



Master Coach Training Course Outline

I. Module I: The Fundamentals & Preparing for Coaching

- A. Learning Objective - after class discussions, participants should be able to:
1. Have a basic understanding of what coaching is and is not and how the ICF defines coaching.
 2. Explain the differences and similarities between coaching and therapy, counseling, mentoring, or consulting.
 3. Explain what best practices are and why they are important in your coaching practice.
 4. Understand how to develop a code of ethics.
 5. Have a sense of coaching domains and begin to consider the domain you want to focus on in your coaching practice.

B. Weekly Lessons:

Week 1

- Lesson 1: Define coaching- Understanding the ICF definition
Assignment: Define coaching in your own words.
- Lesson 2: Differentiate therapy, counseling, mentoring, and coaching
Assignment: How would you clarify to your coachee/client what makes coaching different?
- Lesson 3: Key Fundamentals of coaching
Assignment: Reflect on what the fundamentals of coaching really mean to you.

Week 2

- Lesson 4: Coaching best practices

Assignment: Identify 5 best practices that are recommended for your industry and client type.

- Lesson 5: Ethical standards

Assignment: Complete the Code of Ethics course on ICF website.

Week 3

- Lesson 6: ICF Core Competencies

Assignment: Based on the “updated” ICF Core Competencies, match the appropriate skills to one of the categories.

Week 4

- Lesson 7: Coaching domains

Assignment: Conduct research on the coaching domain that interests you most, or for which you are seeking to establish your coaching practice.

- Lesson 8: The coaching mindset

Assignment: Take the assessment.

II. Module 2: Preparing yourself to coach.

A. Learning Objectives - after class discussions, participants should be able to:

1. Explain key components of the coaching relationship.
2. Have a basic understanding of coaching roles and how to build a positive coaching relationship.
3. Understand the importance of authenticity, intuition, and silence within the coaching session.
4. Have a basic understanding of your role as a coach and how to engage the client.

5. Explain active listening and learn how to develop your active listening skills.
6. Differentiate between open and closed questions and develop your powerful inquiry skills.
7. Using reframing, mirroring, and paraphrasing.

B. Weekly lessons

Week 5

- Lesson 1: Components of the coaching relationship
Assignment: Use the Topic Selector, the reading material and any independent research to discuss your topic.
- Lesson 2: Influences that impact the coaching relationship
Assignment: Explore this topic in-depth during the coaching lectures/discussions.

Week 6

- Lesson 3: Bringing your authentic self
Assignment: Share a picture that you feel closely matches your authentic self.
- Lesson 4: Using Coaching Models
Assignment:
 1. Review, research and identify 1 coaching model that you would like to add to your coaching repertoire..
 2. Setup 3 complimentary coaching sessions within the next 2 weeks.
- Lesson 5: Coach & Client Roles
Assignment: Continue to set up complimentary coaching sessions.

Week 7

- Lesson 6: Active Listening

Assignment:

1. Set up 5 complimentary sessions over the next 2 weeks.
2. Practice listening actively.

- Lesson 7: Using Intuition & Silence

Assignment: Set up 5 more complimentary sessions over the next 3 weeks.

- Lesson 8: Powerful Questions

Assignment: Review the image examples provided. “Intuitively guess” the challenge or situation in the picture and come up with a response, and 2 powerful questions.

Week 8

- Lesson 9: Framing, Re-framing, and Paraphrasing

Assignment:

1. Book 5 sessions over the next 2 weeks.
2. Complete the crossword puzzle.

III. Module 3: Coaching clients for success.

A. Learning Objectives - after class discussions, participants should be able to:

1. Set up and conduct complimentary coaching sessions
2. Have a general understanding of how to begin, manage, and end coaching sessions
3. How to set the agreement and clarify the client’s agenda or goals
4. Explain the use of coaching activities

5. Address common coaching challenges and understand the role diversity or social identity play in facilitating the coaching process
6. Understand how to identify coachable moments and non-verbal communication.
7. Being confident in discussing your fees with clients

B. Weekly Lessons

Week 9

- Lesson 1: Setting up complimentary sessions
Assignment: Book 5 sessions over the next 2 weeks.
- Lesson 2: Starting a session, setting the agreement, and establishing rapport
Assignment:
 1. Develop your written Client Agreement for Coaching.
 2. Develop your Coaching Package/Payment Fees.

Week 10

- Lesson 3: Supporting the client's agenda
Assignment: After reviewing the video and article. Explore the client agendas.
- Lesson 4: Using coaching Activities
Assignment: Set up at least 5 coaching sessions over the next 2-3 weeks.
Research and find 3 different activities that you could use in a coaching session.

Week 11

- Lesson 5: Addressing coaching challenges and session killers
Assignment:
 1. Research business articles on dealing with non-payment, handling clients who are upset, emotional, or any of the listed challenges that can occur.

2. Book 5 more sessions over the next 3-4 weeks.

- Lesson 6: Coaching diverse clients and understanding the role of social identity

Assignment: Complete the ADDRESSING activity.

Week 12

- Lesson 7: Identifying coachable moments -- from aha to ta-da

Assignment:

1. Continue booking coaching sessions over the next 2 weeks, and implement what you have been learning.
2. Listen to each audio and answer the questions.

- Lesson 8: Using Mindfulness in your coaching session

Assignment: Set up a time to practice one or more mindfulness techniques you read about or reviewed in the videos and follow the directions in the video.

- Lesson 9: Ending a session, confidently asking for payment, and session follow-up

Assignment: Book 5-10 Coaching Sessions over the next 3 weeks, or continue working with clients you have already booked.

- Looking Ahead: Getting more clients and support after you graduate

IV. Module 4: Build Your Coaching Business

A. Learning Objectives - after class discussions, participants should be able to:

1. Understand how to develop your niche and brand, and identify a possible business name
2. Understand how to create a coaching plan and welcome package

3. Identify tools and resources to help you get started implementing back-office processes and office management for your business
4. Understand different business structures and ways to market your business
5. Understand how to create a support system and implement self-care

B. Weekly Lessons

Week 13

- Lesson 1: Establishing your niche, name, and brand

Assignment: Brainstorm ideas about who your niche market is and the industry they are in.

- Lesson 2: Finalizing your coaching fees, plans & welcome package

Assignment:

1. Create a brochure or price index sheet that includes your coaching packages, description of coaching services and what clients get in the package, and fees.
2. Continue setting up coaching sessions and practice asking for payment in sessions you feel most comfortable doing so.

- Lesson 3: Fundamentals of business startup & structure

Assignment: Create a SMART-R Goal Worksheet and work out a timeline for completing the items that are provided in this lesson.

Week 14

- Lesson 4: Tools and resources for your business- Leveraging technology

Assignment: There are no assignments for this module. Please continue to work on booking coaching clients.

- Lesson 5: Promoting, marketing, and expanding your business

Assignment:

1. Book a minimum of 10 Coaching sessions in the next 4 weeks. Try to convert complimentary sessions into paying clients.
2. Discuss at least 1 high-touch and 1 low-touch marketing and promotion strategy you plan to implement for your coaching practice.

- Lesson 6: Personal boundaries, implementing self-care, and setting up your home office

Assignment: Continue working on booking coaching clients.

- Lesson 7: Lead Generating- how to get more clients and create multiple revenue streams

Assignment: Conduct research on finding 5 different tools you can use to attract your clients.

- Looking Ahead: What's next after you complete this course

V. Module 5: Apply for your ICF ACC credentials through the Portfolio track

A. Learning Objectives - after class discussions, participants should be able to:

1. Understand how to prepare for the RRT Final Exam and ICF CKA
2. Know what is required to apply for ICF ACC- Portfolio Track
3. Understand the benefits, requirements, and flexibility of being a certified Red Ready Coach

Week 15

- Lesson 1: Preparing for the ACC CKA
- Lesson 2: Preparing for the RRT Exam

Week 16

- Lesson 3: Setting Up your Portfolio

Assignment: Continue to work on and book Coaching Sessions. Update the appropriate Coaching Tracker. Prepare your portfolio for review.

- Lesson 4: Course Wrap-up

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