

# JOIN US IF YOU ASPIRE TO BE AMONG THE TOP 5% OF EXECUTIVE-LEVEL AND LEADERSHIP COACHES WORLDWIDE

NO FLUFF OR JARGON · PRACTICAL · FOCUS ON MEASURABLE RESULTS



## ABOUT THE PROGRAM

**The Center for Executive Coaching** is an International Coaching Federation (ICF) approved training program that trains and certifies executive and leadership coaches from major organizations around the world. Our graduates work with executives, managers, up-and-coming-talent, professionals in career transition, and entrepreneurs in dynamic companies, government agencies, and non-profits.





Unlike other coach training programs that are academic, theoretical, or just plain vacuous, **our program emphasizes practical, measurable results for executives, managers, and other leaders.** Graduates of our program report that they feel confident and competent as coaches, because they have the **knowledge needed to really engage leaders** and help them improve performance. At the same time, we are a boutique program committed to providing highly personalized, ongoing one-on-one support to you.






## WHAT YOU RECEIVE


**Our Certified Executive Coach program provides members with the following:**


-  **425-page proprietary training manual** covering best practices in executive coaching and developing your coaching practice;


 **Twelve (12) hours of interactive, live webinar classes** each week. Join as your schedule allows. Each class is recorded and placed in your member area for anytime listening and download);

 A **member area** with hundreds of hours of videos, toolkits, and methodologies;

 **Certification is received after six one-on-one observed coaching sessions or attending our intensive seminar.**
-  **30 proven coaching toolkits and processes** that guide participants to coach leaders on their most common and pressing challenges;

 **A cohort of accomplished professionals** from around the world;

 **One-on-one support ongoing, anytime;** and

 Numerous opportunities to **practice coaching** and have your coaching reviewed in a safe and constructive environment.

**Option include:** distance/online learning; our acclaimed intensive certification seminar; the International Coaching Federation designations; and the Board Certified Coach training process.

# HERE IS THE CENTER FOR EXECUTIVE COACHING CERTIFIED EXECUTIVE COACH CURRICULUM

**Our curriculum also includes our Business Development Intensive for Coaches**, which provides the best guidance in the industry for coaches who want to develop their own external coaching practice. We also help internal coaches position coaching strategically in their organizations. Contact us for more details as well as for any questions about our complete curriculum. Our program stands apart in terms of our practical orientation, emphasis on getting results and delivering value, personalized support, and experience in the executive and leadership coaching field.

## 1 Foundations

- Coaching defined
- Why executives hire coaches, and what they expect
- The orientations of the executive coach
- ICF Code of Ethics and Core Competencies

## 2 The Executive Coaching Process

- The internal "talking shop" coaching process
- Your 3- or 4 part proprietary process & methodology
- The coaching plan
- The coaching contract
- Defining results and clear expectations for a return on investment up front
- Getting all stakeholders in the coaching process on the same page up front
- (Special session for internal coaches): Setting up an effective internal coaching group

## 3 The key coaching conversations to get results with clients

## 4 Assessing the Client and Situation

- 360-degree verbal assessments
- Off-the-shelf assessment
- The leader's dashboard
- Six other methods to assess the client

## 5 Coaching Situations for Individual Effectiveness

- Coach to change or develop a new behavior
- Coach to shift a limiting perception
- Communicate simply and powerfully
- Influence others
- Manage time and handle overwhelm
- Think comprehensively about an issue
- Develop leadership presence
- Coaching when personal issues overlap with work

## 6 Coaching Situations for Strong Relationships

- Improve one's powerbase of professional relationships
- Engage and mobilize employees
- Manage up
- Resolve a conflict
- Foster collaboration inside and outside the organization
- Build a great team

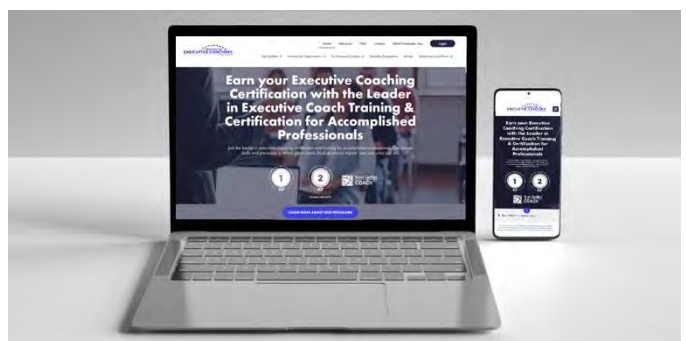
## 7 Coaching Situations Supporting Organizational Initiatives

- Plan strategy
- Lead change
- Plan for succession
- Service excellence
- Create a high-performance culture
- Board development and effectiveness
- Why can't we execute effectively?

## 8 Career Coaching

## 9 Coaching methods for coaching owners of the small- to mid-sized, growing business

To learn more, visit  
[www.CenterForExecutiveCoaching.com](http://www.CenterForExecutiveCoaching.com)



For more information, contact us at **941-539-9623**  
or [info@centerforexecutivecoaching.com](mailto:info@centerforexecutivecoaching.com)

# HERE IS WHAT SETS THE CENTER FOR EXECUTIVE COACHING APART....

- 1. We focus first on coaching methods and processes that get results for clients in specific situations.** Other programs emphasize theory, or a particular philosophy. We start with the pressing challenges and opportunities that leaders face, and the most effective and efficient ways to coach them through their situation.
- 2. To us, a coaching designation is only a starting point. It is important to have, but not sufficient for success.** We go way beyond. We give you tools and methods to coach clients from start to finish, set up a practice, and stand apart in a competitive field.
- 3. Proprietary, proven content.** Other programs teach the basic coaching core competencies and generic listening skills, along with basic emotional intelligence, leadership, and psychology material that you can find in any book on the subject on Amazon. We give you content you can't get anywhere else, based on years of testing and refining from actual work coaching clients in the field and discovering what gets results and causes clients to give referrals and invite the coach back for more work.
- 4. Our marketing guidance is the best in the industry.** Whether you are an internal or external coach, you will need to position yourself to stand apart. No other program comes close to offering the tools, guidance, and support that we do.
- 5. We recognize that you are probably going to want to do more than just coaching for your clients, and help you do it.** Other programs assume you will only coach. However, clients also ask you to facilitate, assess, train, advise, and sometimes consult. We show you how to pivot so that you provide the solution your client expects. We also guide you if you aspire to write books, speak, and undertake other projects that build your credibility as a coach and professional.
- 6. Personal support, ongoing. You get on-one-one support whenever you need it.** It is like having your own help desk on call for you. Plus, it doesn't end. You can contact us long after you graduate.
- 7. Your fellow students (we prefer to call them members) are fantastic.** Top professionals from around the world join our program, so you get to learn from an amazing group of people. Our members come from companies like Google, Microsoft, the US Marines, Coca-Cola, The US Air Force, the United Nations, Aflac, Xerox, New York Life, Stryker, Kaiser Permanente, Xerox, Boaz Allen, Lexis Nexis, Procter & Gamble, Inland Steel, AT&T, Coca-Cola, Bristol-Myers Squibb, Partners Healthcare, Deloitte Consulting, Ralph Lauren, Macy's, the NBA (National Basketball Association), Brown University, and so many more. They come from almost every sector and industry of the economy, from top leadership roles.
- 8. You get proven, practical coaching methods, processes, and toolkits that have been road tested and proven around the world, in organizations of all sizes.** Our proprietary Coach Master Toolkit is included in our certification program, and has become famous in the coaching community for its practical, results-driven approach to the top challenges that leaders face.
- 9. The program is practical.** It is not academic or theoretical, although it is grounded in best practices and applied theory from psychology, neuroscience, emotional intelligence, and leadership research. There is no fluff. Everything we teach is meant to be applied in the field with clients in ways that get results - whether you are an internal or external coach.
- 10. We have almost two decades of experience and a great track record of delighted graduates.** See our testimonial page for confirmation of this assertion. In fact, approximately 60% of our members come to us through referrals from other members.
- 11. The program is flexible for your busy schedule.** Everyone who takes our program is busy with work, children, and studies. Our program lets you study at your pace. If you have just 3-4 hours per week you can complete our distance program in 2-4 months and our ICF program in 5-7 months.
- 12. The program is modular so that you can choose what works for your budget.** You can start with our on line program. Then, if you wish, you can add the ICF mentor coaching later on. You can also add a seminar later on, all at no penalty.
- 13. The faculty is excellent - and all of us have successful coaching practices.** Did you know that at many other coaching schools the faculty have almost no clients? Not here. Our faculty members are seasoned coaches who know what it takes to get results for clients.
- 14. With our anytime admission, you can start when you want, and there is no time limit to complete the program.** Other programs force you to start at a certain date. Not us. Our rolling admission lets you start when you want. We have an orientation process that gets you up to speed so you can hit the ground running and get access to all resources on your timeline. Also, you can go at your pace, without a time limit to complete the program.
- 15. We have been helping aspiring executive, leadership, career, and business coaches be successful for almost two decades; we know what we are doing.** New coach training companies spring up all the time. We have been doing this a long time. We learn constantly from the market, because we also work as coaches, and we keep refining our methodologies as the market continues to evolve. We don't want to be the biggest - just the best - at least for seasoned, highly intelligent professionals who are serious about getting results for executives, leaders, entrepreneurs, professionals, and up-and-coming talent.

The above are only some of the things that set us apart.

**The bottom line is that we help you get great clients and coach them to success, so that you succeed, too -**  
whether you are an internal or external coach.

For more information, contact us at **941-539-9623** or [info@centerforexecutivecoaching.com](mailto:info@centerforexecutivecoaching.com)