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## COURSE SYLLABUS

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# Coaching Essentials & Principles Certificate Program

*Coach Specific Training: 60 Hours*



**Designed and delivered by ICF credentialed Coach:**

**Atchara Juicharn, Ph.D., PCC**

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:*

- Internal Coach and Corporate Leaders
- Organizations who are creating coaching culture
- Leaders, Manager, Supervisors and People Managers at all levels
- HR as Coach
- CEO, C-suite and Executives

## *Learning Goals:*

- Able to explain distinctions of "coaching" and other disciplines
- Able to identify the eight ICF Core Coaching Competencies
- Able to understand and explain the eight ICF Core Coaching Competencies
- Able to demonstrate these Core Coaching Competencies through coaching practices
- Able to participate in giving and receiving feedback after coaching practices according to these competencies

### Program Structure:

The program consists of 60 hours of student contact hours and a weekly practicum that will lead to a certificate of completion.

- Student Contact Hours: 48 Hours (face-to-face)
- Weekly Practicum: 30 minutes practice with a peer (Total 2 hours) /webinar or phone
- Group classes practices & feedback: 2 hours each week/ 5 times (Total 10 hours).  
These group classes are limited to 6 - 10 people per group: (face-to-face or virtual live)

All hours are synchronized.

### 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 – 18 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 five formal practices and verbal feedback throughout the learning. At least three written feedback will be provided to each student. Some practices can also be *recorded* (with students' permission) so that instructor can precisely review and provide written feedback to support participants' continuous learning and growth.

### 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 80% of the total face-to-face time in the class.
- have at least five formal coaching practices & feedback sessions observed and assessed by the ICF accredited instructor.
- have at least three written feedback after the practice sessions assessed by the ICF accredited instructor.
- complete the 2 hours of self-study for the provided materials.
- complete the 2 hours of peer coaching practices outside of the classroom.

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

## 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.



Finally, this part will provide valuable guidelines for participants' preparation for the ACC path.

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

### Part 3: Coaching Tools

Part 3 contains the tools set for leaders and managers.



## Course Descriptions and Agenda

### Day 1 – 4: Total 32 Hours

Day	Part	Topic	ICF Core Competencies	Hours
One	Intro-	Welcome; Course Overview Introduction; Objectives of the Program	CC2: Embodies a Coaching Mindset	08.00 - 08.30 (30 minutes)
		Establishes and Maintains Agreements	CC3: Establishes and Maintains Agreements	08.30 – 09.00 (30 minutes)
	1	<ul style="list-style-type: none"> <li><b>Mindset of Coaching</b></li> <li>Introduce ICF</li> <li>Four groups of ICF Core Coaching Competencies – Overview of the 8 new Core Competencies</li> </ul>	All competencies highlighting	09.00 – 09.30 (30 minutes)
		<ul style="list-style-type: none"> <li><b>A: Foundation</b></li> <li>Competency 1: Demonstrates Ethical Practice</li> </ul>	CC1: Demonstrates Ethical Practices	09.30 – 10.30 (1 hr.)
		<ul style="list-style-type: none"> <li>What is Coaching?</li> <li>Distinctions between coaching, consulting, psychotherapy and other support professions</li> <li>Benefits of coaching</li> <li>Review exercises</li> </ul>	Coaching Definition and distinctions  CC1: Demonstrates Ethical Practices	10.30 – 12.00 (1.30 hr.)
	2	Introduction to all of the 8 Core Competencies and descriptions of the behavior statements.	All competencies highlighting	13.00 – 14.30 (1.30 hr.)
		<b>Embodies a Coaching Mindset</b> <ul style="list-style-type: none"> <li>How to remain aware of and open to the influence of context and culture or self and others</li> <li>Mentally and emotionally prepare for the coaching sessions</li> <li>Recap for Day 1</li> <li>Engages in ongoing learning and development as a coach</li> </ul>	CC2: Embodies a Coaching Mindset	14.45 – 17.00 (2.15 hrs.)
Day	Part	Topic	ICF Core	Hours

			Competencies	8
Two	2	Review Day 1's Content	CC1,2,3	08.00 – 08.30 (30 mins)
		<ul style="list-style-type: none"> <li><b>B: Co-creating the Relationship</b></li> <li>Establishes and Maintains Agreements</li> <li>Coaching Practice 1</li> <li>Guidelines of how to establish a verbal and written agreement</li> </ul>	CC3: Establishes and Maintains Agreements	08.30 -10.30 (2.hrs.)
		<ul style="list-style-type: none"> <li>Cultivates Trust and Safety</li> <li>Coaching Practice 2</li> </ul>	CC4: Cultivates Trust and Safety	10.30 – 12.00 (1.15 hr) 15 mins break
		<ul style="list-style-type: none"> <li>Maintain Presence</li> <li>How to maintain presence?</li> <li>What distract you?</li> <li>How to cope with distractions?</li> <li>Coaching Practice 3</li> <li>Develops and maintains the ability to regular one's emotions</li> <li>Day 2 Recap</li> </ul>	CC5: Maintains Presence  CC2: Embodies a Coaching Mindset	13.00 – 17.00 (3.45 hrs.) 15 mins break

**Assignment: Coaching practice with a peer outside the class: 30 Minutes (1<sup>st</sup> Time)**



Day	Part	Topic	ICF Core Competencies	Hours 8
Three	2	Review Day 2's	All competencies highlighting	08.00 - 8.45 (45 ins)
		<b>C: Communicating Effectively as a Coach</b>	CC6, 7	08.45 – 09.00 (15 mins)
		<ul style="list-style-type: none"> <li>Listen actively</li> <li>Practice listening to what the coachee is saying and not saying</li> </ul>	CC6: Listens actively	09.00 – 10.30 (1.30 hr.)
		<ul style="list-style-type: none"> <li>Review of CC2</li> <li>Maintains a mindset that is open, curious, flexible and coachee-centered</li> <li>Acknowledges that coachees are responsible for their own action</li> <li>Review of CC4</li> <li>Partners with the coachee to create a safe and supportive environment that allows the coachee to share freely</li> </ul>	CC2: Embodies a Coaching Mindset  CC4: Cultivates Trust and Safety	10.45 – 12.00 (1.15 hr.)
		<ul style="list-style-type: none"> <li>Evoke Awareness</li> <li>Tools to facilitate coachee's insights and learning</li> <li>Tool 1: powerful questioning</li> <li>Tool 2: Metaphor and analogy</li> <li>Tool 3: Silence</li> </ul>	CC7: Evoke Awareness	13.00 – 15.30 (2.30 hrs)
		Coaching Practice 4	CC 7	15.30 – 16.30 (1 hr.)
		Recap: Organize our thoughts	All competencies highlighting	16.30 – 17.00 (30 mins)

**Assignment: Coaching practice with a peer outside the class: 30 Minutes (2nd Time)**

Day	PART	Topic	ICF Core Competencies	Hours
Four	2	Review Day 3's	All competencies highlighting	08.00 – 08.45 (45 mins)
		<ul style="list-style-type: none"> <li><b>D: Cultivate Learning and Growth</b></li> <li>Transforming learning and insight into action</li> <li>Understand the differences of transactional goal and transformational goal</li> <li>Designing goals, actions and accountability measures</li> <li>Coaching Practice 5</li> </ul>	CC8	08.45 – 12.00 (3.15 hrs)
		<ul style="list-style-type: none"> <li>Partners with the coachee to close actions</li> <li>Supports the coachee's progress and successes</li> <li>Coaching Practice 6</li> </ul>	CC8	13.00 – 15.30 (2.30 hrs.)
		<ul style="list-style-type: none"> <li>Path to ACC</li> </ul>	All competencies highlighting	15.30 – 17.00 (1.30 hr)

**Assignment: Coaching practice with a peer outside the class: 30 Minutes (3rd Time)**

**Day 5-9: 10 Hours**

Day	Part	Practices and Feedback	ICF Core Competencies	Hours 10
Five	2	Small Group Practices	CC1,2,3,4,5, 6,7,8	2 Hours
Six				2 Hours
Seven				2 Hours
Eight				2 Hours
Nine				2 Hours

**Assignment: Coaching practice with a peer outside the class: 30 Minutes (4th Time):**

**Total: 2 Hours**

**Day 10-11: 16 Hours**

Day	Part	Topic	ICF Core Competencies	Hours 8
Ten	3	Review of Mindset and all of the 8 core competencies	All competencies highlighting	08.00 – 10.20 (2.20 hrs.)
		<ul style="list-style-type: none"> <li>Review of Evoking Awareness</li> <li>Introduction into Coaching Tools for Leaders and Managers</li> </ul>	CC7: Evoke Awareness	10.20 – 12.00 (1.40 hrs.)
		<ul style="list-style-type: none"> <li>Tool 1: Evoking coachee's awareness about their way of thinking, values, needs, passion, and beliefs</li> <li>Coaching Practice 7</li> </ul>	CC7: Evoke Awareness	13.00 – 15.30 (2.30 hrs.)
		<ul style="list-style-type: none"> <li>Tool 1 (Continued)</li> <li>Partners with the coachee to design goals and actions</li> <li>Coaching Practice 8</li> </ul>	CC7: Evoke Awareness  CC8: Facilitate Coachee's Growth	15.30 – 16.30 (1 hr.)
		Recap of Day 10	All competencies highlighting	16.30 – 17.00 (30 mins)

Day	Part	Topic	ICF Core Competencies	Hours
Elev-en	3	Review of Day 10	All competencies highlighting	08.00 – 08.20 (20 mins)
		<ul style="list-style-type: none"> <li>Tool 2: Evoke coachee's awareness about their self-development and progress</li> <li>Invites the coachee to generate ideas about how they can move forward and what they are willing or able to do</li> <li>Ask questions that help the coachee explore beyond current thinking</li> <li>Supports the coachee in reframing perspectives</li> <li>Coaching Practice 9</li> </ul>	CC7: Evoke Awareness	08.20 – 12.00 (3.40 hrs.)
		<ul style="list-style-type: none"> <li>Tool 2 (Continued)</li> <li>Shares observations, insights and feelings, without attachment, that have the potential to create new learning for the coachee</li> <li>Works with the coachee to integrate new awareness, insight or learning into their worldview and behaviors</li> <li>Coaching Practice 10</li> </ul>	CC7: Evoke Awareness  CC8: Facilitate Coachee's Growth	13.00 – 15.30 (2.30 hrs.)
		Group activity to review all the three parts; mindset, skills set (8 Core Competencies, and tools set)	All competencies highlighting	15.30 – 16.30 (1 hr.)
		Recap and reflection of learning experience	All competencies highlighting	16.30 – 17.00 (30 mins)

For more information, please contact us:

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