



COURSE DESCRIPTION: RRAC 8-WEEK PROFESSIONAL DEVELOPMENT

I. Course Description

- A. The goal of our Certified Reid Ready® Associate Coach (RRAC) Training program is to help coaching professionals develop their coaching skills. The course material is covered over approximately 2 months, and offers a minimum of 16-hours, in-depth coach specific-training, mentoring and supervision around ICF Ethics and Core Coaching Competencies. Also, the course covers fundamentals of business for coaches and how to identify internal coaching jobs. The difference between RRAC and RRPC is the number of coach training hours participants receive and criteria to pursue ICF ACC credentials, portfolio path. The RRAC does not meet ICF credential criteria. Once participant successfully complete the training, she/he/they can also teach our non-ICF courses, serve as a course assistant/moderator, and become an Associate Coach Affiliate with Reid Ready® Life Coaching.
- B. This course is presented in English and delivered virtually via Zoom or phone in real time once a week. The course also includes five online self-study modules with a total of 38 lessons, which students can access 7 days per week, at any time and at their own pace during the course period.
 - 1. Minimum number of live coach-training sessions is 8, with each session being 2 hours per week, for a total of 16 hours of live learning for the course. Sometimes discussions go over the allotted time, with student/participant permission, to cover the continuation of topics, or as needed to practice skills.
 - 2. Students must devote 10 hours per week on the self-study, online modules, and lessons.
- C. Lesson discussions 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 discussed 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. All training scheduled is eventually covered by the end of the course.
- D. During the course, participants receive direct coaching supervision and mentoring (a minimum of 10 hours), and written feedback by an ICF credentialed coach.

E. Included with the course are:

1. Weekly online self-study modules and 38 lessons with assignments to reinforce learning (10 hours per week).
2. Live, hands-on coach-specific training with in-depth topic discussions, and coach supervision and mentoring (2 hours per week minimum).
3. Up to 2-hours of 1:1 Reid Ready® Coach Mentoring/Coach-the-Coach sessions (per student).
4. Three-months access to RRLC Site Membership Subscription and continued mentoring or coach-the-coach sessions, and opportunities to secure up to 10 pro bono hours and 30 paid coaching hours, under supervision.

II. Course Topics

A. Course Discussion Weeks 1-2: The Fundamentals of Coaching & Preparing for Coaching Success.

1. Learning Objective - after participants complete the course discussions, they 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 and develop a code of ethics to follow.
 - e) Apply coaching domains and begin to consider the domain you want to focus on in your coaching practice.
2. Suggested module and lesson assignment completion schedule for Module 1:
 - a) Week 1 & 2 / Online Module Lessons:
 - Introductions and summary 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.
- Lesson 1.4: Coaching best practices.
- Lesson 1.5: ICF ethical standards.
- Lesson 1.6: ICF Core Competencies.
- 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. Course Discussion Weeks 3-4: Preparing Yourself to Coach.

1. Learning Objectives - after participants complete this class discussions, they will 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 module and lesson assignment completion schedule for Module 2 (NOTE: in the class discussion we begin practicing coaching skills, apply coaching techniques, and coach mentoring for specific core competencies as outlined in the lessons within this module):

a) Week 3 & 4 / Online Module Lessons:

- Lesson 2.1: Components of the coaching relationship.
- Lesson 2.2: Influences that impact the coaching relationship.
- 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.
- 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.
- Lesson 2.9: Reframing and paraphrasing for optimal understanding.
- Looking Ahead: The meaning of coaching others towards success.

C. Class Discussion Weeks 4 & 5: Coaching Clients Towards Success.

1. Learning Objectives- after participants complete class discussions, they should be able to:
- a) Create your 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) Use the MIND™ Coaching Model and apply mindfulness techniques to facilitate the coaching process.
 - g) Identify and address common coaching session and coaching relationship challenges.
 - h) Understand the role culture or social identity and its influence in facilitating the coaching process.
 - i) Apply the Cultural Sensitivity Coaching approach.
 - j) Understand how to identify coachable moments and non-verbal communication queues.
2. Suggested module and lesson assignment completion schedule for Module 3
(NOTE: For live class sessions, the Coach Facilitator will divide time between course discussion and full coaching supervision and observations [with most hours focused more on coaching supervision and competency practice] from this class and throughout the rest of the course):
- a) Week 4 & 5 / Online Module Lessons:
 - Lesson 3.1: Setting up complimentary sessions to assess "coachability " and fit.
 - Lesson 3.2: Starting a session, setting the agreement, and establishing rapport.
 - 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.
 - 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.

- 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 3.9: Ending a session, confidentially asking for payment, and session follow-up (**NOTE: Lessons 3.7 and 3.9 are discussed together and before Lesson 3.8 on purpose during the class session**).
- Lesson 3.8: Using mindfulness and implementing the MIND™ model and mindfulness development activities in your coaching sessions.
- Looking Ahead: Getting more clients and coaching support after you graduate the program.

D. Class Discussions Week 6-7: Fundamentals of Business Operations, and Career Options for Coaches (**NOTE: the Coach Facilitator will split the class time into two separate sessions during the course week, with the same number of student hours allotted in both sessions**).

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

Class Session A Discussions: For External Coaches:

- a) Understand how to develop your niche and brand, 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) Understand and identify ways to market your business (using high-touch and low-touch marketing strategies) to attract your niche/CREAM™ client.
- d) Understand how to create a support system and implement self-care.

Class Session B Discussions: For Internal Coaches:

- e) Identify how to create and establish your personal brand, including identifying your CREAM™ clients or organization.

- f) Create your resume/CV and marketing letter.
- g) Search for and apply to external coaching roles on Linked-In and Indeed.

2. Suggested module and lesson assignment completion schedule for Module 4:

- a) Week 6 & 7 /Online Module Lessons
 - 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).
 - 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. Class Discussions Week 8: ACC Credentials - Preparing for the ICF Portfolio Track & Continued Support.

- 1. Learning Objective - after participants complete this class discussion, they 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 module and lesson assignment completion schedule for Module 5:
- a) Week 8 / Online Module Lessons:
 - Lesson 5.1: Preparing for the RRT Exam.
 - Lesson 5.3: Course wrap-up and next steps.
 - Finalize coaching mentoring 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 3-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.