



Advanced Coaching Program™ Information

Admissions

Email: Admissions.Dept@CoachU-HQ.com

Phone: +1-800-48COACH or +1-800-482-6224

Sales

Email: Corporate.Solutions@CoachU-HQ.com

Phone: +1-888-510-4114

The Advanced Coaching Program™ is geared towards external (self-employed) personal coaches, career coaches, small business coaches and corporate coaches seeking to expand their depth and scope of offered professional coaching services. It is also appropriate for internal organizational coaches with a highly diverse group of coachees with very different objectives and needs (such as cultural coaching). This program is broad and will prepare an individual to masterfully coach many types of clients with many types of situations.

Who should enroll?

- Coach U's Core Essentials Graduates (CEGs) who want to be highly successful full-time coaches
- Core Essentials Graduates who want to coach part-time, use priceless coaching skills, and apply our exclusive advanced Personal Foundation and Attraction concepts at work, at home and in your personal life
- Seasoned coaches wanting to stay engaged in rich conversations with other successful coaches from around the world
- ICF-credentialed coaches (PCCs and MCCs) committed to accumulating several years worth of coaching CEUs for required renewals or ACCs who want to continue with an reputable ICF Accredited Coach Training Program (ACTP)
- Professional life, career, business and organizational coaches, who want to be catalysts for change, stewards of the art and science of professional coaching, and models of living a high quality life full of personal and professional rewards
- Coaches seeking more opportunities to join coaching panels to provide contracted coaching services to organizations seeking credentialed coaches
- Experienced coaches, consultants, professionals, trainers, business owners, and others interested in communicating with a coach approach, becoming more influential and making a positive impact.

What you will experience and have access to in Coach U's Advanced Coaching Program™

- Participation in a higher-level conversation than found in the Core Essentials Program™



- Comprehension of the distinctions and subtleties of demonstrated core coaching competencies at the ACC, PCC and MCC levels
- Refined knowledge and vital integration of the ICF's 11 Core Coaching Competencies
- **44 hours of required courses for graduation** including the 12-week Advanced Coaching Skills Supervision Practicum™ (this class is held as a group supervision of coaching skills course, with individual and collective support and feedback) and a diverse selection of advanced coaching practicums focusing on core coaching competencies for personal and business coaching
- **46 hours of elective courses for graduation** – you will determine which courses you take from the diverse set of elective courses offerings and when these courses will be most relevant. The remaining courses, not required for graduation, can be taken later for Coaching CEUs or for your next level of credentialing. Examples of electives include:
 - Group Coaching
 - Leading TeleCourses
 - Exploding Myths
 - Coaching the Essence
 - Attraction
 - Financial Independence
 - Intuition
 - Spiritual Path
 - Life Planning
 - Situational Coaching Forums (Coaching the Manager, Executive, Entrepreneur, etc.)
- Participate in Marketing “202” courses – intermediate and advanced marketing strategies to earn 6-plus figures.
 - Transitioning into Full-Time Coaching
 - Using Assessments
 - Advanced Business Development
 - Marketing and Selling
 - Full-Time Practice Management
 - Closing the Sale
- More than 1,000 pages of curriculum and materials in PDF format. You choose whether to print, view online, or read on your portable device.
- You will learn everything a highly successful coach needs to know to masterfully coach personal and business clients around the globe through telephone-based or face-to-face professional coaching services.
- Models for how to package your services and products to help your coachees become lifetime customers and referrers
- You will learn concepts and practical skills that have enabled our Advanced Program graduates to become PCC or MCC coaches, author books, write their own training programs (and add on optional coaching services), deliver workshops and seminars using our approved Intellectual Property, provide consulting services with a coach approach, appear on television shows (including Oprah), create



multiple revenue streams, contribute leadership skills to the ICF and other valued organizations at a high levels, and more.

- Becoming experienced and credentialed as a PCC or MCC coach could help you create your own work and play schedule, make deep and meaningful contributions and connections around the work and be 100% in control of your revenue and destiny.

Coach U's Advanced Coach Training Programs

Core Essentials Graduates, and ICF credentialed coaches, may enroll in Coach U's **Advanced Coaching Program™ (ACP)** or Corporate Coach U's **Advanced Corporate Coaching Program™ (ACCP)**.

Advanced Coaching Program™ graduates will complete an additional 98 hours of required and elective courses, for a total of 175 hours of coach training in our system (the 175 hours include the Core Essentials or equivalent) in order to become Coach U Graduates. Our course offering is extensive in the Advanced Coaching Program – you will determine your pace and your path. Each student will create a unique schedule. You'll decide what you want to take and when, depending on your interests and gaps, and which coachees choose to engage your services and for what at any particular point in time. The ongoing, weekly courses work in the same way that coaching works – ongoing, spatial learning allows us to learn, implement and adjust with accountability.

In addition to accumulating coach-training hours for Coach U graduation, you will also continue to accrue and document client-coaching hours and mentor coaching hours. At some point, you will receive mentor coaching *with supervision*. Once you receive your Coach U Graduate designation, you will again accumulate additional client coaching hours and mentor coaching with supervision until you and your coach believes you are coaching at the PCC level. Once this happens, you may apply to receive your Coach U Certified Graduate design, which is a stepping-stone to the ICF's Professional Certified Coach designation.

Coach U's Advanced Coaching Program™ will provide you with the information that you need to become credentialed with the ICF. We believe your primary target is the PCC designation.

The ICF offers three levels of credentialing: the Associate Certified Coach (ACC), the Professional Certified Coach (PCC) and the Master Certified Coach (MCC). To date, Coach U has trained the highest percentage of ICF credentialed coaches. The Advanced Coaching Program™ provides more than enough coach training hours for all three levels of ICF credentialing – all from your home, at your pace and on your schedule.



Coach U and Corporate Coach U's advanced certifications are fully accredited by the International Coach Federation (ICF). This enables the **certified graduates of our advanced programs to apply for ICF certification through the accredited schools track**, which is preferred by most coaches.



Achieving Coach U's Coach U Certified Graduate (CUCG) designation or Corporate Coach U's Corporate Coach U Certified Graduate (CCUCG) designation will allow you to apply for ICF certification through the ICF accredited schools track (ACTP track). Most professional coaches strive to achieve the ICF's Professional Certified Coach (PCC) or Master Certified Coach (MCC) designations.

Choose Carefully: Choose carefully between Coach U and Corporate Coach U's Advanced Coach Training Programs. Once placed in an advanced program, you cannot transfer between programs without an additional cost. Any changes must be made during your 45-day withdrawal period. For assistance in selecting the right program for you, contact your local office.

Confused? Don't worry – you will have access to our student-only area to get exclusive resources to make understanding the process, from brand new coach to MCC credentialed coach, as easy as possible!

Regional Enrollment Contacts for the Advanced Coaching Program

Our Regional Admissions Offices will be happy to answer your specific questions (including payment plan info), enroll you (and several of your colleagues) into one of the upcoming programs and provide you with additional information.

Admissions Department for North America, South America and countries not listed below:

Call: 1-800-48COACH (1-800-482-6224) or 1-406-543-2772 (for callers outside of North America)

Email: Admissions.Dept@CoachU-HQ.com

Visit: www.CoachU-HQ.com

Admissions Department for Asia, Australia, India and New Zealand

Call: +61 2 9531 8988

Email: Admissions.Dept@CoachU-HQ.com

Visit: www.CoachUAustralasia.com

Admissions Department for Africa, Europe and the United Kingdom

Call: +44 (0) 844 847 5887

Email: Admissions.Dept@CoachU-HQ.com

Visit: www.CoachUEurope.com

Students who successfully complete all coursework in three programs (1. the beginning/intermediate Core Essentials Program/Core Essentials Fast Track Program; 2. the Advanced Coaching Program/Advanced Corporate Coaching Program, and 3. additional requirements to receive the Coach U Certified Graduate or Corporate Coach U Certified Graduate designation) will be able to apply for their Associate Certified Coach (ACC) or Professional Certified Coach (PCC) designations through the ACTP Track with the International Coach Federation. (The same standard for coach training hours and client coaching hours applies for all ACTP-approved coach training programs.)



Advanced Coaching Program™ Course Listing

Course Name	Hours	Required or Elective
Coach's Personal Foundation Level 2	8	Required
Coach's Personal Foundation Level 3	8	Required
Personal Foundation Practicum	8	Required
Personal Coaching Conversation	4	Required
Business Coaching Conversation	4	Required
12-week Advanced Coaching and Supervision Practicum	12	Required
Ethics in Coaching	4	Required
Situational Coaching Forums	--	--
Coaching the Executive	8	Elective
Coaching the Entrepreneur	8	Elective
Coaching the Manager	8	Elective
Coaching the Professional	8	Elective
Coaching the Sales Professional	8	Elective
Small Business Success	4	Elective
Business Turnarounds	4	Elective
Transitioning to Full-Time Coaching	4	Elective
Life Planning	4	Elective
Financial Independence	4	Elective
Spiritual Path	4	Elective
Intuition	4	Elective
Attraction	8	Elective
Personal Path	8	Elective
Creating the Vision	4	Elective
Exploding Myths	4	Elective
Coaching the Essence	8	Elective
Overview/Skills for Group Coaching	4	Elective
Group Coaching Practicum	8	Elective
Integrating/Marketing Group Coaching	4	Elective
Strong Start – Business Development Lab	8	Elective
Practice Management – Ext Corporate/Business Practice	4	Elective
Marketing and Selling – Ext Corporate/Business Practice	8	Elective
Practice Management for Private Practice	4	Elective
Marketing and Selling for Private Practice	4	Elective
Assessments for Coaching	8	Elective
Organizational Development	8	Elective
TOTAL AVAILABLE HOURS IN ADVANCED PROGRAM	--	208
plus accumulated CEP Hours	--	+76
TOTAL AVAILABLE HOURS IN CEP AND ADVANCED	--	284
Does this Include the 125-hour minimum to get my PCC?	--	YES
Does this Include the 200-hour minimum to get my MCC?	--	YES



Courses in Coach U's Advanced Coaching Program™

Please note that each student must graduate from the Core Essentials Program™ or Core Essentials Fast Track Program™ before they may begin courses in the Advanced Coaching Program™. The only exception to this is for ICF credentialed coaches (Associate Certified Coaches, Professional Certified Coaches or Master Certified Coaches) who enroll in the Coach U Transfer Program.

Required Courses

Coach's Personal Foundation™ - Level 2

The second level of Personal Foundation™ focuses on the inner you: what is most easily understood and who you really are. The who contains your being, your source for all else and your place of personal awareness. All sustainable shifts and solutions begin at your who.

Number of class sessions: 8

Coach's Personal Foundation™ - Level 3

The third component of Personal Foundation™ is the set of processes, methods and values that drive our behavior – how we do the things, and how we are who we are. The fuel for the how of us is the who, which essentially yields the what. The practical and application sides of learning and growth happen in the how. We begin the learning in the who and then apply it in the how. The actual work of personal development most likely happens here and most directly affects individual growth. This is where new actions and skills are practiced, cementing new behaviors.

Number of class sessions: 8

Personal Foundation™ Practicum

In this entirely experiential course, each participant will coach and receive feedback from the faculty and a peer, as well as completing a self-evaluation. The feedback will be used to guide further training and development coaching on personal foundation issues. Coach-the-coach occurs by faculty. Each participant must coach, be coached and write a case study to receive credit for this course.

Number of class sessions: 8

Business Coaching Conversation

Business coaching really means coaching the people who can influence the performance, growth and development of the business. You will be able to easily identify the focus of coaching required at any phase in the growth of a business and how your own understanding of business influences your ability to coach people at the different phases.

Number of class sessions: 4

Personal Coaching Conversation

Personal coaching is based on the level of trust and intimacy that exists between client and coach and that the client has with himself or herself. This course will improve your understanding of personal coaching and add to



your comfort and competence doing personal coaching at different levels. You will develop a framework that allows you to coach people at any stage on their path of development and realize how your own path influences your ability to coach others at different levels and stages.

Number of class sessions: 4

Advanced Coaching Skills Supervision Practicum

The class is held as a group supervision of coaching skills course with individual and collective support and feedback. After successfully completing this course, the participants will have received direct feedback on their own coaching, witnessed and responded to the coaching skills of others, and have clear information and details regarding professional credentialing.

Each participant will coach and receive feedback on their current demonstration of coaching skills. Feedback will be from the faculty, their peers and a self-evaluation. The feedback offered to the participant will be used to guide their further training and development. To receive credit for the course, each participant must coach, be coached and submit feedback forms on all observed coaching sessions. Coach-the-coach occurs by faculty. This class requires full participation. No auditing is allowed.

Number of class sessions: 12

Ethics in Coaching

This course will bring to life the ethics of coaching in real world situations. Each week different case studies will be explored, and attention will be given to not only the ICF code of conduct and ethical standards, but to other associations in the field as well.

Number of class sessions: 4

Elective Courses

Situational Coaching Forums

Coaching the Executive

In this experiential course, each participant will demonstrate coaching an executive client, receive feedback from the faculty and a peer and also complete a self-evaluation. The feedback offered will be used to guide their training and development. Coach-the-coach occurs by faculty. Each participant must coach, be coached and write a case study to receive credit for this course

Number of class sessions: 8

Coaching the Entrepreneur

In this experiential course, each participant will demonstrate coaching a client who is an entrepreneur, receive feedback from the faculty and a peer and also complete a self-evaluation. The feedback offered will be used to guide their further training and development.

Number of class sessions: 8

Coaching the Manager



In this experiential course, each participant will demonstrate coaching a client who is a manager, receive feedback from the faculty and a peer and also complete a self-evaluation. The feedback offered to the participant will be used to guide further training and development.

Number of class sessions: 8

Coaching the Professional

In this experiential course, each participant will demonstrate coaching a professional client, receive feedback from the faculty and a peer and also complete a self-evaluation. The feedback offered will be used to guide their training and development.

Number of class sessions: 8

Coaching the Sales Professional

In this experiential course, each participant will demonstrate coaching a client who is a sales professional, receive feedback from the faculty and a peer and also complete a self-evaluation. The feedback offered to the participant will be used to guide their training and development.

Number of class sessions: 8

Small Business Success

The small business owner hires a coach to accelerate the company's growth and profitability. You will learn numerous business principles, as well as the keys to small business success, which you can use to coach the small business owner to success. Given that many owners of small businesses have the characteristics and habits of entrepreneurs, beneficial coaching strategies related to these dynamic personalities will be explored.

Number of class sessions: 4

Business Turnarounds

You need to develop the ability to quickly size up the situation, discern the real problem sources, prioritize the work to be done, coach your client to immediate action and lay the groundwork for a profitable company. You will learn how to use the edge in coaching interactions where there may be resistance to taking the sometimes radical, drastic or unusual actions that are required for a quick turnaround.

Number of class sessions: 4

Transitioning to Full Time Coaching

Most individuals find it challenging to transition to having a financially successful, full-time coaching practice. Learn the three basic strategies to transitioning from having a full time job to becoming a full-time professional coach.

Number of class sessions: 4

Life Planning

Life planning is the process by which a person consciously designs his or her own life instead of living by default. This course focuses on how to structure a comprehensive coaching approach in four major areas; values and goals, mission, life map and Coach U's Clean Sweep Program™.

Number of class sessions: 4



Financial Independence

Financial independence is achieved when you have more than enough money to live on now and for the rest of your life and when your choices and goals are not influenced by the need to make money. This course helps you understand financial independence as a real possibility, not a pipe dream or source of disappointment, and that there are many ways to attain financial independence as there are people to dream them up. You will learn how to move through resistance to being financially independent and how to make the shifts and changes necessary to have financial independence be more than just a conversation.

Number of class sessions: 4

Spiritual Path

Spirituality is the notion that we are all one, connected somehow with every other human being, yet distinct in our own gifts, views, direction and choices. This course supports the view that everybody has their own unique version of spirituality and has the ability to develop their spirituality by conscious effort. Other areas of focus are universal laws, the concept of surrender and the experience of bliss and fulfillment.

Number of class sessions: 4

Intuition

Intuition is the human capacity to know without the use of rational processes or concrete information: to learn to identify, sort and act effectively on information coming to you in an intuitive way.

Number of class sessions: 4

Attraction

Attraction is about being whole and present, so you effortlessly draw to you what you want in life, versus having to sell, seduce or promote yourself. You will come to fully understand the principles of attraction, and learn what is required to become irresistibly attractive, which will get you more of what you want and less of what you don't want in your life.

Number of class sessions: 8

Personal Path

In this experiential course, based on the Personal Path Assessment, each participant will coach and receive feedback on their current demonstration of ability from the faculty, a peer and a self-evaluation. The feedback offered will be used to guide training and development.

Number of class sessions: 4

Creating the Vision

The emphasis is on developing the professional by developing the person. The coach literally builds one's business from the inside out. We will consider a number of topics, which will enable you to ultimately establish a powerful and compelling vision for your business.

Number of class sessions: 4

Exploding Myths



This course will challenge and inspire you to examine your personal foundation of beliefs and assumptions about being in business and what it means to be successful. Students learn to zero-in on the most significant opportunities to reframe limiting beliefs and behavior.

Number of class sessions: 4

Coaching the Essence

Coaching the Essence describes coaching that is direct, succinct, and quickly gives a client additional clarity on major issues. With a good skill set, intuition, instinct, insight, and trust in the client, you can ask big questions, make significant observations candidly and non-judgmentally, and easily coach a client's important issues.

Number of class sessions: 8

Overview/ Skills for Group Coaching

Group coaching is defined as coaching with two or more people simultaneously. Learn the skills, tools and strategies to successfully provide group coaching. Be prepared to fully participate in this course and practice this refined coaching skill set.

Number of class sessions: 4

Group Coaching Practicum

An experiential course focused on each individual's coaching ability and skill in running specifically directed group coaching interactions. Each participant will coach and receive feedback on their current demonstration of ability from the faculty, a peer and a self-evaluation. The feedback offered will be used to guide their training and development.

Number of class sessions: 8

Integrating/Marketing Group Coaching

Group coaching can provide a means to diversify your coaching product offerings. In this course you will determine the value of group coaching to your particular client market and learn how to fully integrate group coaching into an existing coaching practice. This course also discusses the most successful methods for marketing group coaching.

Number of class sessions: 4

Practice Management – External/Private Life Coaching Practice

A coaching practice is a business that is only as good as your ability to deliver quality coaching and manage all aspects of your coaching company. The client relies on the coach to provide the structure necessary to continue to improve, even in the midst of distractions, diversions, "better ideas" and new priorities. Students learn to provide plenty of support without crowding the client or creating a dependency, and they learn additional steps required to own and run a successful coaching practice.

Number of class sessions: 4

Practice Management – External Corporate/Business Practice



Although each external coach is responsible for unique issues within his or her practice, all coaches share general business concerns that are critical to a successful practice. This course addresses issues in practice management including how to start, build, and operate a professional coaching practice.

Number of class sessions: 4

Strong Start – Business Development Lab

This is a practice development course. It is designed to support new coaches in the establishment of their coaching practice. This practice lab is about taking action to build your business. This course takes off where the Establishing Yourself as a Coach course finishes. This is a fully participatory course geared for individuals who are ready to take action. You will establish practice development goals at the beginning of the course and will be held accountable for taking action to accomplish those objectives. Additionally, you will be assigned to work on and present a class project around practice development. Since this is an action-oriented course, you should not enroll in it until you are ready to build your business and have the space to take the action. Active participation is a requirement.

Number of class sessions: 8

Marketing and Selling – External/Private Life Coaching Practice

This course is focused on building your practice through attraction-based marketing. Attraction is the result of offering high value, being someone worth hiring, and knowing how to present yourself and your message. Learn how to attract ideal clients to your practice. For clients, coaching is just an interesting idea until they actually hire you. Learn proven ways to share the coaching message and to coach the client to say, "Yes!"

Number of class sessions: 4

Marketing and Selling – External/Private Corporate/Business Practice

Marketing and sales skills are critical to getting your product to the organizational clients you target. As a coach and businessperson, you must establish your target market and develop a sales process that will attract clients so you can get on to the business of coaching.

Number of class sessions: 8

Assessments for Coaching

This course explores an assortment of assessments that coaches use to support different client needs. The coach will identify appropriate instruments such as Multirater 360°, DISC® and others to use in a variety of business situations.

Number of class sessions: 8

Organizational Development

This course covers organizational development from a coaching perspective because coaches develop organizations one person, team or group at a time. You will explore the nature of organizational development and how you can influence the organization's ability to change, flex and lighten itself thereby strengthening the organization.

Number of class sessions: 8



Mastery in Coaching [Special Series]

Here's an opportunity to experience seasoned coaches in action. You will experience a credentialed coach who is coaching a client and then a triad debrief between the coach, the client and another coach.

Number of class sessions: 1