The Art and Science of Coaching

Enablers of Effective Coaching Coach Specific Training 125 Hours







Program Vision:

Empowering individuals and organizations to enhance your effectiveness and sustainable success by unleashing people potentials and expressing their authentic motivation and greatness



The Art and Science of Coaching Certificate Program is for individuals interested in entering the field of coaching and managers and leaders in organizations seeking to become better in effective coaching. The program also guides leaders and managers how to apply coaching to support your change and transformation initiatives and effectiveness.

This 125 hours coaching education will offer intensive learning, practices, and feedback in coach core competencies based on 8 ICF's professional core coaching competencies.

Designed and delivered by ICF credentialed Coach: Atchara Juicharern, Ph.D., PCC and Team Leadership Development Affiliate of Dr. Marshall Goldsmith in Thailand





Program Philosophy and Approach

Our coaching education is based on the philosophy and framework of the ICF's 8 Core Coaching Competencies. That is coach competencies as the **Doing** and the Ethics as the **Being** of coaching.

Our approach is based on our belief that the coach is a catalyst, and all leaders & managers can be excellent in coaching skills.

Instructors:

Conducted by ICF credentialed Coach: Atchara Juicharern, Ph.D., PCC and her team

The program is for:

- Organizations who are creating coaching culture
- Organizations who want to support your people to embrace change, learning and personal & professional growth
- CEO, C-suite and Executives
- Leaders, Manager, Supervisors and People Managers at all levels
- HR as Coach
- Executives in Organization Development and Learning & Development who seek to apply coaching with leading change and transformation
- Internal Coach and Corporate Leaders

Learning Goals:

As the world is constantly evolving, change is inevitable. Organizations need to adapt to everchanging dynamics. Organizations are made up of individuals with different behavioral styles, emotions, and responses to change. Today's diversity makes change management more complex and time-consuming.

This program aims to support your organizations to apply coaching skills in the areas of:

- 1) Recognizing the distinctions of "coaching" and other disciplines
- 2) Deepening understanding of the eight ICF Core Coaching Competencies
- 3) Demonstrating these Core Coaching Competencies through coaching practices
- 4) Participating in giving and receiving feedback after coaching practices according to these competencies
- 5) Strengthening your organizations' capacity to embrace change



- 6) addressing the human side of change effectively
- 7) fostering a culture of resilience, learning and growth
- 8) supporting leaders and manager to navigate transitions for themselves and for their teams smoothly and effectively

Program Structure:

The program consists of 125 hours of interactive & transformative learning and a weekly practicum that will lead to a certificate of completion.

- Student Contact Hours: 86 Hours (Synchronized)
- Weekly Practicum: total 39 Hours of self-study and peer practices (Asynchronized)
- 10 Mentoring Sessions spacing out through the program (7 Hours of Group Mentoring with a maximum of 10 per group + 3 Hours of Individual Mentoring)

Dates and locations

Class dates can be reserved in advance, and the venue is either at AcComm's training venue or the customers' designated venue.

Languages:

Classes are delivered in the Thai language with English materials. Students are welcome to practice in either the English language or Thai language.

Number of participants per class

Recommended for 6 – 10 per class for effectiveness

Learning and Development Methodology

Our learning is carried out in an interactive environment which encourages students to practice the skills. We use experiential training methods, including *role-play, self-assessment, workshops*, and *group exercises* to enhance learning. The instructor also coach and give feedback to students during exercises and practices.

Each student will have at least six formal practices and verbal feedback throughout the learning. At least four written feedback will be provided to each student. Some practices can also be r*ecorded* (with students' permission) so that instructor can precisely review and provide written feedback to support participants' continuous learning and growth. ©Copyright – All rights reserved. Coach Specific Training Course Outline and Syllabus

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Requirements students must meet to enter the program:

- At least three years' work experience in public, state-owned or private organizations
- Demonstrate passion in helping others grow and unleash people's potentials

Program Requirements:

To complete the program, students or participants are required to:

- attend 85% of the total face-to-face time in the class.
- have at least six formal coaching practices & feedback sessions observed and assessed by the ICF accredited instructor.
- have at least four written feedback after the practice sessions assessed by the ICF accredited instructor.
- complete the 30 hours of self-study and weekly practicum.

Students' participation and contribution in learning, practices, and feedback are paramount to success.

Phase 1: Mindset, Skills Set, and Tools Set (Coaching tools for coaching within organization)

Duration: 60 Hours – spacing out in 2.5 months

Phase 1: Course Descriptions:

Part 1: Mindset of Coaching

Part 1 includes welcome and introduction to the program. This part also includes objectives of the program and establishment of our agreement. The instructor will also introduce the definition of coaching according ICF's.

Part 2: Core Coaching Competencies

Firstly, this part starts with introducing 8 ICF Core Coaching Competencies - with descriptions of the 63 Behavior statements or performance criteria.



Next, this part will continue to provide the knowledge of each competency in depth. The instructor will give simple models to aid understanding and demonstrate each coaching skill. We will master each competency through practices, group activities, discussion, self-reflection, and feedback.

This part will continue with coaching practices & feedback spacing out once a week.

Part 3: Coaching Tools

Part 3 contains the tools set for leaders and managers for coaching within organizations.



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Coach Specific Training

Course Outline and Syllabus

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Phase 2: Coaching at PCC Level, Coaching and Change and Performance Evaluation

Duration: 65 Hours, spacing out in 2.5 Months

Phase 2: Course Descriptions

Part 1: Coaching at PCC Level

Part 1 covers the review of 8 core competencies and develops the coach' ability to differentiate the ACC Level and the PCC Level of coaching.

Part 2: Coaching and Change

This second part of Phase 2 will continue to support students to embody the coaching mindset and skills set through the practices & feedback at the PCC Level. This part also guides the students to apply coaching with the five steps of driving successful change and transformation.

Part 3: Performance Evaluation

Part 3 puts focus on preparing students for performance evaluation. **Finally, this part** will provide valuable guidelines for participants' preparation for the PCC path.



Course Descriptions and Agenda

Phase 1: Mindset, Skills Set and Tools Set

Day 1 – 3: Synchronized Hours: Total 21 Hours

Day	Module	Торіс	ICF Core	Hours
			Competencies	7
		Welcome; Course Overview	CC2: Embodies a	09.00 - 09.30
		Introduction; Objectives of the	Coaching Mindset	(30 minutes)
One	Intro-	Program	CC3: Establishes and	
		Establishes and Maintains	Maintains Agreements	×
		Agreements		
	1	Mindset of Coaching	CC1: Demonstrates	09.30 - 10.30
		A: Foundation	Ethical Practices	(1 hr)
		Introduce ICF		
		Four groups of ICF Core		
		Coaching Competencies –		
		Overview of the 8 new Core		
		Competencies		
		Competency 1: Demonstrates Ethical		
		Practice		
		What is Coaching?	Coaching Definition and	10.30 – 12.00
		Distinctions between coaching,	distinctions	(1.5 hr)
		consulting, psychotherapy and		
		other support professions	CC1: Demonstrates	
		Benefits of coaching	Ethical Practices	
		Review exercises		
		Skills Set of Coaching	All competencies	13.00 – 14.30
		Introduction to all of the 8 Core	highlighting	(1.5 hr)
		Competencies and descriptions of the		
		behavior statements.		
	2	Competency 2: Embodies a Coaching	CC2: Embodies a	14.30 – 17.00
		Mindset	Coaching Mindset	
		• How to remain aware of and open		(2.5 hrs)
		to the influence of context and		
		culture or self and others		
		Mentally and emotionally prepare		
		for the coaching sessions		
		Recap for Day 1		



Day	Part	Торіс	ICF Core Competencies	Hours
Day	Fart	Торіс	ICF Core Competencies	Hours
				7
		Review Day 1's Content	CC1,2,3	09.00 – 09.30
				(30 mins)
		B: Co-creating the Relationship	CC3: Establishes and	09.30 -10.30
Two		Competency 3: Establishes and	Maintains Agreements	(1 hr)
		Maintains Agreements		
		Coaching Practice 1		
	2	• Guidelines of how to establish a		
		verbal and written agreement		
		Competency 4: Cultivates Trust and	CC4: Cultivates Trust and	10.30 – 12.00
		Safety	Safety	(1.5 hr)
		Coaching Practice 2		
		Competency 5: Maintain Presence	CC5: Maintains Presence	
		How to maintain presence?		13.00 – 17.00
		What distract you?		(4 hrs)
		How to cope with distractions?	CC2: Embodies a	
		Coaching Practice 3	Coaching Mindset	
		Develops and maintains the ability		
		to regular one's emotions		
		• Day 2 Recap		
		• 67		

Asynchronized Learning: 3 Hours

Assignment 1: Practice Coaching with Peer. Duration: 1.5 Hour. Capturing learning from the practice and send it to the instructor before the 3rd day of training.

Assignment 2: Viewing ICF VTR: Capturing learning from the study and send it to the instructor before the 3rd day of the training. Work Duration: 1.5 Hour.

Updated ICF Core Competency 1: Demonstrates Ethical Practice: <u>https://www.youtube.com/watch?v=7pxYhGVI2h0</u> (10.42 Minutes)

Updated ICF Core Competency 2: Embodies a Coaching Mindset https://www.youtube.com/watch?v=LXcYdtGhZzg (9.58 Minutes)



Day	Part	Торіс	ICF Core	Hours
			Competencies	7
		Review Day 2's Content	All competencies	09.00 – 09.30
			highlighting	
		C: Communicating Effectively as a		09.30 – 10.30
		Coach		(1 hr)
		Competency 6: Listen actively	CC6: Listens actively	
Three	2	Practice listening to what the		
		client is saying and not saying		
		Coaching Practice 4		
		Competency 7: Evoke Awareness	CC7: Evoke Awareness	10.30 – 12.00
		Tools to facilitate client's insights and learning	~ OY	(1.5 hr)
		Powerful questioning process		
		Competency 7: Evoke Awareness	CC7: Evoke Awareness	13.00 – 15.00
		(Continued)		(2 hrs)
		Metaphor and analogy		
		Silence		
		Reframing		
		Coaching Practice 5		
	2	D: Cultivate Learning and Growth	CC 8: Cultivating	15.00 – 16.30
		Facilitating client's growth	Learning and Growth	(1.5 hr.)
		Transforming learning and		
		insight into action		
		• Understand the differences of		
		transactional goal and		
		transformational goal		
		• Designing goals, actions and		
		accountability measures		
		Coaching practice 6		
		Learning Reflection	All competencies	16.30 – 17.00
			highlighting	(30 mins)



Asynchronized Learning: 3 Hours

Assignment 3: Practice Coaching with Peer. Duration: 1.5 Hour. Capturing learning from the practice and send it to the instructor before the 4th day of training.

Assignment 4: Viewing ICF VTR: Capturing learning from the study and send it to the instructor before the 4th day of the training. Work Duration: 1.5 Hour.

Updated ICF Core Competency 3: Establishes and Maintains Agreement <u>https://www.youtube.com/watch?v=Sz2-i4PqT8c</u> (10.04 Minutes)

Updated ICF Core Competency 4: Embodies a Coaching Mindset https://www.youtube.com/watch?v=rBHxy_zh1Rg (8.27 Minutes)

Day 4 - 8: 10 Hours

Day	Module	Practices and Feedback	ICF Core Competencies	Hours 10
Four		Y Y		2 Hours
Five	3	Small Group Practices	CC 2,3,4,5,	2 Hours
Six			6,7,8	2 Hours
Seven				2 Hours
Eight				2 Hours

Asynchronized Learning: 3 Hours

Assignment 5: Practice Coaching with Peer. Duration: 1.5 Hour. Capturing learning from the practice and send it to the instructor before the 5th day of training.

Assignment 6: Viewing ICF VTR: Capturing learning from the study and send it to the instructor before the 5th day of the practice. Work Duration: 1.5 Hour.

Updated ICF Core Competency 5: Maintains Presence https://www.youtube.com/watch?v=j4Jke814PLU (9.02 Minutes)

Updated ICF Core Competency 6: Listens Actively <u>https://www.youtube.com/watch?v=obmS_yLwpSo</u> (12.17)



Day 9-10: 14 Hours

Day	Module	Торіс	ICF Core	Hours
			Competencies	7
		Review of Mindset and all of the 8	All competencies	09.00 - 10.00
		core competencies	highlighting	(1 hr)
Nine	4			
		Review of Evoking Awareness	CC7: Evoke Awareness	10.00 – 12.00
		Introduction into Coaching Tools	CC8: Facilitating client's	(2 hrs)
		for Leaders and Managers	growth	
		• Partners with the client to design		
		goals and vision		
		Coaching for the client's	CC 4: Cultivate Trust	13.00 – 15.00
		awareness about their way of	and Safety	(2 hrs)
		thinking, values, needs, passion,	CC 5: Maintain	
		and beliefs	Presence	
		Coaching Practice 7	CC7: Evoke Awareness	
		Coaching the client to explore	CC 4: Cultivate Trust	15.00 – 16.30
		their responses to change	and Safety	(1.5 hr)
		Coaching Practice 8	CC 5: Maintain	
			Presence	
		• 6 >	CC7: Evoke Awareness	
		Recap of Day Nine	All competencies	16.30 – 17.00
			highlighting	(30 mins)

Asynchronized Learning: 3 Hours

Assignment 7: Practice Coaching with Peer. Duration: 1.5 Hour. Capturing learning from the practice and send it to the instructor before the 10th day of the training.

Assignment 8: Viewing ICF VTR: Capturing learning from the study and send it to the instructor before the 10th day of the training. Work Duration: 1.5 Hour.

Updated ICF Core Competency 7: Evokes Awareness <u>https://www.youtube.com/watch?v=w2DxQqGKxS8</u> (10.10 Minutes) Updated ICF Core Competency 8. Facilitates Client's Growth <u>https://www.youtube.com/watch?v=V7tTmRRYGAQ</u> (17.15)

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Day	Module	Торіс	ICF Core	Hours
			Competencies	7
		Review of Day 9	All competencies	09.00 – 09.30
			highlighting	(30 mins)
Ten	4			
		Coaching the client to explore	CC7: Evoke Awareness	09.30 - 12.00
		their decision-making styles	CC8: Facilitating client's	(2.5)
		Coaching practice 9	growth	
		Evoke client's awareness about	CC3: Establish and	13.00 – 15.30
		their self-development and	maintain agreement	(2.30 hrs.)
		progress	CC7: Evoke Awareness	
		• Invites the client to generate ideas	CC8: Facilitating client's	
		about how they can move forward	growth	
		and what they are willing or able		
		to do		
		Ask questions that help the client		
		explore beyond current thinking		
		Supports the client in reframing		
		perspectives		
		• Shares observations, insights and		
		feelings, without attachment, that		
		have the potential to create new		
		learning for the client		
		• Works with the client to integrate		
		new awareness, insight or learning		
		into their worldview and behaviors		
		Coaching Practice 10		
		Group activity to review all the three	All competencies	15.30 – 16.30
		parts; mindset, skills set (8 Core	highlighting	(1 hr.)
		Competencies, and tools set)		
		Recap and reflection of learning	All competencies	16.30 – 17.00
		experience	highlighting	(30 mins)



Asynchronized Learning: 3 Hours

Assignment 10: Taking the ICF Ethic Course:

https://learning.coachingfederation.org/diweb/catalog/launch/package/4/eid/11500513

Capturing learning from the practice and send it to the instructor before Phase 2 of the training.

Module 8: Mentoring Sessions: 10 Hours

Session	Module	Торіс	Format	ICF Core	Hour
				Competencies	
1		Observed Coaching	Group (Maximum	All	2
		Session and Feedback	10)	competencies	
				highlighted	
2		Observed Coaching	Group (Maximum	All	2
		Session and Feedback	10)	competencies	
		& Preparing for		highlighted	
		Performance Evaluation			
3	8 and 9	Observed Coaching	Group (Maximum	All	2
		Session and Feedback	10)	competencies	
		& Preparing for		highlighted	
		Performance Evaluation			
4		Observed Coaching	One-on-One	All	1.5
		Session and Feedback		competencies	
		& Preparing for		highlighted	
		Performance Evaluation			
5		Observed Coaching	One-on-One	All	1.5
		Session and Feedback		competencies	
		& Preparing for		highlighted	
		Performance Evaluation			
6		Observed Coaching	Group (Maximum	All	1
		Session and Feedback	10)	competencies	
		& Preparing for		highlighted	
		Performance Evaluation			

The 6 sessions are spaced out over 3-5 months.

Phase 2:



Day	Module	Торіс	ICF Core	Hours
,				7
One	Module 5/6	 Reviewing all core competencies The differences of coaching at ACC and PCC level. Expectations of demonstrating the core competencies at PCC level PCC candidate guide ICF Competencies Level Table Practice coaching & exchanging feedback (Recording the coaching conversations) Practice differentiating ACC level coaching and PCC level coaching 	Competencies All competencies highlighted All competencies highlighted All competencies highlighted	7 09.00 - 09.30 (30 minutes) 09.30 - 10.30 10.30 - 10.30 10.30 - 12.00 13.00 - 14.30 (1.5 hr) 14.30 - 16.30 (2 hr)
		 Assessing and providing feedback for the earlier recorded sessions) 		
		Learning Reflection: where are you in the journey to coaching at the PCC level.	All competencies highlighted	16.30 – 17.00 (30 mins)

Day 1 – 2: Synchronized Hours: Total 14 Hours

Asynchronized Learning: 3 Hours

Assignment 11: Read Appendix: The Change Playbook and answer the questions following each item. Page 24-34. Duration: 1.5 Hour. Capturing your learning from the experience and send it to the instructor before Day 1 (of Phase 2).

Assignment 12: Read: HCIICF2O18BuildingCoachingCultureforChange. Capturing learning from the practice and send it to the instructor before Day 2 (of Phase 2). Work Duration: 1.5 Hour.

Phase 2



Day	Module	Торіс	ICF Core	Hours
			Competencies	7
		The Five Steps of Change and the roles	CC 3: Establishing and	09.00-10.00
		of coach	Maintaining Agreement	(1 hr)
		1. Co-creating relationship		
		2. Discovering Change		
		3. Designing Change		
Two	M7	4. Driving Change		
		5. Sustaining Change		
		The Five Steps of Change and the roles	CC 4: Cultivating Trust	10.00 – 12.00
		of coach (continued)	and Safety	(2 hr)
		1. Co-creating relationship	CC6: Listening Actively	
		2. Discovering Change	CC7: Evoking Awareness	
		3. Designing Change	CC8: Facilitating Client's	
		4. Driving Change	Growth	
		5. Sustaining Change		
		Practice coaching with the following	CC6: Listening Actively	13.00 – 15.00
		case study	CC7: Evoking Awareness	
		Case study 1: Discovering the		
		client's needs for change		
		Case study 2: Supporting the client		
		to explore the environment		
		2.1. Exploring the leadership team		
		2.2. Exploring culture, process and		
		stakeholders		
		2.3. Exploring the managers team		
		 Debriefing and self-reflection 		
		Practice coaching with the following	CC6: Listening Actively	15.00-16.30
		case study	CC7: Evoking Awareness	
		Case study 3: Supporting the	CC8: Facilitating Client's	
		clients to design change	Growth	
		communication plan		
		Case study 4: Partnering with the		
		client to drive and sustain the		
		change		
		Learning Reflection: how PCC level of	CC 4: Cultivating Trust	16.30 – 17.00
		coaching supports the clients to	and Safety	
1 1			-	



	CC7: Evoking Awareness	
	CC8: Facilitating Client's	
	Growth	

Live Webinar: Once every week

Session	Торіс	Other Topic	ICF Core	Other	Total Hours
	On ICF Core		Competencies	Topics	17
	Competencies		12 Hours	5 Hours	
1	CC 3: Establishing and	Assessing your style of	2		3
	Maintaining Agreement	embracing change			
	and expected				
	behaviors				
	CC 4: Cultivating Trust		$\sim 0^{\prime}$		
	and Safety and				
	expected behaviors	C			
2	CC5: Maintaining	Assessing your listening	2	1	3
	Presence and expected	and analytical thinking			
	behaviors	style			
	CC6: Listening Actively				
	and expected				
	behaviors				
3	CC7: Evoking	Assessing your	2	1	3
	Awareness and	communication/Involving			
	expected behaviors	People styles			
4	CC8: Facilitating	Assessing your learning	2	1	3
	Client's Growth and	style			
C	expected behaviors				
5	CC2: Embodying	Assessing your agility	2	1	3
	Coaching Mindset and	style			
	expected behaviors				
6	CC1: Demonstrating		2		2
	Ethical Practices				

Self-Study: Total 24 Hours spacing out between weekly webinar



Asynchronized Learning: 3 Hours

Assignment 13: Coaching with client. Duration: 1.5 Hour. Capturing learning from the practice and send it to the mentor.

** At this point, each student starts the coaching conversation recording process to select the two recordings for performance evaluation. This will allow enough time for the students who need to send the retaken recording.

Assignment 14: Viewing core competency VDO – explaining expected behaviors of core competency 3. Capturing learning and send it to the mentor.

Asynchronized Learning: 3 Hours

Assignment 15: Coaching with client. Duration: 1.5 Hour. Capturing learning from the practice and send it to the mentor.

Assignment 16: Viewing core competency VDO – explaining expected behaviors of core competency 4. Capturing learning and send it to the mentor.

Asynchronized Learning: 3 Hours

Assignment 17: Coaching with client. Duration: 1.5 Hour. Capturing learning from the practice and send it to the mentor.

Assignment 18: Viewing core competency VDO – explaining expected behaviors of core competency 5. Capturing learning and send it to the mentor.

Asynchronized Learning: 3 Hours

Assignment 19: Coaching with client. Duration: 1.5 Hour. Capturing learning from the practice and send it to the mentor.

Assignment 20: Viewing core competency VDO – explaining expected behaviors of core competency 5. Capturing learning and send it to the mentor.

Asynchronized Learning: 3 Hours

Assignment 21: Coaching with client. Duration: 1.5 Hour. Capturing learning from the practice and send it to the mentor.



Assignment 22: Viewing core competency VDO – explaining expected behaviors of core competency 6. Capturing learning and send it to the mentor.

Asynchronized Learning: 3 Hours

Assignment 23: Coaching with client. Duration: 1.5 Hour. Capturing learning from the practice and send it to the mentor.

Assignment 24: Viewing core competency VDO – explaining expected behaviors of core competency 7. Capturing learning and send it to the mentor.

Asynchronized Learning: 3 Hours

Assignment 25: Coaching with client. Duration: 1.5 Hour. Capturing learning from the practice and send it to the mentor.

Assignment 26: Viewing core competency VDO – explaining expected behaviors of core competency 8. Capturing learning and send it to the mentor.

For more information, please contact us:

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