



Association of Coach Training Organizations

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

Organization Name: New Ventures West

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What specific theorists have contributed to your coach training philosophies?

Integral Coaching primarily rests on six major foundations of theory and research, as outlined below, including the influential thinkers and practitioners in each field.

- Integral theory (Plotinus, Aurobindo, Habermas, Maturana, Ken Wilber)
- Pragmatism (John Dewey, William James, Charles Pierce)
- Ontology (Martin Heidegger)
- Linguistics (John Austin, John Searle, Fernando Flores)
- Biology
- Adult Development Theory (Jane Loevinger, Robert Kegan, Carol Gilligan)

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

The bulk of our offerings are face-to-face. Between the four in-person sessions of the yearlong *Professional Coaching Course*, students engage with faculty over the phone. We also offer a number of teleclasses designed to orient newcomers and reconnect students and graduates to the work.

How many participants are in a program?

We limit our classes to 20 students, with approximately 12 Professional Coaching Courses operating worldwide at any given time. Over 1300 people have graduated from the Professional Coaching Course over the past 25 years.

What are the foundational core competencies that your program supports?

Integral Coaches understand their clients with great depth and scope, converse with them in a way that opens up insights and possibilities, and offer a path forward that includes activities custom-designed for them. We call our work “integral” because we include everything about the client and the client’s world in our coaching. The inclusion contains what the client is aware of but also her potential—what could be brought about through focused, skillful methods. Integral Coaches bring a view of the client that includes how the client represents herself but also investigates her social world, habits, relationship with her body, the quality of self-care, the amount of attention and energy available to take on change, and much more.

In addition to building competency in Integral methodology, the *Professional Coaching Course* focuses on students attaining a level of self-development that will allow them to work with clients in a way that is fully present, focused, unbiased, and comes from a place of deep compassion and fine attunement to



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the needs of the client in a given moment. As such, a large part of the students' year of training involves engaging their own development plan: practices designed by the faculty (such as meditation and exercise) that will foster the students' ability to coach effectively, as well as individualized work for each student to take up that address their own "growth edge" and take them to the next level of individual development.

Who are your students?

The Professional Coaching Course (PCC) attracts dedicated professionals who intend to:

- Start their own coaching business
- Add coaching services to an existing consulting practice
- Provide professional-level coaching within their organization
- Fully integrate coaching into their leadership

Integral Coaches build competence, foster personal fulfillment and open up possibilities by drawing upon the knowledge of what's unchanging about human life and taking into account that which is particular about our times. To be useful, of course, coaching must be eminently practical and be helpful in both the immediate and the long term. Coaching can only accomplish all this when it's practiced by people who are highly skilled, experienced, and models of what they represent. Our program, the *Professional Coaching Course*, produces such people.

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

In the first session of the *Professional Coaching Course*, each student receives a personal development plan from the course leader, which sets a tone and structure for the year. Being coached about something that matters to the student provides a visceral experience of Integral Coaching from the client's perspective. In addition, the practices the student receives and undertakes help her or him become the kind of person who can create such relationships with others; so this is not only personally powerful, but also very practical in enhancing one's ability to coach.

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

A client who has completed a successful program with an Integral Coach will be self-correcting (able to observe in the moment when their thoughts or actions are not in their best interest and take a different approach) and self-generating (able to build upon the insights and self-awareness they've developed during the coaching relationship to open even broader possibilities for themselves going forward).

To this end, the coach and client work toward a set of 3-5 stated "outcomes," or measurable changes in the clients' life as agreed upon by the coach and client at the outset of their work together. These outcomes are developmental in nature—in other words, they are not geared toward the achievement of



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a goal; rather, they speak to changes a client will notice in his/her behavior, beliefs, actions, and relationships that open up greater possibilities in his/her life.

By learning how to identify and measure these outcomes, our graduates are equipped to demonstrate the ROI of their coaching work to their clients.

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

We have found that one year is barely enough time for students to ingest and integrate the quantity and richness of the learning and development that happens in the PCC. As such, we do not take time in the year to talk about building a coaching business (aside from sharing with students samples of coaching contracts, ways to present development plans to clients, etc.).

That said, we think it's helpful to recognize that making a living through coaching means starting a client-based business. Graduates who succeed in starting and growing businesses typically possess not only competence in coaching, but also several additional attributes such as marketing skill, a good network of support, the ability to craft a powerful offer, effective pricing, self-organization, and perseverance. It also helps to have a clearly identified niche, which typically grows out of coaches' existing network coupled with issues or possibilities about which they are passionate.

Our student can get support with all these skills in the *Coach as Entrepreneur* program. Designed and led by senior faculty member Steve March, this course is available at a discount to students in the PCC. It teaches the fundamentals of building a thriving business through the lens of the Integral Coaching methodology.

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

Before being accepted into the PCC, applicants must have completed or be registered for one of the prerequisite courses.

The most common way to fulfill the prerequisite is the two-day *Coaching to Excellence* class that is available in several cities around the world. It provides an important grounding in the foundations of Integral Coaching. Also, it gives you an opportunity to get to know us and gives us an opportunity to know you. Alternatively, coaches who have some experience already may choose the three-day *Integral Coaching Principles* class. Either one will satisfy the requirement; you need not take both.

There are no exceptions to the prerequisites. No amount of previous experience or education counts as a substitute; the work in these classes is essential to the PCC. If you have not taken the prerequisite before starting the PCC, failure to complete it by Session Two will mean you cannot continue in the program.

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

Though our flagship offering is the *Professional Coaching Course*, our wide range of programs extend to those just beginning to explore coaching, to those interested in receiving free or discounted coaching, to experienced coaches looking to add breadth and depth to their practice, and to graduates looking to deepen their work and stay connected to the community. *

Our entire curriculum is based on three overarching principles. Regardless of how and when you engage with New Ventures West, you will always find yourself:

- working with yourself to become more creative, present and resilient.
- learning a methodology that is proven, rigorous and adaptable.
- being in a community of fellow learner/practitioners.

** In order to maintain the standards of excellence and rigor that the New Ventures West certification represents, we ask that our certified Integral Coaches® renew their certification each year.*