



## COURSE DESCRIPTION: RRPC 16-WEEK ICF ACC PORTFOLIO

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### I. Course Description

- A. The goal of our Certified Reid Ready® Professional Coach (RRPC) Training program is to help coaching professionals develop their coaching skills. The course offers 4.5 months, with a total of 66-hrs of in-depth coach specific-training, mentoring and supervision to go towards obtaining the ICF ACC Credential, using the portfolio path. Also, once you successfully complete the training, you can also teach or non-ICF courses, serve as a course assistant with all courses offered, and coach for Reid Ready® Life Coaching. Once you obtain your ICF Credential, you can teach our ICF Courses as a Course Facilitator and serve as an ICF Course Observer.
- B. This course is presented in English and delivered virtually via Zoom or phone in real time twice a week. The course also includes five online self-study modules with a total of 38 lessons, which students access 7 days per week, at any time and at their own pace.
- C. Lessons may occur earlier or later in the course schedule than what is indicated on the website or syllabus, depending on the Coach Facilitator's lesson plan, and class pace. For example, a topic may be scheduled for one day/session but could continue into the next day's session. Or a topic may be scheduled for discussion over three days/sessions but is wrapped up in two.
- D. During the course, participants receive coaching supervision, mentoring, and written feedback by an ICF credentialed coach.
- E. Included with the course are:
  - 1. Weekly self-study lesson modules and assignments to reinforce learning (2 hours per week).
  - 2. 32 Live, hands-on coach-specific training with in-depth topic discussions, and coach supervision and mentoring (4 hours per week).
  - 3. Up to 2-hours of 1:1 Reid Ready® Coach Mentoring/Coach-the-Coach sessions (per student).

4. Six-months access to RRLC Site Membership Subscription and continued mentoring or coach-the-coach sessions, and opportunities to secure up to 20 pro bono hours and 75 paid coaching hours.

## II. Course Topics

### A. Class Discussion: The Fundamentals of Coaching & Preparing for Coaching Success.

1. Learning Objective - after class discussions, participants should be able to:
  - a) Have a basic understanding of what coaching is and is not and how the ICF defines coaching.
  - b) Explain the differences and similarities between coaching and therapy, counseling, mentoring, or consulting.
  - c) Explain what best practices are and why they are important in your coaching practice.
  - d) Understand how to develop a code of ethics.
  - e) Understand coaching domains and begin to consider the domain to focus on in their respective coaching practice.
2. Suggested course assignment/module completion and study schedule for Module 1:
  - a) Week 1 Online Module:
    - Introductions and over of course platforms.
    - Lesson 1.1: Defining coaching - Understanding the ICF definition.
    - Lesson 1.2: Differentiating therapy, counseling, mentoring, and coaching.
    - Lesson 1.3: Key fundamentals of coaching.
  - b) Week 2 Online Module:
    - Lesson 1.4: Coaching best practices.
    - Lesson 1.5: ICF ethical standards.

- c) Week 3 Online Module:
  - Lesson 1.6: ICF Core Competencies.
- d) Week 4 Online Module:
  - Lesson 1.7: Coaching domains - the context of coaching.
  - Lesson 1.8: The coaching mindset.
  - Look Ahead: Thinking about your Coaching Niche and Core Benefit.

B. Class Discussion: Preparing Yourself to Coach.

1. Learning Objectives - after class discussions, participants should be able to:
  - a) Explain key components of the coaching relationship.
  - b) Have a basic understanding of coaching roles and how to build a positive coaching relationship.
  - c) Understand the importance of authenticity, intuition, and silence within the coaching session.
  - d) Have a basic understanding of your role as a coach and how to engage the client.
  - e) Explain active listening and learn how to develop your active listening skills.
  - f) Differentiate between open and closed questions and develop your powerful inquiry skills.
  - g) Using reframing, mirroring, and paraphrasing.
2. Suggested course assignment/module completion, and study schedule for Module 2 (**NOTE: in this module we begin practicing some coaching skills, apply coaching techniques, and coach mentoring for specific core competencies**):
  - a) Week 5 Online Module:
    - Lesson 2.1: Components of the coaching relationship.
    - Lesson 2.2: Influences that impact the coaching relationship.

- b) Week 6 Online Module:
  - Lesson 2.3: Bringing your authentic self to the coaching session.
  - Lesson 2.4: Using coaching models to keep the coaching session on track.
  - Lesson 2.5: What are the coach's and client's roles in the coaching process.
- c) Week 7 Online Module:
  - Lesson 2.6: Active listening for helping the client reach the "ah-ha" moment.
  - Lesson 2.7: Using intuition and silence to facilitate a meaningful and deeper coaching.
  - Lesson 2.8: Asking curious, thought-provoking questions to create mind-shifts.
- d) Week 8 Online Module:
  - Lesson 2.9: Reframing, mirroring, and paraphrasing for optimal understanding.
  - Looking Ahead: What it means to coach others towards success.

C. Class Discussion: Coaching Clients Towards Success.

- 1. Learning Objectives - after class discussions, participants should be able to:
  - a) Create a written coaching agreement.
  - b) Setup and conduct complimentary coaching sessions.
  - c) Have a general understanding of how to begin, manage, and end a coaching session.
  - d) Set the session agreement and clarify the client's agenda or goals.
  - e) Discover how to develop empathy, trust, and rapport with coachees.

- f) Explain and identify the use of various coaching activities to help facilitate the coaching process.
  - g) Use the MIND™ Coaching Model and apply mindfulness techniques to facilitate the coaching process.
  - h) Identify and address common coaching session and coaching relationship challenges.
  - i) Understand the role culture or social identity and its influence in facilitating the coaching process.
  - j) Apply the Cultural Sensitivity Coaching approach.
  - k) Understand how to identify coachable moments and non-verbal communication queues.
2. Suggested course assignment/module completion and study schedule (**NOTE: class session and hours will be divided between course discussion and full coaching supervision and observations [with most hours focused more on coaching supervision and coaching competency practice] from this module throughout the rest of the course**):
- a) Week 9 Online Module:
    - Lesson 3.1: Setting up complimentary sessions to assess "coachability " and fit.
    - Lesson 3.2: Starting a session, setting the agreement, and establishing rapport.
  - b) Week 10 Online Module:
    - Lesson 3.3: Supporting the client's agenda and setting the expectation.
    - Lesson 3.4: Using coaching activities strategically and for impactful results.
    - Lesson 3.5: Addressing how to resolve coaching challenges and session killers.
  - c) Week 11 Online Module
    - Lesson 3.6: Cultural Sensitivity Coaching approach with focus on coaching diverse clients, vulnerable or protected populations, and

understanding the role or impact of social identity in facilitating the coaching process

d) Week 12 Online Module:

- Lesson 3.7: Identifying coachable moments--taking the client from "ah-ha" to "ta-da" to partner with client in developing action plans/SMART-R™ goals
- Lesson 3.8: Using mindfulness and implementing the MIND™ model and mindfulness development activities in your coaching sessions.
- Lesson 3.9: Ending a session, confidentially asking for payment, and session follow-up
- Looking Ahead: Getting more clients and coaching support after you graduate the program

D. Class Discussion: Fundamentals of Business Operations, and Career Options for Coaches **(NOTE: the course discussion hours is split into two separate class sessions, with the same number of student hours allotted):**

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

Class Session A: For External Coaches:

- a) Understand how to develop your niche and band, including how to identify and search for a business name and create your bio or press kit, and identifying who your CREAM™ client is to develop a clear client profile.
- b) Understand how to create fees/pricing index, a coaching plan, welcome/onboarding package, and exit package.
- c) Identify tools and resources to help you get started implementing back-office processes and office management for your business.
- d) Understand different business structures and identify ways to market your business (using high-touch and low-touch marketing strategies) to attract your niche/CREAM™ client.
- e) Create and apply best practices for social media management and leverage social media to promote your brand as a coach.
- f) Understand how to create a support system and implement self-care.

- g) Register, manage, and monitor operations in your coaching business, including a summary of legal and accounting considerations.
- h) Overview of how to expand your business beyond coaching (i.e., speaking, authoring/publishing, teaching) as you grow your practice.

Class Session B: For Internal Coaches:

- i) Identify how to create and establish your personal brand, including identifying your CREAM™ clients or organization.
  - j) Create your resume/CV and marketing letter.
  - k) Search for and apply to external coaching roles on Linked-In and Indeed.
  - l) Setting yourself apart from other coaches.
  - m) Using social media to network and establish yourself as an influencer.
2. Suggested course assignment/module completion, and study schedule for Module 4:
- a) Week 13 Online Module
    - Lesson 4.1: Identifying your niche and brand (Class A & B), creating your bio (Class A); creating your resume/CV (Class B)
    - Lesson 4.2: Setting up your coaching fee/price index, coaching plans & welcome and exit packages (Class A); Identifying your salary/compensation (Class B)
    - Lesson 4.3: Fundamentals of business structures, start-up, and operations (Class A); career options and where you can apply your coaching practice within organizations (Class B)
  - b) Week 14 Online Module:
    - Lesson 4.4: Tools and resources for your business - leveraging technology and talent (Class A).
    - Lesson 4.5: Promoting, social media marketing and expanding your brand off- and on-line, including setting up social media platforms and profiles (Class A and B).

- Lesson 4.6: Personal boundaries, implementing self-care (Class A & B); setting up your home office (Class A).
- Lesson 4.7: Lead Generating - how to get more clients and create multiple revenue streams (Class A & B).
- Looking Ahead: What's next after you complete this course.

E. Module V/Class Discussion: ACC Credentials - Preparing for the ICF Portfolio Track & Continued Support.

1. Learning Objective - after class discussions, participants should be able to:
  - a) Understand how to prepare for the Final Exam and ICF CKA.
  - b) Know what is required to apply for ICF ACC - Portfolio Track and audit your portfolio.
  - c) Understand the benefits, requirements, and flexibility of being a certified professional coach.
2. Suggested course assignment/module completion, and study schedule Module 5:
  - a) Week 15 Online Module:
    - Lesson 5.1: Preparing for the ACC CKA - RRPC Only.
    - Lesson 5.2: Preparing for the RRT Exam.
    - Lesson 5.3: Setting Up, auditing, and submitting your portfolio material.
    - Lesson 5.4: Identifying a PCC/MCC mentor and securing your 10 mentoring hours.
  - b) Week 16 Online Module:
    - Lesson 5.4: Course wrap-up and next steps.
    - Finalize coaching supervision requirements.

**III. Additional Readings, Forms, Documents & Templates and Continued Supports**



- A. Graduates have access to RRLC's Site Membership as part of being participants of the course, at no additional cost, for 6-months.
  - 1. Site Membership access includes to:
    - a) Tools, videos, articles, tips, templates, and coaching documents
    - b) Monthly newsletter
    - c) Site forum/community access
    - d) Coach directory listing
    - e) Continued support and group mentoring
    - f) Consulting opportunities, pro bono hours, and paid coaching hours
    - g) Exclusive discounts on other services and events not part of the curriculum

#### **IV. ICF Coaching Competencies (all 8):**

- A. Foundation
  - 1. Demonstrates Ethical Practice
  - 2. Embodies a Coaching Mindset
- B. Co-Creating the Relationship
  - 3. Establishes & Maintains Agreements
  - 4. Cultivates Trust and Safety
  - 5. Maintains Presence
- C. Communicating Effectively
  - 6. Listens Actively
  - 7. Evokes Awareness
- D. Cultivating Learning and Growth

- 8. Facilitates Client Growth

**V. ICF Ethical Standards**

- A. Responsibility to Clients.
- B. Responsibility to Practice and Performance
- C. Responsibility to Professionalism
- D. ICF Pledge & Values