

# Master Coach

with Dr. S

Curriculum Guide & 12 Month Schedule

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## Mission Statement

The goal of Master Coach is to provide our students with the knowledge and skills to act as an effective, supportive, and empowering coach. Our program is ICF accredited which means our lessons and learning objectives are derived from the International Coach Federation's (ICF) Core Competencies—skills and approaches that are utilized by coaches today to provide the best support possible to their clients. Thus, our students are trained to use standardized skills that are supported and used by coaches worldwide in accordance with the ICF Core Competencies.

## At A Glance

Hi there sister! Welcome to the program!

For your convenience please see your year at a glance snapshot of the activities and monthly goals we have available for you this year in Master Coach. Your participation and training in the program will support you in gaining 60 professional accredited coach training hours (required) and 100 hours of coaching experience (recommended).

Your training portal, located at [www/shehealsttheworld.school](http://www/shehealsttheworld.school) is designed to keep you on track for your instructional study in Quarter One of the program.

Please note that in Quarters Two, Three and Four, you will need to pace yourself to avoid overwhelm as you pursue your 100 hour coaching goal.

(Don't worry – 100 hours of coaching sounds a lot scarier than it is).

The program is designed to help you, with the right support, create a successful business while you have the support of our community alongside you. 100 hours is probably the least amount of hours you will ever spend in a year coaching clients. The key is to just keep track of your work throughout the year (and throughout the lifetime of your business).

Here is how your active coaching hours are broken down:

100 Hour Coaching Goal (75 Hours Paid) or

7 Paying (90 Day Coaching Clients) + 2 Free (90 Day) Beta Clients

**Total Clients for a 1 year period = 9**

Of course if you desire, you are welcome to sign more clients. However, our experience has taught us, that slow and steady wins the race.

Are you ready to see your training schedule and how you are going to make this happen?

It is coming up below.

*Special Note:*

Although the majority of the class enrolled at the same time during registration month, some start dates varied, therefore please refer to your welcome email to track your start date and determine what month you specifically are on in the program:

### **Quarter One: (Month 1, Month 2, Month 3)**

Eight Instructional Modules of Coach Training Content and Assignments to Support You In Learning The Techniques Behind Becoming A Masterful Coach.

- Activity hours are tracked in the portal
- Homework is submitted weekly per assignment guidelines
- Supportive business coaching sessions get scheduled

### **Quarter Two: (Month 4, Month 5, Month 6)**

- Implement practices from quarter one
- Brand development begins
- 2 Beta clients are acquired
- Coaching with beta clients commence; testimonials are obtained
- 24 coaching hours are completed

### **Quarter Three and Four: Six Months (Month 6, Month 7, Month 8, Month 9, Month 10, Month 11, Month 12)**

Six Month Internship:

Goal: 7 Paying (90 Day Coaching Clients) with weekly one hour sessions

- Evidenced by 6 (15 – 30 minute) audio recording and written transcripts submitted for feedback to [admin@shehealstheworld.com](mailto:admin@shehealstheworld.com) before graduation.
- Completion of all assigned text readings and outstanding homework assignments

### **Additional Resources:**

#### **Annual Ongoing Support:**

#### **Monthly Coaching Demonstrations**

Every 4<sup>th</sup> Friday (Freedom Fridays)

3 Hour Hot Seat Live Coaching Sessions – 1 Hour Q&A/ Office Hours

Beginning May 29, 2020 12:00 p.m. EST and every 4<sup>th</sup> Friday of the month thereafter

To volunteer to receive hot seat coaching as a Master Coach student, please email [admin@shehealstheworld.com](mailto:admin@shehealstheworld.com).

Although volunteering as a hot seat client is optional, participation in this opportunity for bonus complementary coaching is highly encouraged, especially if there are areas in your life or business that feel unclear as you create your new coaching business.

These experiences are meant to support you. =)

Now that you have an overview of your 12 month experience in the Master Coach accredited training program, please see below for a section by section breakdown of your quarter one instructional training material.

## **You Got This!**

## Course Outline

### *Course Components*

This course is a Blended Learning course. The course will be comprised of synchronous and asynchronous exercises and experiences. **Over the course of 12 months coach trainees will engage in live Q&A coaching demonstrations in addition to completion of the module units at their own pace.**

Once these learning modules are complete, each student will complete a three quarter supervised coaching internship where they will be encouraged to acquire BETA clients and begin offering their coaching package. Students will be provided instructions on how to obtain feedback from their instructor during this time.

The primary material for this course will be the unit videos that discuss the core competencies and coaching demonstrations. In order to engage in discussion with other students after the completion of each module, students will also need access to a laptop, tablet, or other technical device from which they can access and comment on a discussion board and participate in the live sessions.

### *Learning Objectives*

All of the units have learning objectives specific to that domain. Students will fulfill each of the unit-specific learning objectives upon completion of each unit.

Program-wide learning objectives include:

1. Clarity on coaching business vision and SHTW success coaching method
2. Mastery of business and marketing building principles
3. Knowledge of the ICF Core Competencies
4. Ability to apply ICF Core Competencies to practice
5. Demonstrating proficiency in the core competencies via completing all unit assignments and evaluations
6. Understanding of the most effective way to lead, coach, and guide others

### *Course Evaluation Criteria*

Student performance will be evaluated based on engagement with the discussion boards, participation in the live coaching demonstrations, and completion of all module activities.

# Unit 1: Ethical and Professional Obligations as a Coach

## *Learning Objectives*

1. Develop a knowledge of the ICF Code of Ethics
2. Ability to apply the ICF Code of Ethics to your coaching interventions
3. Ability to recognize when a client needs services beyond what you can offer as a coach and knowledge of what professionals to refer your client to
4. Understand the differences between various the various modes of person-to-person consultation

## *Unit Introduction*

A fundamental part of your job as a coach is to uphold and embody the ICF Code of Ethics. The Code of Ethics lays out general guidelines that a professional coach must follow in practice. Before we discuss the specific interventions that you can provide to your clients as a coach, you must understand the obligations you will have to your client as a coach—including the limits of your abilities as a coach. Throughout this unit, you will become familiar with all three sections of the ICF Code of Ethics and think critically about your ethical obligations to your clients.

## *Assignment*

1. Complete the activity sheet for Module 1 in which you write a brief introduction outlining your ethical responsibility as a coach, background and coaching niche.

## *Evaluation*

The instructor will read the posts for thoughtful, reflective, and content-rich posts and responses on the discussion board. If the student's engagement with the discussion board is thoughtful, reflective, and content-rich the student will receive credit for this unit.

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## Unit 2: Foundations of the Coaching-Client Relationship

### *Learning Objectives*

1. Ability to effectively discuss the coach-client relationship with the client
2. Ability to effectively discuss the coaching process with the client
3. Knowledge of the necessary components of the coach-client relationship and utilize them into each interaction you have
4. Knowledge of the importance of the establishment of the coach-client relationship via initial trust and intimacy
5. Awareness of skills and interventions used to establish trust and intimacy

### *Unit Introduction*

Keeping the ICF Code of Ethics in mind from Unit 1, this unit will look at the foundational components of a healthy, productive, and professional coaching-client relationship. When you establish a coaching relationship with a client, the client needs to be aware of the coaching process so that they know the kind of journey they are embarking upon. Just as we have the right to know what kind of medical treatment we are receiving or what kind of counseling intervention we are investing in, our clients have the right to know what they should expect throughout their counseling session(s). The first portion of this unit will explain what the coaching process entails, how to communicate the process to your client, and how to ensure that the client both understands what the coaching process involves and wants to enter the coach-client relationship.

Once the coaching process has been discussed and the client agrees to enter the coach-client relationship, the coach is responsible for building rapport with the client. Through the use of the ICF Core Competency of establishing trust and intimacy, the coach sets the session(s) up to be a collaborative, supportive, and encouraging environment in which the client can work towards self-awareness and development. The latter portion of this unit will discuss in detail ways in which you, as a coach, can establish trust and intimacy with your client to create the foundation for an empowering and successful coaching relationship.

### *Assignment*

1. Watch Unit 2: Foundations of the Coaching-Client Relationship
2. Write your professional biography and brainstorm ways to reach out to your future clients. Detailed instructions are on the Module 2 Activity Sheet document.

### *Evaluation*

- Completion of all Module 2 assignments is necessary to receive credit for this unit. Assignments will be read by the instructor for quality.

## Unit 3: Effective Communication – Coaching Presence and Direct Communication

### *Learning Objectives*

1. Knowledge of best practices as an attentive, fully conscious and present coach
2. Ability to help the client navigate strong and/or intense emotions that the client may bring up throughout the coaching sessions
3. Ability to alter the counselor-client relationship to best match what the client needs
4. Ability to communicate effectively with the client with clear and direct language
5. Ability to paraphrase what the client is saying to further client self-understanding
6. Knowledge of appropriate, respectful, and professional language

### *Unit Introduction*

In order to act as an efficient coach, you must be present in the relationship. This unit will teach you ways in which you can establish your coaching presence throughout your session(s). A large portion of your coaching presence is dependent upon your ability to be self-aware and willing to exercise critical self-evaluation throughout your session(s) with your client. By utilizing the fundamental principles of genuine care, openness, and flexibility in each encounter with your client, you will continue to build rapport with your client and help him/her discover their potential and work towards their goals. If you are present in all coaching interventions, the client can experience the positive ramifications of a genuine personal interaction as he or she works towards an empowered, improved version of him or herself.

In addition to your presence, your method of communication is key to the coaching process. According to the ICF Core Competencies, communicating effectively includes active listening, powerful questioning, and direct communication. In this unit we will discuss the importance of direct communication and best practices for enacting it in your coaching interventions. Active listening and powerful questioning will be discussed in Unit 3.

### *Assignment*

1. Watch Unit 3: Effective Communication: Coaching Presence and Direct Communication
2. Participation in the “Coaching Presence” Live call (dates to follow).
3. Identify one practice that you will implement daily to strengthen your self awareness and foster presence.
  - a. Journaling
  - b. Meditation
  - c. Prayer
  - d. Yoga

### *Evaluation*

- Completion of all Module 3 assignments is necessary to receive credit for this unit. Assignments will be read by the instructor for quality.



## Unit 4: Effective Communication: Active Listening and Powerful Questioning

### *Learning Objectives*

1. Understand the relationship between your own personal thoughts and beliefs and how you listen and react to your client's story
2. Understand and be able to implement the core tenets of active listening
3. Ability to ask thought-provoking and growth-enhancing questions
4. Understand the different kinds of questions and when utilizing each would be most effective
5. Understand the ways in which you can empower the client through your use of active listening and responsive, powerful questioning throughout the coaching session(s)

### *Unit Introduction*

As introduced in Unit 3, effective communication is key to the coaching process. Unit 4 will continue to explore that topic through the introduction and discussion of the other two components of effective communication—active listening and powerful questioning. Both of these principles aid the client in discovering his or her own thoughts, beliefs, emotions, potential, and goals throughout the coaching process. This process encourages your client to practice self-awareness and enact it in his or her day-to-day tasks, empowering him or her to enact their goals and aspirations.

Upon completion of this unit, you will have the knowledge to develop your communication skills—focusing specifically on your active listening and powerful questioning. This includes but is not limited to, acute observation skills, effective paraphrasing and summarizing, utilization of appropriate questions in a given scenario, openness to experiences, and suspension of judgement.

### *Assignment*

1. Watch Unit 4: Active Listening and Powerful Questioning
2. Detailed instructions are on the Module 4 Activity Sheet document.

### *Evaluation*

- Completion of all Module 4 assignments is necessary to receive credit for this unit. Assignments will be read by the instructor for quality.

## Unit 5: Facilitating Growth and Development to Promote Empowerment and Happiness

### *Learning Objectives*

1. Develop skills to help the client become more aware of their thoughts, feelings, behaviors, etc. as a result of enhanced personal awareness and insight
2. Develop skills to work with the client to create action-plans that will address relevant goals, aspirations, and areas of growth
3. Ability to set realistic and measurable goals with the client, and create a plan to work towards achieving these goals
4. Understands the importance of holding the client accountable for their own personal growth
5. Develop skills to track client progress and provide feedback on progress
6. Understand the relationship between personal growth, mental health, and life satisfaction (i.e., happiness)

### *Unit Introduction*

In order to act as an effective coach, one must work to improve and enhance their own lives so that they can authentically serve and support the aspirational desire of their clientele.

### *Assignment*

1. Watch Unit 5: Facilitating Growth and Development
2. Think about something you would like to achieve in the near future. Create an action plan to achieve your goal. Be sure to include the key components discussed in the Unit 5 video.
3. Detailed instructions are on the Module 5 Activity Sheet document.

### *Evaluation*

- Completion of all Module 5 assignments is necessary to receive credit for this unit. Assignments will be read by the instructor for quality.

## Unit 6: Building A Coaching Business

### *Learning Objectives*

1. Clarity on business building techniques, practices and marketing methods
2. Development of a concrete business purpose and niche
3. Acquisition of actual clients

### *Unit Introduction*

In order to reach success as a coach, one must master the skill sets required to market themselves and their business with alignment, honesty and clarity.

### *Assignment*

4. Train in each lesson and implement approaches in actual business

### *Evaluation*

- Were clients obtained?
- What worked?
- What did not work?
- How can one improve approaches?
- How can one serve at a deeper level?

### *Quarter Two – Four:*

100 Hour Coaching Goal (75 Hours Paid) or 7 Paying (90 Day Coaching Clients) with weekly one hour sessions and 2 Free Beta Clients.

- Evidenced by 6 (15 – 30 minute) audio recording and written transcripts submitted for feedback to [admin@shehealstheworld.com](mailto:admin@shehealstheworld.com) before graduation.

Once these requirements have been met on the 30<sup>th</sup> day of Month 12, certifications are awarded. Congratulations!!!

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