

BECOMING A CERTIFIED

# PROFESSIONAL COACH

ONLINE-LIVE FORMAT

A course that strictly follows the ICF Coaching Competencies and Ethics



COACHING SPACE  
INSTITUTE



## CONTACT

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# WHAT IS COACHING

Over the years, Coaching has been defined in many ways, however, no matter the definition, key concepts are to be observed. Such concepts are:

- Coaching is a process of supporting people to achieve their objectives.
- Coaches accompany clients from their current state to a desired state, supporting them to overcome potential obstacles that they may encounter throughout their journey.
- Coaches listen and ask questions that invite clients to reflect and reconnect with their full potential.
- Coaching is results oriented.
- Clients are whole and full of resources.

The International Coach Federation (ICF) defines coaching as a "partnering process with clients in a thought-provoking and creative process that inspires them to maximize their personal and professional potential."

A more detailed definition of coaching that ICF provides was published in 2007: "Professional coaches provide an ongoing partnership designed to help clients produce fulfilling results in their personal and professional lives. Coaches help people improve their performances and enhance the quality of their lives. Coaches are trained to listen, observe, and customize their approach to individual client needs. They seek to elicit solutions and strategies from the client, and they believe the client is naturally creative and resourceful. The coach's job is to provide support to enhance the skills, resources, and creativity that the client already has."

(International Coach Federation, 2007).





## FOR WHOM IS THIS COURSE

This course is for you if you:

- Wish to make coaching your profession and support people and organizations to improve their results and their general well-being.
- Seek to develop yourself on a personal and / or professional level.
- Are a leader that wants to develop your team members and help them achieve professional excellence. More and more today, the transformational leadership style is becoming a recognized core competency in Organisations. Transformational leaders focus on developing human potential, by identifying areas that need improvement and using coaching skills to transform challenges into opportunities and to empower employees by connecting them with their internal resources.
- Work in Talent Development and Training within your company and apply coaching skills in your role.
- Broaden your range of professional alternatives, acquiring new knowledge and developing new skills that will add value to your CV, enabling you to find a position more aligned with your potential, or to undertake a new venture on your own.
- Desire all of the above with an established Organisation, without additional travel and accommodation expenses. Enjoying the learning experience from the comfort of your own home or office.

# WE WILL JOIN YOU IN THIS JOURNEY



## ALEX KHRAPOV

### MCC ICF COACH AND MENTOR

- PhD (Theoretical Nuclear Physics)
- MCC ICF (Master Certified Coach of International Coach Federation)
- Official ICF Mentor Coach
- MT ATD (Master Trainer for Association of Talent Development)
- 32 years of Entrepreneurial Experience
- CEO and Master Trainer of Headway Coaching Group
- Speaker of ICE ATD conferences 2015, 2016 and 2017



## ALEXA SMITH

### PCC ICF COACH AND MENTOR

- Certified ITA trainer, (John Grinder, Carmen Bostic and Michael Carroll) for the NLP Practitioner Classic and New Code NLP
- Co-trainer Master NLP Practitioner Course.
- Certified MHS (Multy Health System) trainer for the EQ-i 2.0 and EQ360 course for assessing and developing Emotional Intelligence. - ICF CCE course.
- Course Director: Emotional Management of Difficult Conversations, Assertive Communication, Group and Team Coaching, Emotional Intelligence.

# ABOUT THE PROGRAMME

The Certification Program in Professional Coaching, in Online-Live format, offers you high-quality personalized training that respects all the requirements of the International Coaching Federation (ICF). With this Certification, you can obtain your certification as a Professional Coach via the ICF ACC or PCC Portfolio.

You will learn and develop your skills as a Professional Coach in a high-quality environment where we put at your disposal all our experience as Coaches and mentors certified by the ICF.

## Diversity and Creativity

In order to identify and create your own coaching style, it is important to look at various ways of coaching. Throughout the course you will have the opportunity to observe coaching sessions demonstrated in live sessions by various trainers, each bringing their unique way of working with clients, while respecting the key competences and the ICF code of ethics.

## Individual Support

We know how important feedback and support is, for the good integration of the acquired concepts, in order to successfully put them into practice. For this reason, apart from the theoretical classes and group practices, a trainer guides you in a personalized way, offering you support at all times.

## Experiential Learning

We believe that the difference, that makes the difference, between Coaches is the experience of applying the acquired knowledge. In fact, we want you to learn the concepts in an experiential way throughout the course, by practicing and living the coaching process yourself. For this reason, more than half of the course consists of putting the presented concepts into practice.

## Group and individual mentoring

The application of the Coaching Core Competences is an element that transforms a Coach into a Professional Coach, therefore throughout the course we offer hours of mentoring, both at a group and individual level.



## SPACE COACHING MODEL

We believe that Coaching is all about creating a space where clients can embark on a journey of self-discover, establishing links with their resources in a safe and yet challenging environment, where they can stretch their boundaries, in order to achieve their objectives and personal and professional excellence in their desired areas of focus. As coaches, we want to create a space where clients tap into the best version of themselves, where they reconnect with their internal force, where they feel empowered to take the necessary steps towards their desired outcomes.

Our coaching model "SPACE" has a person-centered approach, emphasizing the needs of the individual and the support that we can offer clients to realize their fullest potential. We support the idea that people have the capacity to grow, develop; and reach their highest potential. The model is composed of five dimensions:

### **S: Setting the stage**

This stage is all about creating a relationship of trust and respect with our clients, upon which, the rest of the coaching process can easily unfold.

### **P: Presence**

If the first step is about creating the relationship, this step is about maintaining it. It is about our presence as a coach, the necessary skills and tools that we need in order to be successful in supporting the transformational processes of our clients. It's about being centered, so that we can ground the client into a more resourceful mind set.

### **A: Awareness and attention**

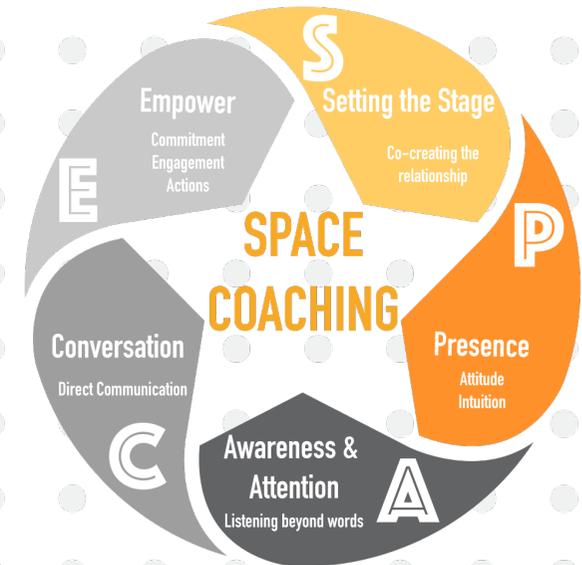
This stage of coaching is all about listening and creating the space where clients can feel comfortable in sharing their thoughts. It is about communicating from the space of silence, in order to create new experiences for our clients and promote learning.

### **C: Conversation**

The language of a coach sounds simple, yet not easy. This dimension of our model dives into key coaching elements, such as, clean communication, powerful questions, metaphors and feedback that will enable clients to tap into their creative and resourceful mind.

### **E: Empower**

Coaching is all about reconnecting the client with their power to take control of their decisions, their lives and their dreams. This dimension enables coaches to reconnect their clients with their full potential and take fearless actions towards their goals.



Coaching as a field that is rapidly growing. More and more people approach coaches to support them to achieve their objectives and make their dreams become a reality. This chapter is all about the first steps that you will take in this coaching journey and about how to co-create a space of trust for your clients. Creating the relationship is the container within which the coaching process and the coaching conversations will occur.

#### Learning Goals:

We want you to have clarity about what coaching is, its applications and how did we come to have this development field of activity.

The objective of the course is to enable you to build the foundation, a space where the coaching process will unfold, permitting change to occur for your clients.

#### You will learn:

- Definitions of coaching.
- The history of coaching.
- Setting the Stage and co-designing the client/coach relationship.
- How to create a common space of confidence and mutual respect.
- How to establish the intention for the session and also, identify and align this with your client's intention.
- How to build trust with your clients whilst framing the boundaries within this space.

# THE COURSE CONTENT

## MODULE 1

### THE FUNDAMENTALS OF COACHING



Coaching is a never-ending journey, in which both client and coach embark on a continuous process of learning. The first contact with coaching, through a training course or Certification process, can provide participants with so much wonderful new information which, if not well structure, valuable insight can be lost. We believe that professional coaches have clearly defined their destination and that we accompany them in discovering the skills and resources necessary to arrive fully prepared.

### Learning Goals:

In this chapter we will provide you with a clear perspective of the entire coaching process, from the first contact with your client, to the last session. We will then go ahead and dive into the details of how to coach. You will gain clarity of WHAT happens during a coaching process, so that you can feel comfortable to move towards HOW to gain the expertise to become a successful professional coach.

### We will explore:

#### *Discovery session:*

- How to successfully create a solid foundation upon which the Coaching relationship is built from the first session with the client.
- Establish trust and credibility.
- Co-Design the Coaching Alliance.
- Identify and establish the client's objective and ways to measure progress.
- Identify essential elements for the Coaching process such as values, vision and life purpose.

#### *Flow of a coaching session* – Step by step learning about what exactly happens during a coaching session:

- Efficiently use key concepts in coaching: vision, goals, agenda and tasking.
- Keep track of multiple topics that clients may bring into the coaching space throughout the coaching process.
- Align client's goals with a greater purpose.
- Review the established agenda and the progress towards a specific goal.
- Co-define actions and the power of tasking.
- Narrow the attention of your clients towards a future orientation.

#### *Ethical guidelines* - Learn the key competencies that professional coaches demonstrate, the ethics of their work and how they work,

- What coaching is not and where do the boundaries of coaching end.
- The difference between coaching and other means of support.
- Different coaching trends.
- When to refer a client.

# THE COURSE CONTENT

## MODULE 2

### THE PROCESS OF COACHING AND THE PRESENCE OF THE COACH

## PRESENCE

Professional coaches manage their own state in a variety of circumstances, whilst being flexible to act in many different ways along the emotional curves that clients may face throughout the process. By understanding how to best manage your own emotional state, you will be able to support your clients in doing the same.

### Learning Goals:

Our objective is to provide you with practical tools and knowledge that will enable you to coach from empathy, to maintain your inner state in difficult moments and transmit confidence and professionalism to your clients.

### You will learn:

- About the coach-state and how to achieve it.
- How to remain empathetic avoiding a state of sympathy
- How to work with internal saboteurs, paying attention instead to the voices of resources and empowerment.
- How to shift from a problem-oriented to solution-oriented mind set.

## INTUITION

When a Coach effectively uses and shares their intuition, this can lead to a deepening or a change in the conversation. The great gift of coaching is that we can freely share our intuition with our clients.

### Learning Goals:

At the end of this module you will be able to use your intuition efficiently and within the Coaching Space to be able to effectively highlight the client's blind spots and communicate them in a way that promotes new learning and a new experience.

### You will learn:

- How to deepen the connection with your intuition.
- How to communicate in an efficient way.
- How to use your intuition to leverage insight and learning, whilst respecting your client's boundaries.

# THE COURSE CONTENT

## MODULE 3

### THE PRESENCE OF THE COACH





# THE COURSE CONTENT

## MODULE 4

### AWARENESS AND LISTENING

#### AWARENESS

Silences are necessary to allow the coachee time to think and for the coach to actively listen. Silence is in fact a powerful coaching skill that takes time to master, as our natural reaction to silence is to fill it, thinking we're putting the coachee at ease, like we do in everyday conversation. In coaching silence is golden.

#### Learning Goals:

By the end of this topic you will know when to use silence and how to use it to increase insight and learning for your client.

#### You will learn:

- How to feel comfortable with the response "I don't know"
- How and when to maintain the silence.
- How to promote further discovery for your clients and how to create a space of trust and comfort when nothing is being said.

#### LISTENING

The biggest gift we can give someone is to really listen to them and to really make them feel heard. We were all taught, from when we were little, that we "need to listen" but in the majority of cases we were not trained or coached in how to listen.

#### Learning Goals:

Listening as a coach is very different from normal, everyday listening. Our objective is to enable you to learn how to listen as a coach, that is, to listen with an intentional focus.

#### You will learn:

- The differences between Intention and Attention.
- How to listen as a coach.
- Best practices in listening beyond words.
- What are the most common lapses in listening during a coaching session and how to become aware of them.
- How to demonstrate full attention to your client and really stay focused on the entire system of the client.
- What are the levels of listening in coaching and how to use them effectively.

Coaching is all about conversations. When coaches work with clients, they simultaneously attend to three aspects of coaching: building and maintaining the relationship, the overall process of coaching (its goals, framework, and expectations), and the coaching conversations that occur.

### **Learning Goals:**

At the end of this module, you will know how to move between topics without losing the flow of the conversation, how to keep the focus on the most relevant topics for your client within the coaching conversation, how to delve into the meaning of the message and how to move from the ambiguity to clarity.

### **Conversation for awareness. – You will learn how to:**

- Create the client's current picture of reality.
- Make a difference between stories and facts
- Shift your client's perception.
- Co-design a new landscape for your client
- Connect clients with their inner resources and full potential, inspiring them to move forward.

### **Conversation for Choice – You will learn:**

- How to create a clear image of the desired outcome.
- The differences between Vision, Objectives, Agenda, Tasks.
- Generate options to increase choice.

### **Conversations for Trust – You will learn how to:**

- Increase your client's perspective through a 360 lens of reality.
- Boost client's confidence in their own abilities and skills to overcome external challenges.
- Create a positive outlook of the future for your clients.

# THE COURSE CONTENT

## MODULE 5

## COACHING CONVERSATIONS





# THE COURSE CONTENT

## MODULE 6

### WELL FORMED OUTCOMES

Clients want to hire a coach because they have something in their mind that they want to achieve, and during this module we will pay detailed attention to HOW we can facilitate that process for our clients by supporting the client to design well-formed outcomes.

#### **Learning Goals:**

At the end of this module you will have the necessary knowledge and competency to establish well formed outcomes for your client, a specific agenda for the session and also to link objectives to the client's values.

#### **Conversation for Choice – You will learn:**

- How to set different types of coaching goals for your clients: goals for learning, for performance and for fulfillment.
- How to increase flexibility and creativity in your clients, so that they can overcome the obstacles that they may encounter on their journey.
- How to explore their dreams and goals and align them with a bigger vision.
- How to identify incongruity and successfully reconnect clients with their resources.
- How to make sure your client's goals are congruent with their inner and external world.
- Different techniques of setting goals (GROW, SMART, OSCAR)

# THE COURSE CONTENT

## MODULE 7

### KEY COMPETENCIES IN COACHING CONVERSATIONS

#### POWERFUL QUESTIONS

Coaching takes place in the space of a conversation that unfolds your client's internal world, in order to gain more resources towards a desired goal. Above all, questions are the intersection between language and learning.

#### Learning Goals:

The language of a coach sounds simple, however, it is not easy. By the end of this module you will be able to use coaching language that encourages depth of thinking, introspection and that challenges your client's ways of thinking.

#### You will learn:

- What are powerful questions and how to use them intentionally and therefore effectively.
- How to use questions that open up new perspectives and promote learning.
- How to never run out of questions, so that you can stay 100% focused on you client.

#### FEEDBACK

Feedback is an essential feature of learning and change.

#### Learning Goals:

Coaches are truth tellers. By the end of this lesson you will know exactly how to share the truth of the client's situation in a constructive and empathetic way that promotes learning and growth.

#### You will learn:

- How to use feedback to bring clarity to your clients
- How to directly, but respectfully, communicate observations about opportunities, gaps, strengths and possibilities that clients don't see
- How to use the best practice of giving feedback within the coaching space
- How to use assertiveness and empathy together.
- How to provide feedback that lands with the desired intention.
- How to shift the perception of the client about their own limitations.

#### METAPHORS

Metaphors are the door to the infinite possibilities. They are the words that open the door to the unconscious mind. They are the road that leads to the place where clients can reconnect with their inner resources, their values and where they can empower themselves in a transformative way.

#### Learning Goals:

By the end of this lesson, you will be able to create meaningful metaphors, to stimulate your client's creativity and to build coaching conversations based on the metaphors provided by your client.



# THE COURSE CONTENT

## MODULE 8 - EMPOWER

Coaching is all about bringing to light the power that rests within the client. It's about making them see opportunities that they've never seen before and supporting them in ways that they feel complete and full of resources.

### Learning Goals:

By the end of this module you will be able to support your clients to take fearless steps towards achieving their desired dreams in ways that are congruent with themselves and their system.

### You will learn:

- How to keep your client focused on their strengths
- How to increase your client's motivation to achieve their goals.
- How to support the clients identify the Signature Strengths.
- The stages of change and implementation within a coaching process.
- The stages that a client can go through during a coaching process and how to approach the situation at each step.
- How to co-define meaningful actions that will lead to change and how to support your client to maintain those changes.
- How to move from conversation to effective actions that promote learning and progress.
- How to co-design strategies with your client to achieve their dreams.
- How to earn their commitment to implement changes.
- How to hold your clients accountable for defined actions and how to track results and celebrate achievements.

## 1) FACILITATE LEARNING AND CHANGE

In the space of coaching clients can bring different wishes or desires and as coaches we need to use our flexibility and creativity in order to best accompany our clients in their journey.

### Learning Goals:

By the end of this module you will be able to facilitate learning and change that is congruent and aligned with your client's own life purpose. You will be able to transform limiting beliefs into powerful resources.

### You will learn how to support your clients:

- Set congruent objectives.
- Define their vision and life purpose.
- Increase their confidence.
- Transform limiting thoughts into empowering ones.
- See things from different perspectives and find ways to achieve their dreams.

## 2) WORKING WITH BELIEFS

Beliefs are one of the most fundamental levels of change and learning. They are the key components that influence our experience of life in general. They determine how we give meaning to the events that we experience. They are at the base of our motivation. They influence our behaviour and many times they are called "our limitations".

### Learning Goals:

By the end of this module you will have the necessary skills to identify limiting beliefs in your clients even if they are not made explicit during the coaching conversation. You will also have the necessary knowledge and practice to transform limitations into opportunities for growth and progress.

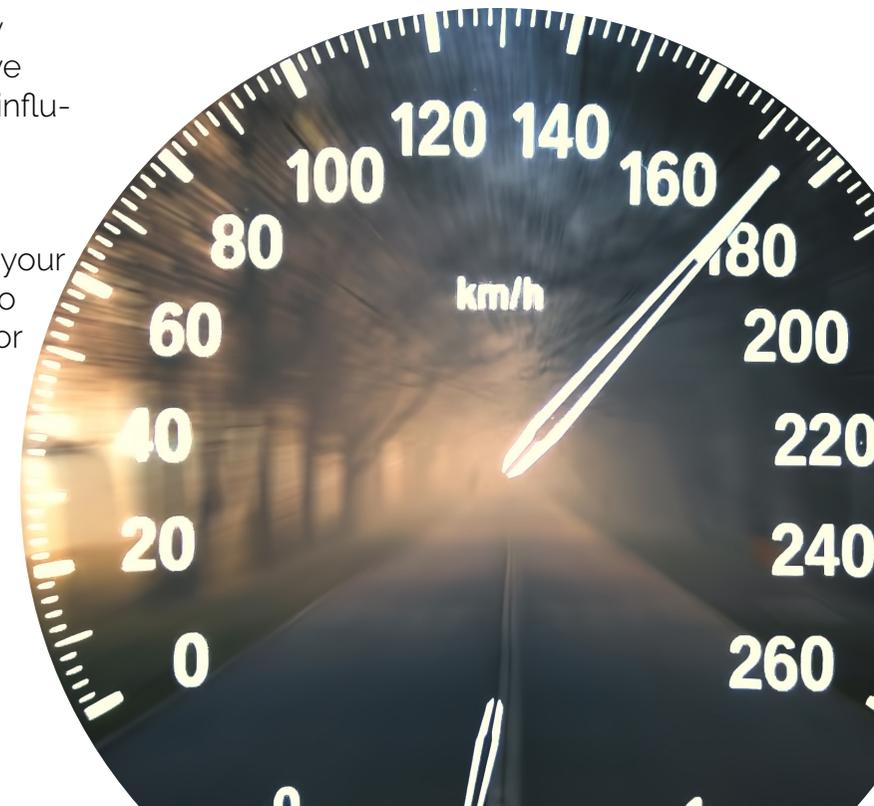
### You will learn how to:

- Identify limiting beliefs.
- Transform limiting thoughts into potential and empowering ones.
- Move your client forward by overcoming those limitations and use them to their favor.

# THE COURSE CONTENT

## MODULES 9 AND 10

## ADVANCED COACHING SKILLS



# THE COURSE CONTENT

## MODULE 11

### THE LIVING BROCHURE AND EMOTIONAL INTELLIGENCE APPLIED TO COACHING



#### 1) THE LIVING BROCHURE

The next normal question of a recently certified coach is "How do I get clients?". Half of this module is dedicated to the coaching conversations that support us transform a simple conversation into a future coaching process. In fact we say that the best way to sell coaching is by coaching. Therefore in reality, the selling process of coaching services is through direct coaching demonstration where the coach acts as a living brochure.

#### Learning Goals:

By the end of this class you will feel equipped with the necessary skills to conduct an intake session by coaching your future clients.

#### You will learn about:

- What is an intake session and what are the best practices.
- The format of an intake conversation that turns potential clients into real clients and coaching processes.
- How to create a synergistic and harmonious relationship that will lead to a successful coaching alliance.

#### 2) EMOTIONAL INTELLIGENCE APPLIED TO COACHING

Every decision that we make, every experience and every wish that we have has an emotional component. Therefore coaching without understanding the role that emotions play in our client's goals, from our experience sometimes falls short. Therefore we hope that all coaches are emotionally intelligence hence every client is first a being that lives their life through emotional experiences.

#### Learning Goals:

By the end of this module you will have a clear understanding of what Emotional Intelligence is and have a strong foundation for working with emotional aspects of your clients to empower them achieve their goals and achieve well-being in general in their lives.

#### You will learn about:

- What EI is, the components of EI, the history of EI and it's impact when working with clients.
- How to empower your clients and support them move forward.
- Work with key topics related to emotional aspects such as assertiveness, demotivation, confidence.

A woman with long dark hair, wearing a light blue button-down shirt, is shown from the chest up. She is looking slightly to her right and speaking, with her hands raised and fingers spread in a gesturing motion. She is wearing a silver watch on her left wrist. The background is blurred, showing what appears to be an office or meeting room setting.

# THE COURSE CONTENT

## MODULE 12

### COACHING PRACTICUM

This module is exclusively dedicated to the Coaching Certification Evaluation Session and to Coaching practice.

In this module you will be able to deeply integrate all the concepts presented along the course.

Even if the entire course is based on practice, during this module you will be able to bring all the learned concepts together so that you can flow in the moment of whatever emerges during a coaching session.

The Coaching Practicum consists of a 20 to 40 minutes coaching practice with one of your colleagues where you will be required to demonstrate the good application of key Core Competencies presented along the course.

A detailed feedback will be received, which is a great opportunity for you to master your coaching skills even further.

# THE COURSE CONTENT

## MODULE 13: PUTTING IT ALL TOGETHER



This module is dedicated exclusively to coaching practice and setting individual next steps prior to the certification process.

We love to create the space where participants can share their takeaways, their ideas, their future steps and commit to an action plan that supports them in their future career as Professional Certified Coaches.

# COURSE DISTRIBUTION

## 13 WEEKENDS



Weekend format, bi-monthly. Each module consists of two days of training, half a day.

## COACHING PRACTICE



Coaching practices to be done with real clients for which you will have the support of your mentor coach.

## 97.5 HOURS LIVE CLASSES



Online-live hours accompanied by a trainer. You will learn the concepts of Professional Coaching, you will practice and attend the coaching sessions presented by the trainers.

## 6 SELF-STUDY MODULES



The modules are available on our online learning platform. You will listen to recorded coaching sessions with real clients, learn about ethics and coaching core competencies and you can submit your own coaching sessions for valuable feedback.

## 10 MENTORING HOURS



7 hours of group mentoring and 3 hours of individual mentoring with your mentor coach in which you will consolidate your learning, deepen the key skills of Coaching, receive support and feedback for your coaching sessions, etc.

## COURSE MATERIAL



You will have access to a complete course manual (140 pages), Workbook, Presentations and additional material available on the self-learning platform. Class recordings are also available if we receive the consent of all participants.

At the end of the course you will get your "SPACE Professional Certified Coach" certificate consisting of 125 coaching training specific hours.

# ABOUT THE CERTIFICATION

## REQUIREMENTS TO OBTAIN YOUR CERTIFICATE:

**01**

Participate in all the online-live modules on the established dates.

**02**

Carry out the 10 hours of mentoring sessions and send us 6 audio recorded coaching sessions for review and feedback.

**03**

Complete the 6 modules available on the self-learning platform including the final written certification exam (available in module 6).

**04**

Coaching Practicum

It consists of a final live coaching session, with one of your colleagues that is observed by the trainers, during Module 12 of the online-live classes.

## CONTACT

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