



# International Coaching Community

## ABOUT ICC

The International Coaching Community is one of the largest professional membership organizations for coaches in the world with over 6000 coaches in 60 countries.

All ICC members have successfully completed the International Coaching Certification Training and/or Specialization courses in Life, Business, Teams and Executive Coaching.

Our trainings are available in more than 18 countries and there are over ninety trainings a year.

## Business Coaching Certification Training



The Business Coaching certification program is a specialization training for Coaches to work with individuals in Business.

This is an advanced training open to all ICC certified coaches and to all coaches who have done appropriate initial training.

Generic coach trainings will not prepare you for the rigors of business coaching. You need new and different skills to coach managers.

Managers need the best coaching skills to get the best from their people.

### DID YOU KNOW THAT COACHING IS GROWING VERY FAST IN BUSINESS?

- 88% of European Companies are using Coaching.
- 40% of fortune 500 companies use coaching.
- Over 90% of organizations polled said coaching can deliver tangible benefits to organizations and the individuals who work in them.

A manager needs coaching skills to get the best from their people, so corporate coaching is a very large and growing market.

### The benefits of this course are:

- Greater knowledge and confidence in using the tools of coaching.
- More credibility in the market as a business coach.
- The ability to work with business managers.
- Better negotiation skills to get clients.

### ARE YOU EQUIPPED TO ENTER THIS MARKET?



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## ABOUT ICC MEMBERSHIPS

ICC membership is for life, you do not need to renew every year. Your membership is always up to date, and you have access to all benefits!

- Access one of the biggest Social Networks for professional Coaches through the ICC Social Campus

- Access to the ICC referral network being listed for client contact

- Networking with professional coaches worldwide  
A coaching newsletter with news, reviews, articles and resources

- Access to free Coaching Master classes with International Trainers

- Full access to Webinars Library for continued education in Coaching

- Discounts for special events and courses

## Business Coaching – Course structure

Before the Training	Plan the process and read and review two coaching books, answer pre course questionnaires made up as follows: <ul style="list-style-type: none"> <li>• Plan process 10 hours</li> <li>• Review 10 hours</li> <li>• Theory/ Models 10 hours</li> </ul>	30 hours work	
Training	Exercises / skills practice Coaching Theory/ Models Reflection in evenings	20 skills practice 6 skills practice 22 theory models 6 reflection review	54 hours
After the Training	Plan and process goals set up coaching Including searching for articles on internet, etc. Reflection /review (self coaching project) Written test Skills practice (coaching clients)	10 plan process 30 reflection review. 30 skills practice	70 hours of work
<b>TOTAL</b>			<b>154 hours work</b>

### 1. Pre Course work

This consists of three elements:

- a) Planning your work and goals for the course.
- b) Writing a review of two books from a given reading list.
- c) Completing the pre course questionnaires

You need to complete the pre training work before the training, with the exception of the book reviews, which may be done after the training.

You can complete this work on line through the International Coaching Community training Campus.

#### a) Your Planning

This involves filling in the forms that you will find in the welcome pack.

This needs to be done before the training, and the trainer will see them at the website.

These forms will help you appreciate where you are now in your coaching skills, and help you set goals for the coaching course.

#### b) The book reviews

You will have received a list of coaching books with this course material.

Please pick two books from the list.

Read them carefully and critically and then write a review of each.

Guidelines for writing your book reviews:

- What were the main points put forward in the book?
- Is the book written from a particular angle or perspective?
- Is the book well written?
- Is the book well organised and easy to read?
- What in your opinion are the main strengths of the book?
- How in your opinion could the book have been better?
- Consider the main ideas in a critical way, do they fit in with your experience and the other studies you have made?

The final review should be your unique perspective on the book.

It should be between 1000 and 2000 words long.

All reviews will be shared, so all participants can read the reviews of others if they wish.



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TRAINING IN MORE  
THAN 20 COUNTRIES  
TO 1000 PEOPLE  
PER YEAR OR MORE

ICC is one of the only  
five organization  
in the world meeting  
EQA standards for  
COACHING TRAINING

## 2. The Training

The Business coaching training is a six day training and is the heart of the course.

Here are some of the topics it covers:

- Clarifying your goals and values
- The wheel of business coaching - finding leverage points
- Systems thinking in business
- Confidentiality and ethics in Business coaching
- The four quadrants of business and how to use them in coaching
- Generating responsibility, accountability and commitment
- Advanced question skills
- The five main problems of business coaching and how to overcome them.
- The importance of perspectives how to take them and use them
- Perspectives as an analytical tool
- Constructing a powerful personal Development Plan
- Tools for action planning
- The transition model for Career development
- Measuring the results of coaching including ROI
- Creating a coaching culture

You will also get plenty of opportunities to practice your coaching skills.

Each day there will be a short exercise as homework to reflect on the day.

You need to complete the whole training.

The trainer will be evaluating throughout the training and is available to give you feedback during the training if you wish.

Your coaching skills as observed by the trainer are the most important part of the evaluation.

If these are below the required standard, the trainer will give you feedback on this, as well as tasks to help you bring those skills to the required standard.

The standards for coaching are in the training manual.

## 3. After the Training

There will be a number of tasks you need to undertake after the training.

- An integration questionnaire about the training to complete.
- A written test.
- A research project
- A self coaching project
- 30 hours of coaching skills practice

Forms for all of these are available at the ICC web site.

### ***a) Integrating the knowledge and skills from the training***

There will be form to complete about this. This integration questionnaire is mainly for your own use.

### ***b) A written test to complete on the conceptual content of the training.***

This test is to help you integrate the material you have covered.

The written test is for you to demonstrate a cognitive understanding of the material. If the answers you give are very different from the material of the training and normal practice, the trainer will give you feedback, tasks and coaching about that.

### ***c) A research project on some aspect of coaching that interests you.***

The research project needs to contain useful information for the coaching community, and should contain information from three perspectives:

- your personal experience
- the experience of other coaches or managers who you ask.
- objective third party research.



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**d) A self coaching project.**

The self coaching project should explore a goal that is important and relevant to you, in the next 3-8 months.

All of these tasks can be done through the ICC campus web site.

**e) Coaching skills practice.**

You need to do 30 hours of coaching practice with at least three, and up to six different clients.

This can be face to face, or by telephone, or a mixture of the two. The clients may be paying or non paying clients. They may be existing clients or new clients.

The coaching should be in a business context on predominantly business issues.

You will need to supply the clients' name and E mail address, as they will also be asked to submit feedback on the coaching with you.

This will be not be shared with you unless the client gives permission.

You need to tell them about the training and check that they are willing to be part of it and give feedback about your coaching.

All coaching must be in accordance with the ICC standards and Ethics.

## 4. Evaluation and Certification

These tasks are meant to be completed in six months from the date of the last training day.

Please note that your payment is for the training and supervision. Your payment is not for the certification.

If you are not certified there is no refund of any of your fees.

However if you are not certified after six months, and you want to be certified, the trainer will want you to complete all tasks and may give you extra tasks to complete, and if you complete these to a good standard, then you can be certified. It is important to keep in contact with the trainer and tell them what you want.



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## CONTACT US

International Coaching Community  
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Follow us on Twitter  
<http://twitter.com/icccoaching>

## About ICC Coaching Certification Programs

ICC is committed to develop Coaching profession at every level through a complete Coaching career at highest standards, in Life, Business, Teams and Executive Coaching Trainings.

Our training programs integrates and develops the main models of Coaching: Behavioural, Integral Coaching and Ontological Coaching, Inner game principles, NLP and positive psychology.

## Coaching Certification Programs

ICC Certification trainings are organized in three specialization levels.

The **International Coaching Certification Training** is suitable for managers, Human resources specialists, teachers, trainers, consultants and psychologists. You will develop ICC core Coaching competencies, empowering your current profession with new skills and competencies or building a new career as a professional Coach.

The **Business Track** allows you to use the best and most effective coaching skills in Business contexts with individuals, Teams and Executives.

Managers, Executives, Consultants will benefit from this Coaching track.

The **Life track** focuses on Life balance issues, often present in Executives and Managers due to an unbalanced personal and professional life. These skills are key for Executive Coaches as well as life coaches.



## ICC Corporate Coach Certification

An ICC Corporate Coach is a specialist in Business coaching, both for individual managers and also for business teams.

Successful certification in Business coaching and team coaching make a certification in Corporate Coaching. Please look at our courses on Business coaching and Team coaching for a full description.

## ICC Executive Coach Certification

The advanced certificate of ICC executive coaching will be given to those coaches that successfully complete all of the following:

- ICC Business Coaching certification
- ICC Team Coaching certification
- ICC Coaching for Leaders certification