



Association of Coach Training Organizations

A dynamic community of peers on the leading edge of training excellence and innovation

Organization Name: Life Coaching Group

Website: <http://lifecoachinggroup.com/>

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What are your coach training philosophies?

My philosophy is that students should learn what is expected at the master level so they know what to aspire to and work towards even from the outset. To that end, masterful coaching is demonstrated, modeled, and taught in simplistic terms so that students can immediately apply the practical methodology. Additionally, there are only 6 participants per class so that each student's needs are completely met and there is an emphasis on individualized, customized teaching.

What delivery method does your program use? (e.g. Face to Face, Virtual)

All classes are delivered via telephone conference line.

How many participants typically attend your program?

There is a maximum of 6 participants per class and a maximum of 10 per Mentor Practicum.

What are the foundational core competencies that your program supports?

All of the ICF Core Competencies and their principles are taught through example throughout the program. Additionally, the original 15 proficiencies created by Thomas Leonard are also a guide for the material.

Who are your students?

Students are a true mix of those who have not taken any prior coach training as well as those who have but still lack confidence and/or believe there is something more to coaching than what they have learned. Often, classes consist of former social workers, therapists, HR people, teachers, facilitators, as well as those with existing coaching practices.

What philosophy(s) does your program use for the personal development of coaches?

My philosophy is that great coaches are those who have worked through many of their own challenges first. While we will never be complete, we must at least be in process. And, every coach should have their own coach.

Coaches are often surprised by the amount of personal growth work that takes place during the program. The expectation is purely to learn how to coach but in that process, students are getting coached on a regular basis. Also, included are the NeedLESS program (developed by Thomas Leonard as part of the Personal Foundations program), Byron Katie material, and the Clean Sweep Assessment covering four areas for growth and development.

What do you do to support your students to determine the ROI of a coaching relationship?

During and following the program, Mentor Practicum calls are offered with a focus on supervision and mentoring. Accordingly, students share client challenges as well as personal challenges that may interfere with their coaching effectiveness.

What kind of support, if any, does your program offer to your students in developing a coaching business or managing an internal coaching program?

Participants are provided with a folder consisting of numerous documents offering books, websites, audios, articles, etc. related to marketing and building a coaching business. Often, questions arise related to business building, elevator speech, etc. and either that is included in the series of documents or it is discussed in class or on a mentor call. However, the focus and emphasis of the course is on masterful coaching skills.

What, if any, are the prerequisites for a student to enter your program?

Whether students have had prior training or no training, or have a human resources, social work or therapy background, because the material is taught at an MCC level, it works for anyone with a true desire to become a great coach (either to learn how or to refine, elevate, and hone skills).

What else would you like us to know about your program?

- This is an intensive – Calls are scheduled 3 times per week for 12 weeks.
- Personal growth work is included as part of the curriculum.
- There are 11 supervised practice calls with moment-to-moment feedback
- There are 8 group mentor practicum calls in addition to classes. These classes are also free-standing so there is diversity in exposure to varying levels of coaching.
- All students must work with a minimum of one pro bono client for 8 weeks and one call is submitted to instructor for a one-hour individual in-depth feedback session.