

iABCt – Level 7 Certificate in Business Coaching

Course Content Summary – Key Result Areas

KR1 - Rapport & relationship management
 KR2 - Contracting - differences in coaching approaches
 KR3 - Formal Coaching Model - TGROW
 KR4 - Informal Coaching Model -RAF
 KR5 - Behavioural Coaching Tools
 KR6 - Business Coaching Tools
 KR7 - Quality Standards - essential practice management
 KR8 - Return on Investment - coaching effectiveness measures

What will the Level 7 CBC give you?

A credible qualification

Underpinned by an International University*, compiled by leading business coaches, delivered by independently qualified and hugely experienced business coaches and recognised by coaching bodies* as a genuine and credible qualification.

An international experience

Residential elements hosted in Tenerife to take advantage of long warm and sunny days and an outstanding learning environment, with delegates from across Europe coming together to share experiences and develop their potential.

A focused curriculum

Specifically designed to capture business experience, add coaching skills and shape into an effective business coaching

methodology that delivers results; both to clients and to establish a thriving coaching practice.

A year of personal and professional development

The Level 7 CBC is made up of an intensive residential week at the business school, distance learning, personal tutoring, practise coaching sets and supervised practise sessions over the year. It also includes two written assessments; a coaching 'project' and coaching 'diary'. The project assignment requires the demonstration of business coaching skills in a real situation and the diary provides evidence of a minimum of 16 hours specific coaching experience.

Certification is dependent on successful completion of the programme and all its elements. Each key result area is tested by both formal examination, tutor marked assignments and attendance records.

Delegates granted the Level 7 CBC can be justifiably proud of their achievements and clients can be certain that they are dealing with a credible and properly equipped business coach.

FAQ's

In what way does the iABCt CBC programme differ from other business coaching qualifications?

Many coach training programmes may include 'business' in their title but do not actually include business coaching tools. The Level 7CBC covers both a business coaching approach and (as importantly) the most effective tools for delivering business coaching results.

What benefit does an international course give me?

In all coach training programmes there is a requirement to practise with fellow participants. Working alongside experienced business men and women from other countries can be of enormous value both in terms of the quality of interaction and exposure to business knowledge. Compare

and contrast this with general coaching programmes with delegates from non business backgrounds interested in life coaching or internal corporate coaching and it becomes instantly apparent why we value the interaction of our delegates so highly.

Why haven't I heard of the iABCt before?

The Academy is a new institution that came about in direct response to the need for such a body. The growth of coaching in Europe has been significant and along with it a growth in the number of training programmes claiming to teach business coaching. Courses ranging from a weekend seminars to long-winded academic experiences and any number that fall in between have resulted in many would-be coaches spending a fortune on training that in many cases has not equipped them to do the job successfully. The iABCt's mission is to right this wrong.

Can anyone join the programme?

Participation is by acceptance only. Criteria for acceptance is detailed in the prospectus but may be summarised as having appropriate level of business experience, an appropriate educational background and appropriate level of maturity consistent with the profile of a successful business coach.

How much time is needed over the year to achieve the qualification?

Apart from the intensive week of residential learning it is estimated that a further 8 hours per week for 40 weeks is necessary to achieve the required standard.

Approximate distribution:

4 client preparation (15 mins per session)

16 client facing (16x 1 hour coaching interventions)

15 practise sessions (10 x 3-way 1.5 hour sessions)

3 supervised sessions (2 x 3-way 1.5 hour sessions)

2 tutorial (4 x 30 minute sessions)

80 diary (completion of diary assignment)

80 assignment (completion of project assignment)

120 reading / reflection (3 hours reading / reflective learning per week)

How much does it cost?

Course fees for the inaugural certificated course are significantly reduced to recognise the faith in our first delegates in this new institution. Some places are still available at just £999.

How do I apply?

In the first instance email

martin@martingoodyer.com

Martin Goodyer is a co-founder of iABCt (International Academy of Business Coaching and Training) and is a freelance Business Coach. He is one of Europe's leading business coaching psychologists and has delivered thousands of hours of business coaching and business coach training. Many high achieving business owners attribute much of their success to being coached by Martin Goodyer. He has been described as a 'Key Person of Influence' in the world of business coaching and few people know more about coaching business owners through the trials and tribulations of a business start up and development than Martin Goodyer.

*Details to be announced shortly