

Professional Coaching Course 2019

Starting 19 September 2019 - Lake Geneva, Switzerland

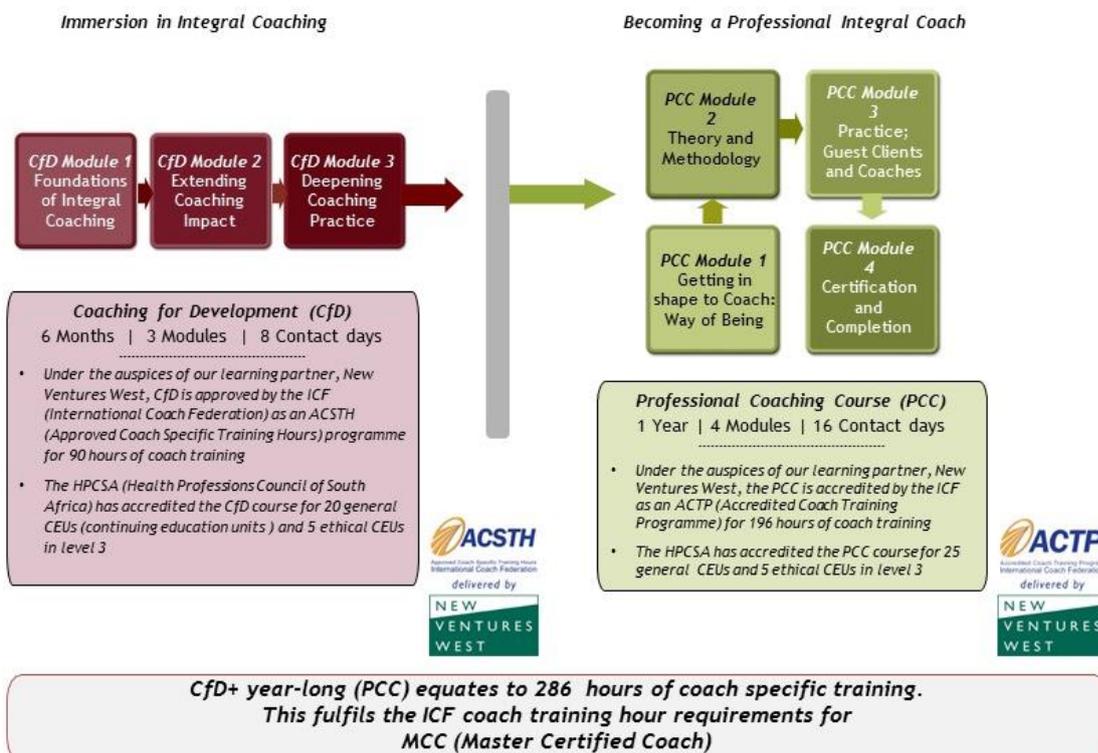
NEW VENTURES WEST

Designed to maximize learning and development in a coaching context

How the Course is Organized

The Professional Coaching Course (PCC) is designed by one of the leading coaching schools in the United States - New Ventures West (NVW). The course is an International Coach Federation (ICF) accredited course and is being run in partnership by the Centre for Coaching, based at the University of Cape Town's Graduate School of Business and NVW.

The PCC is part of the 18-month programme offered by the Centre for Coaching that is made up of two courses targeted at different levels. The six-month course (CfD) can be completed separately and offers a stand-alone qualification; however, CfD and PCC are designed to work together as a unit over an 18-month period with 'soak in' time between each programme to allow information to be absorbed and practiced. Once you have completed the Professional Coaching Course, we offer Master Classes to further enrich your coaching.





When you enrol in the PCC, you join a group of professionals who study, learn, and coach together for an entire year and quickly form a supportive learning community. The curriculum blends a rigorous course of study with hands-on practice and attention to participants' own individual development.

The course is structured in the following way:

- The PCC is organized around four face-to-face sessions that run from Thursday to Sunday.
- Days run from 09h00 to 18h30, with a long afternoon break to eat lunch, do a short assignment, walk, and relax.
- In between sessions, you read books from the "Coaches' Bookshelf", complete written assignments, coach clients, and undertake your own individual development programme.
- As you engage in these activities, you draw upon the support of small learning groups called pods. Each pod works together and is assigned a pod mentor. You also receive periodic coaching from the course faculty.

Course Overview

- **Session 1** focuses on building a strong and supportive community and cultivating your capacity to be present, mindful, and a skilled observer of yourself and others. The course leaders coach you (and others) and design an individual development programme for you. This begins your initiation into the "two tracks" of Integral Coaching: the simultaneous focus on your clients' development and your own development.
- **Between Sessions 1 and 2**, by engaging in your own personal development programme, you begin to develop the body of a coach and the capacity to witness how distinctions and practices can impact someone's life (in this case, your own).
- In **Session 2** we turn our attention to the three core integral coaching models and their use with clients. We discuss the stages of a coaching relationship, the elements of a coaching programme, and how to design and conduct an Integral Coaching programme.
- **Between Sessions 2 and 3**, your attention expands to include not only your development and that of your classmates, but also the practice of coaching. As you work with three to five clients, your pod and other faculty all support you in identifying what the coaching invitation might be, offering powerful distinctions, and designing practices and self-observation exercises. It is here that you begin gaining first-hand experience in blending inquiry and advocacy in the cauldron of relationship. Here, too, you start to receive supervision and feedback on your coaching of others. Despite all this activity, it remains essential for you to continue to focus on your own development right through the year.
- **Session 3** emphasizes practice. By working with your classmates, a "guest client" from outside, and PCC-qualified coaches acting as observers, you learn to simultaneously be present with clients and draw upon the rich models and frameworks.
- **Between Sessions 3 and 4**, you continue to work with clients, writing up case descriptions in which you reflect on your experiences and what you have learned. You also continue to receive feedback from the faculty on tape-recorded conversations with clients, continue to focus on your individual development, and receive one-on-one coaching from faculty.
- The heart of **Session 4** is the certification process, which takes place on Day 2 and Day 3. This involves live coaching in front of a certification committee and the discussion of coaching cases. Again, the focus is on the "two tracks": both your development and your work with clients. Day 4 is a day of closure, on which you and your classmates offer gratitude to each other, one by one.



The Certification Process

The certification process is rigorous. Rather than take written tests or submit further tapes of coaching sessions for review, you participate in a live certification with a committee of senior Integral coaches and outside experts. This occurs on Days 2 & 3 of Session 4. Half of the students certify on Day 2, and half certify on Day 3.

The certification process consists of three parts:

1. **Live coaching.** We pair you with a "guest client," someone who has volunteered to be coached and whom we match with you. After having a private initial conversation and then designing a coaching programme for them, you then coach them in front of the certification committee and a group of your fellow students. The purpose of doing this is to give the committee a first-hand experience of your competence and way of being as a coach.
2. **Discussion of cases.** You describe the three clients you have written cases about. The committee inquires about the work you did with them and how you interpret these experiences now. The purpose of this inquiry is to help the committee assess the extent to which your coaching reflects the methodology and standards of Integral Coaching.
3. **Final questions.** Based on its observations thus far, the committee asks you a handful of final questions about your development as a coach and human being. The purpose of these questions is to allow the committee to observe you reflect on your experiences that day and what you have learned from them.

Deciding to pursue certification

On average, in a class of 22 students, between 18 and 20 students decide to pursue certification. The most common reasons that students choose to not pursue certification are: (a) they do not think they are ready, (b) we do not think they are ready, or (c) events in their life make it difficult to invest the time needed to prepare for certification.

In Session 4 at the end of your certification day, the committee makes an assessment of your current competence as a coach. This assessment is based not only on your work and sense of presence that day but also on your development throughout the year.

Certification is without a doubt a challenging process. We hold a high standard of competence because the work of Integral Coaching demands nothing less. This is reflected in the certification process.

Two Important Features

Two features of the course mentioned above are worth describing in detail:

- **Individual development programmes.** The programme that you receive from the course leader in Session 1 sets a tone and structure for the year. Being coached about something that matters to you provides a visceral experience of Integral Coaching from the client's perspective. In addition, the practices you receive and undertake help you 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 your ability to coach.
- **"Coaches Bookshelf" and written assignments.** You receive a "Coaches Bookshelf" of ten books that span widely across different disciplines and knowledge bases. One month you may



read a book about the physiology of breathing; the next, a work of twentieth-century philosophy; and the next, a guide to being present and mindful amid life's turbulence. The intent is to spark your curiosity by delving into subjects that are essential to coaching and outside your "normal" range of learning. In addition, you complete written assignments such as the application of the core models to a coaching case, essays about how everyday life informs your coaching, reflections on your readings, and the development of a vision of your future. These assignments further help you embody the "two tracks" of Integral Coaching.

Who Will Support You

Learning to coach is not something we can do alone. Throughout the year, you receive support from the staff at the Centre for Coaching, the PCC faculty and your classmates in several ways:

1. You have two private coaching sessions with the course leader.
2. You work with a phone coach who supports you in your personal and professional development through periodic telephone calls.
3. You receive written feedback from a PCC-certified tape coach who listens to different coaching sessions that you conduct with your clients, and gives you insight as to how closely your own live coaching methodology is aligned with the integral coaching principles that you have been taught.
4. You participate with your learning pod. This pod meets together on a regular basis in between sessions either by telephone or in person (depending upon where people live). The focus of pod meetings evolves during the year from students' personal development to the models and practices of Integral Coaching to students' experiences coaching clients. Each pod is assigned a pod mentor, a PCC-certified coach who is there to support you all.
5. Individual participants often pair up with each other informally around particular issues of mutual interest.

Planning Your Time

The PCC involves a substantial investment of time and attention. In addition to the four, four-day sessions, participants report that they spend an average of five to ten hours per week on activities (reading, writing, coaching, phone calls, personal practices) related to the programme. It is for this reason that we encourage you to look closely at your schedule for the next year and ask two questions.

1. Can I make a commitment to this programme?
2. How do I need to structure my time—and do I need to give up any of my current activities—to make this possible?

Participants who take the time to skilfully explore these questions find a way to integrate the course into their lives (and to integrate their lives into the course). When they experience breakdowns—when life intrudes on their best-laid plans—they ask their classmates and the staff for support in resolving these breakdowns.



How the Programme Has Changed in Recent Years

Based on feedback from participants and our own learning, we have changed the PCC in the following ways:

- **Enhanced small group learning.** Working in small group pods has taken the place of the previous support system, which was study group calls involving the entire class.
- **Emphasis on the body.** We have introduced an entire day in Session Two focused on the body. This day includes developing the body of a coach, recognizing how clients hold emotions and patterns in their bodies, and designing customized body practices for clients.
- **More extensive feedback.** We have significantly expanded the amount of feedback participants receive on their coaching by providing faculty comments about tape-recordings of participants coaching their clients.
- **Update to the flow of coaching itself.** We are constantly searching for ways in which to enhance and improve the integral coaching approach and methodology. In 2009, a shift away from assessment and towards invitation in the flow of coaching, has allowed for new openings and possibilities in the style of coaching adopted by each coach as they develop their own, unique coaching 'voice'. In 2011 we shifted towards including a narrative approach in our coaching programme design.

Course Credentials



The Centre for Coaching is based at the University of Cape Town's Graduate School of Business (GSB) - one of Africa's leading business schools. Its courses form part of the GSB Executive Education suite of offerings and are informed by both academic rigour and coaching practice.

www.gsb.uct.ac.za



New Ventures West (NVW), one of the leading coaching schools in the USA, founded in 1987, is a San Francisco based organisation dedicated to having people be both effective and fulfilled in their work as integral coaches.

www.newventureswest.com



The International Coach Federation is the leading global organization dedicated to advancing the coaching profession by setting high standards, providing independent certification and building a worldwide network of trained coaching professionals.

Under the auspices of New Ventures West, our learning partner, this PCC course is recognised by the [International Coach Federation](http://www.internationalcoachfederation.org) as an Accredited Coach Training Programme (ACTP)



On completion of both CfD and PCC, you will have 286 Approved Coach Specific Training Hours. This fulfils the ICF coach educational requirement to apply for Master Certified Coach (MCC) Credentials with the ICF.

For more information on how to become or find an ICF-credentialed coach, please visit coachfederation.org



Tuition Fees

These fees include all four sessions, books, materials, pod meetings, coaching sessions, and certification.

- **2019 Tuition Fees:** CHF 13'500. These fees include all four sessions, books, materials, pod meetings, coaching sessions, and certification, as well as lunches/teas/coffees during the in-person sessions.
- **Early Bird Rate:** CHF 12'500 up to end November 2018.

A CHF1'000 non-refundable, non-transferable deposit is required no later than six weeks before the start of the course. If your application is not accepted, your deposit will be returned. If it is accepted and you cancel your booking, we will retain your deposit.

Course fees are payable before the start of the course but payment plans are available, please email info@centreforcoaching.ch for further details.

Course Dates

You are required to attend all days of all session to certify.

Session 1: Thursday 19 - Sunday 22 September 2019

Session 2: Thursday 5 - Sunday 8 December 2019

Session 3: Thursday 2 - Sunday 5 April 2020

Session 4: Thursday 17 - Sunday 20 September 2020

THE APPLICATION PROCESS

Prerequisite

The way to fulfil the prerequisite is successful completion of the *Associate Coaching Course (ACC)* or the *Coaching for Development (CfD)* offered by the Centre for Coaching. It gives you an opportunity to get to know us and us an opportunity to know you. It also provides an important grounding in the foundations of Integral Coaching.

If you decide to apply for the PCC, we will ask your CfD instructor to endorse your application.

Checklist for your Application

We are only able to guarantee and hold your place on the course once all 4 documents below have been received. The places on this programme are allocated on a first-come, first-served basis. Once all places have been taken, we operate on a waiting list system.

- Attend the ACC / CfD

Send us your application documentation:

1. Application form
2. Digital photograph: We ask for a clear digital photo (head and shoulders) in jpeg format. The only people who see your photograph are the course leaders and our staff.



We use it to connect your face to your name, particularly when speaking with you by telephone.

3. Pre-course Questions essay (available to download - see below)

4. Proof of payment for the non-refundable, non-transferable deposit.

If your application is not accepted, your deposit will be returned. If it is accepted and you cancel your booking, we will retain your deposit.

To register for the programme, please email info@centreforcoaching.ch

For more information, visit www.centreforcoaching.ch

or contact Michele Stoudmann on +41 (79) 242 77 90



Centre for Coaching (Switzerland)

Established in 2002, the Centre for Coaching – present in South Africa, Australia and now also in Switzerland – is a leading international executive coach training organisation.

The *Professional Coaching Course* is part of a series of coaching courses offered by the Centre for Coaching at The Graduate School of Business, University of Cape Town.

In fifteen years it has become one of the leading sources of top quality one-on-one executive coaches, as well as a primary coach training institution and a respected source of coaching theory.

Now, through a dynamic partnership between New Ventures West and the Centre for Coaching (Pty) Ltd, we are bringing this world-class training to Western Europe through the Centre for Coaching (Switzerland).

Coaching is still a fairly new trend in many countries. Nascent industries lack standards and the coaching industry is no different. There is no universally recognised accreditation body that can validate professional coaching designations.

For this emerging industry to mature and gain the respect of the corporate world, there needs to be structure. The Centre for Coaching, together with New Ventures West, aims to support the development of this structure by being the de facto standard and benchmark for coaching excellence. We do this in three different ways:

- We partner with New Ventures West, one of the top coaching schools in the USA that has over 25 years of experience in teaching this style of coaching (integral coaching)
- In partnership with our learning partner, New Ventures West, the PCC is accredited as an Accredited Coach Training Programme (ACTP) with the International Coach Federation (ICF), as well as counting as Continuing Education Units (CEUs) for the Health Professionals Council of South Africa (HPCSA)
- The theoretical underpinnings of our work and our teaching methodologies are aligned with the academic rigour required at the Graduate School of Business (GSB).

In addition to our specialist focus on coaching, the Centre for Coaching is committed to ensuring that this philosophy and its application to leadership becomes a recognised business tool and is dedicated to spearheading the awareness, acceptance and growth of executive coaching and powerful leadership in organisations.

The Centre for Coaching goes about this in a number of different ways:

- We offer top-calibre one-on-one executive coaches to those individuals and organisations seeking coaching.
- We consult to organisations wishing to experience a transformational culture shift.
- We operate as an international top-class professional leadership development and one-on-one coaching organisation, operating mainly in multinationals in Africa, Europe, Australasia and Central Asia.
- We conduct research into the work we do, both in corporate roll-outs and in our teaching.

More about the Centre for Coaching, its [offerings](#), [philosophy and approach](#) can be found on our website: www.centreforcoaching.ch.



Centre for Coaching Course Leaders



Craig O'Flaherty is a highly experienced Integral Coach who has worked to coach senior executives in leading organisations across the globe and to train prospective business and life coaches. He is co-Director of a centre of excellence – The Centre for Coaching – at the Graduate School of Business, University of Cape Town, as well as Director of Coaching Matters, an executive coaching practice.

In the 12 years prior to his coaching work, Craig worked as a Partner with two of the world's leading consulting companies, Accenture and Gemini Consulting, in the dynamic world of Strategy Consulting. In that time he worked and lived locally and globally – operating at CEO, board and senior executive level, designing and implementing strategy and organisational transformation programmes across a wide range of industries. Craig has had experience in dealing with executives on the critical competitive issues facing their organisations, working to fashion and help implement strategic change agendas that have helped to reposition organisations within their markets and industries.

His work in coaching has seen him travel internationally to New Ventures West in San Francisco, California, where he completed the year-long Professional Coaching Course, certified by the International Coach Federation (USA), as well as a second year-long Business Leaders Training course which has accredited him to run all of New Ventures West's Coaching in South Africa, Australia and now Switzerland. Craig's clients span a wide range from South Africans to clients from Australia, Kazakhstan, Russia, Europe, the UK, East and West Africa and the full Southern African region.

He spends his time as a one-on-one coach to executives from leading organisations across the globe, with leadership teams as a group coach, as well as consulting on the design and implementation of coaching cultures, interventions and processes into their businesses. His clients include SCMB, Chevron, Anglo American, Sanlam and British American Tobacco. He delights in working across cultural, gender and other category backgrounds in assisting people towards captaincy of their fate and the exploration of roads less travelled.

Craig has a Bachelor of Arts majoring in Industrial Psychology from the University of the Witwatersrand and a Master's in Business Administration from Wits Business School.



Janine Ahlers is a certified Professional Integral Coach and Academic Director of the Centre for Coaching, a centre for excellence situated at the UCT Graduate School of Business (GSB). She also holds the position of Senior Lecturer at the GSB, lecturing in Coaching and Leadership Development to MBA and Executive Education students. She has delivered and published research papers at several academic peer-reviewed conferences, and has published book chapters and articles on the topic of coaching in leadership development. She is also director of both Centre for Coaching and Coaching Matters, an executive coaching practice.

Janine spent more than 10 years working in the corporate, manufacturing and business environment where she was required to network and operate at senior executive levels. She held positions as Director, Exco member, Head of HR, and also handled marketing, production and start-up operations. Janine held a number of musical positions in the National Orchestra before she started her corporate career. She continues to play the violin in orchestras and quartets whenever possible.

Janine has been coaching since 2002, primarily to senior executives who are often working on strategic, leadership and relationship challenges. Her clients span a wide range, Australia, Central Asia, Russia, Europe, Eastern Europe, the UK, Japan, Turkey, Dubai, North, East and West Africa and the full Southern African region. Her work in multinationals has allowed her to develop a keen appreciation for the challenges facing leaders who operate in multicultural global organisations.

Janine lectures and facilitates on all courses run by the Centre for Coaching as well as running in-house coaching workshops, Coaching Circles and Leadership Development Interventions for blue-chip clients all over the world. She consults to organisations and teams locally and internationally on the design and implementation of coaching cultures, interventions and processes, as well as leading the implementation of such interventions.

She is a certified Master Coach (MCC) through the ICF (International Coach Federation, USA), having over 3,500 coaching hours logged. She has done Group Facilitation and depth consulting (Feather Assocs), as well as Enneagram certification (Adfen International).

Janine also has a Bachelor of Arts from the University of the Witwatersrand, Johannesburg, a Postgraduate Diploma in Management (Human Resources) from the University of the Witwatersrand Business School, a Licentiate from the Royal Schools of Music (Violin Teaching) and a Masters in Business Administration (MBA) from the UCT Graduate School of Business.



Contact Details

To register for the course or if you have any queries, please contact:

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For more information, see our website at
www.centreforcoaching.ch