

What to Learn?

There are many coach training programs available, and each one has its own focus. As a consumer, you must do the research on these programs to ensure they are offering the best value and giving you the skills you need to succeed as a coach.

If you are brand new to coaching, you should choose a program that gives you a strong grounding in the fundamentals of coaching. Once you have been trained in the fundamentals, you can take more advanced training and even branch out into specialized areas. What does this all mean?

- **Fundamentals:** Coaching involves a different way of listening and interacting with others. The largest coach regulatory organizations (ICF, EMCC and AC) each have a set of coaching competencies that clearly define how to coach. They also have a Code of Ethics that members must sign to indicate understanding and acceptance. These are the most basic skills and knowledge that each coach should have. If you are new to coaching, choose a program that gives you both understanding and much practice in the competencies and ethics. Ensure you choose a program that is accredited by the coach regulatory organization of your choice, and ask them how much training you get in the competencies and ethics. You should get at least 35 hours for the program to be useful for your grasp of coaching.
- **Advanced:** The fundamentals give a foundation in coaching, and to really grasp coaching, the student should also learn more advanced practices. This usually involves a deeper dive into competencies and ethics, and can include practices that are unique to the particular coach training program you are researching. These courses will strengthen your understanding and practice of coaching, and will round out your skills.
- **Specialties:** Once you have a firm grasp on the competencies and ethics, you can branch out into specialties. These can include focus on such areas as ADD Coaching, Health and Wellness Coaching, Spiritual Coaching, Somatic Coaching, Marital/Divorce Coaching, and so on. If a particular program in a specific area interests you, ensure they also give a strong grounding in the competencies and ethics. If not, you will need to get the fundamentals from another program.