



**Association of Coach Training Organizations**

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

**Centre for Applied Leadership and Management Royal Roads University**

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**What specific theorists have contributed to your coach training philosophies?**

Thomas Crane Robert Hargrove James Flaherty Peter Senge Homan and Miller Bolman and Deal  
Kotter Mary Beth O'Neill Barry Oshrey Horan Rock, David & Jeffrey Schwartz

**What delivery method does your program use?**

Face to Face, Virtual

**How many participants are in a program?**

30 to 40

**What are the foundational core competencies that your program supports?**

Communicate effectively Think critically Solve problems Work with others Think globally The  
Context for Executive Coaching: structural design principles and change Coaching Issues in  
Organizations- How learning takes place Evaluations and Coaching - Assessments and Value  
Propositions Understanding the Executive World - Systems and Inter-relationships Establishing  
Coaching Cultures- Principles for creating empowering cultures Leadership Coaching in Organizations -  
Strategies for coaching Leaders Transitions to Executive Coaching - Continuing the Coach's Journey

**Who are your students?**

Our program is designed for business professionals who already have leadership and management  
experience.

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

Our program provides students the opportunity to develop firm personal and professional foundations  
for their coaching practice. Our program provides an in depth beginning for executive coaches to  
understand their own personal and professional ecology.

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

Live coaching demos, Personal Foundation learning, Business Application Team Assignment...

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

Business Application Team Assignment, support from alumni and faculty

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

Prerequisite(s): N/A Standard Admission \* Four year undergraduate degree \* Normally,  
minimum three - five years of related full-time work experience Flexible Admission \* To be  
considered for Flexible Admission, applicants would normally require a minimum of 5 - 7 years related  
full-time work experience. Additional Recommendations for Admission Admission to this program is

based on the applicant's balance of work and life experience, including volunteer and community activities, practical experience or related training.

**What else do you want us to know about your program?**

"The Executive Coaching Program at Royal Roads University is unique in many ways, including that it is:

1. First and foremost focused on the Executive segment of the coaching client market place.
2. Accredited by the International Coach Federation (ICF)
3. Offered through a University at the graduate level for credit (the only such offering in Canada and the first of just 3 in North America). Graduates receive a Royal Roads University Graduate Certificate as a "Certified Executive Coach"
4. Ten years old 2001 – 2011.
5. Led by a core faculty team, each of whom have a proven success in the field for at least a decade and are certified by the International Coach Federation (ICF) at the (highest) MCC level. All online instructors are accredited by the ICF at the PCC level or greater.
6. Based on the latest adult education strategies in both the face to face and distance learning components, including:
  - a. A blended learning model designed to leverage all possible learning preferences;
  - b. A learning environment that draws out the wisdom in the cohort, team, dyad and individual.
  - c. A requirement to demonstrate competency in coaching an external executive before a panel of qualified ICF examiners, as a gateway to becoming a RRU Certified Executive Coach.
7. Designed to encompass practical, real life applications, including:
  - a. The marketing of coaching services to real organizations;
  - b. The delivery of coaching services pro-bono to executive clients; and
  - c. The delivery of a coaching 'intervention' to an executive team in a Not-for- Profit organization."