

**Why become a coach?** You are here because you are interested in training with the coaching training organization that resonates the most with you. Your reasons for coaching will have a bearing on what type of training you will select, so spend some time determining what is important to you.

## Your Goals and Hopes:

What is it that brings you to coaching? What do you expect to get out of it? People have a variety of reasons, from a deep desire to help people to the idea that coaches make lots of money. Write down a list of reasons you want to become a coach. Include everything you can think of, such as:

- Good post-retirement career
- I want to make a difference in the world
- People always tell me their problems
- I want to be a better manager (or HR professional or OD professional, etc.)
- I want to work for myself
- I want to help organizations be more productive and motivating

Prioritize this list, as it will have a bearing on the training you select. Be very honest in making and prioritizing your list, as this decision has far-reaching consequences, and you must be sure you are embarking on this journey for reasons that are powerful for you.

In looking at this list, think about what kind of coach you might want to be: Executive Coach, Leadership Coach, Team Coach, Life Coach, Wellness Coach, etc. Currently many businesses, governments and organizations understand about executive, leadership and team coaching. Building a business around life coaching, wellness coaching, and any coaching that works with individuals can be more challenging. Coaching is not as well-known as other professions like therapy, general medicine, or law. You will need to spend time and energy marketing to fill your roster. Remember that coaching is a relatively new profession and so you will spend time educating potential clients. Note that ICF and other organizations are working hard to educate the public, and have support for their members to build their coaching business.

## Relevance

What program is best suited to your needs? If you want to be a professional coach and dedicate yourself to your new profession, the most widely recognized training is a 125+ hour certification course with a program accredited by ICF(ACTP), EMCC, CCE or AC. Note that it is not required to have a certification in order to attain a credential.

If you want to learn coaching tools because you use coaching in your role as a manager, consultant or therapist, and don't plan to dedicate a major portion of your energy to coaching, a good approach might be a program that will give you enough training hours to attain a credential. Be sure the program is accredited by a regulatory organization such as ICF, EMCC, AC or CCE before signing up!

Your budget is also a factor. You can expect to pay \$10,000 - \$15,000 USD for a full certification ACTP program in North America. If certification is not necessary for you, the ACSTH program will be less outlay upfront. A consideration with that approach

is that it can be as expensive or more so in time and maybe even money to attain a credential, as the coach will need to be mentored (about \$1,000 USD in the U.S.) over a period of 3 months, and will need to send in recordings to be assessed by ICF, which currently is taking up to 12 weeks.

Most training organizations have payment plans to help with tuition, and ACTO offers a scholarship program for qualified individuals.

## **Plan:**

If you've done your homework, you should have the information about length of each program you're considering. Be thinking about how that timeframe fits into your current workload, your long-term goal, and your expectations. You will need to plan how you will support yourself during training. Most people take training while they are still working, and gradually phase out of their current job to their coaching work once they build their business to the point that can support their lifestyle. Be realistic when planning your coach training, and ensure you have enough time and money to continue through to graduation.