447 173	Coaching International GPO BOX 3299 Melbourne VIC, 3001 Australia	Consultation by appointment Email: <a href="mailto:julia.ahrens@businesscoaching-international.com">julia.ahrens@businesscoaching-international.com</a>