



ACCREDITED COACH TRAINING PROGRAM

Professional Coach Training

CERTIFICATION PROGRAM GUIDE

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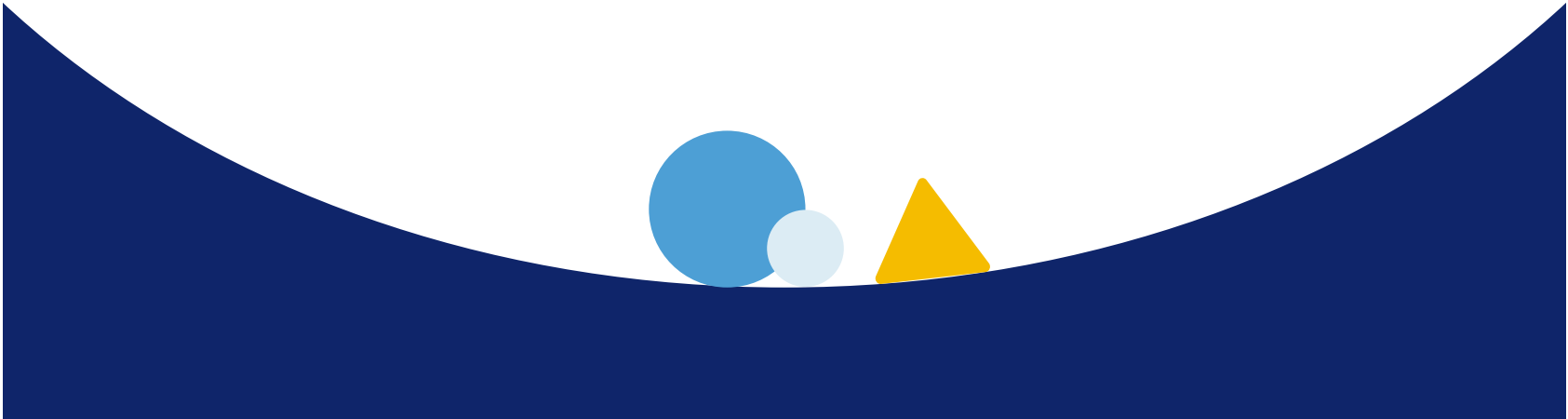
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Program Overview

Offered by iPEC, this exciting and transformational program is designed to support participants in developing advanced coaching and leadership techniques and abilities based on the unique principles and skills that encompass iPEC's proprietary Core Energy Coaching™ process.

iPEC is at the forefront of the coach training profession. The Coach Training Program (CTP) is accredited through the International Coach Federation (ICF) and is offered at various locations worldwide. Participants who attend the CTP are among the most highly skilled coaches in the world and are often sought after for a variety of positions.

Job titles for an entrepreneur utilizing iPEC certification include:

- Life Coach
- Health and Wellness Coach
- Relationship Coach
- Finance Coach
- Executive Coach
- External Coach

Job titles for a person utilizing iPEC certification within an organization include:

- Internal Coach
- HR or OD Specialist or Coach
- Leadership Coach
- Executive Coach
- Manager, Supervisor, or Director
- and others

Learning Objectives

Upon successfully completing the CTP, participants will have acquired coach-specific skill training, including theory and philosophies, professional standards of conduct, and specific training in order to be effective coaches as entrepreneurs or as employees in a corporate setting.

- Effective Communication
- Emotional Intelligence
- Diversity Awareness
- Goal Setting
- Accountability
- Ethics
- Work/Life Balance
- Delegation
- Conflict Resolution
- Leadership Development
- Strategic Planning
- Marketing
- Public Speaking
- Sales

Outline of Modules/Instruction

There are two phases to iPEC's Coach Training Program.

Phase One offers the Core Energy Coaching™ curriculum, which gives you a firm foundation in both traditional and transformative coaching skills. This is combined with Energy Leadership™, a process that supports deeper shifts in awareness and consciousness.

Phase One is structured around live classroom trainings, which are delivered in three separate weekend modules (Friday through Sunday), (Saturday through Monday in GST time zones only) or three separate weekday modules (Tuesday through Thursday), positioned about twelve weeks apart. In between these live trainings, students have the opportunity to learn new material and expand on previously learned concepts through webinars, online coursework, and coaching over the phone.

Most students, on average, spend 5-10 hours per week on coursework and can earn their first two certifications (CPC and ELI-MP) in about eight months.

Phase Two is when our students demand the highest level in coach training and look for an even deeper and more precise level of development so they can continue to coach at the highest level in the industry. CORE Dynamics™ brings the most elite curriculum of world-class coaching skills to our students. In this phase of the program, you will earn your third certification, as well as gain coach access to the SCOPE™ Mobile Assessment App, where you can view your clients' assessments.

CORE Dynamics™ is a comprehensive approach for raising energy and maximizing performance in four specific areas: Leadership, Performance, Transitions, and Wellbeing. When used with clients, this advanced method facilitates significant and efficient energy shifts, both in the moment and after the fact. These energy shifts have a major impact on the client's overall performance at home, at work, at play, and in any and all aspects of their life.

*Phase Two is self-paced and can be completed
in about three months.*

TRAINING PHASE I:

Certified Professional Coach

Module I: Life & Leadership Potentials Training

Life & Leadership Potentials Training gives participants the opportunity to experience the power of the Core Energy Coaching™ process first hand, and provides practical knowledge about how to utilize its potential in many aspects of work and life. To help participants “walk the talk,” we’ve designed a program that not only teaches transformational coaching skills that can be used with oneself and others, but also significantly advances personal and professional growth.

Each of us has a belief system that runs our lives. Unfortunately, many people’s belief systems don’t help them reach their potential on the job or at home. Fortunately, belief systems come with a warranty—if you don’t like yours, you can return it and replace it with one that works better for you.

At Life & Leadership Potentials Training, participants will learn:

- Coaching skills to empower and engage others
- Mind-expanding theories
- High performance concepts and core Foundation Principles
- Powerful tools

The curriculum is designed to help participants create new belief systems which will support them in creating choices and possibilities that will bring about powerfully different results. And, because participants not only learn, but practice, the Core Energy Coaching™ skills throughout the last day of the module, by Sunday, Monday (GST time zone), or Thursday afternoon they’ll have the confidence to use what they’ve learned the very next day to immediately and positively impact others, in addition to the relationship with oneself. Participants receive a digital workbook for use during the weekend training, seven days prior to training, and Part 1 of iPEC’s Coach Training Manual after the training is concluded.

You can ***begin to impact change at your organization and/or accept clients after Module I*** and those experience hours can be applied to your ICF credential.

Core Skills/Topics *Coaching and leadership skills in the following areas:*

- The 7 Levels of Energy and the Energetic Self-Perception Chart
- Listening and communicating more effectively
- Motivating, inspiring, and influencing others for optimal performance
- Managing challenges/feedback with tact and insight
- Focusing on the connection between internal and external visions
- Creating autonomy and accountability
- Developing the tools to become a positive change agent
- Increasing client engagement, satisfaction, and service levels
- Implementing clear, simple, and highly effective goal achievement and planning processes
- Creating buy-in

Additional Topics

- Awareness of one's own and others' perceptions
- Various foundation and leadership principles for challenging current perceptions and conditioning
- The human conditioning process
- Understanding the four internal blocks to success



Success Coach Program

After Module I, participants have the option to work with an iPEC Certified Success Coach (Included in your tuition). Using iPEC's own tools and principles, your Success Coach will help you gain clarity about what success looks like to you as a coach. You'll experience deep and transformative shifts to stay connected, focused, and accountable to your long-term goals.



Module II: Core Transformation

Module II builds upon everything you learned in the first module. The second module covers many of the most common client concerns, questions, and issues that you might encounter during your coaching experiences.

Through a variety of practices and experiential exercises, coaching skills are developed, enhanced, challenged, and refined. Part 2 of iPEC's Coach Training Manual will be digitally available seven days prior to Module II. Between Mod II and Mod III, you gain access to a library of resources around different coaching niches and begin to explore your unique coaching specialization and path.

Module III: Breakthrough Coaching

As you progress through this advanced module, new and deeper opportunities are provided for you to demonstrate, and apply, life-changing empowerment skills within a variety of coaching settings and circumstances. Part 3 of the Coach Training Manual will be provided digitally seven days prior to this module.

Core Skills/Topics covered in Module II and Module III

Psychological Aspects Inside and Outside of the Coaching Process:

- Deep understanding of what drives a client's perceptions and how those perceptions drive behavior/actions and outcomes
- The Critical Success Factors that drive engagement and performance
- Working through resistance
- The solution focused approach
- The iPEC Coaching Performance Success Model

Advanced Coaching Processes:

- Building commitment and motivation through buy-in
- Coaching critical success factors (including mental, emotional, social, spiritual and other elements) into alignment for optimal performance
- Raising a client's energy
- Creating effective change
- Coaching for contingencies and safety nets
- Identifying the client's core agenda
- Continued learning/expert coach development
- Advanced work on removing energy blocks
- Coaching the whole person
- Breakthrough laser coaching
- Mastering the Energy Leadership™ Index Assessment, debrief, and approaches

Additional Topics

- Help participants “walk the talk” in all aspects of life
- Provide a powerful framework for efficient and effective communication

Business Development and Support

After Module II, participants have the option of taking the Quick Start: Getting Your First Clients program. This program provides extensive education in marketing, branding, niching, and selling as a coach. Participants will work through a practice development manual, webinars, Q&A sessions with a seasoned Business Development Coach, and an extensive audio library filled with lessons on how to generate more leads, close more sales, and even expand business with new revenue streams. The webinars may be completed as many times as desired.



Sequence and Frequency of Training Sessions

Module I

30 hours of live class instruction over a 3-day period

Concurrently following Module I

- Weekly recorded webinars for 12 weeks (90-minute webinars, plus up to 30 minutes of FAQ's answered by the Trainer on the webinar topic)
- Live peer group work for total of 6 sessions over 12 weeks (one hour sessions)
- Weekly coaching practice for 12 weeks (two hours total per week)
- Monthly mentor coaching work for 2 sessions (one 30-minute session per month)
- Success Coach kickoff webinar (one 30-minute session)
- Begin individual Success Coach sessions (three 30-minute sessions over 8 months)
- Reading materials as self-study

Module II

30 hours of live class instruction over a 3-day period

Concurrently following Module II

- Weekly recorded webinars for 12 weeks (90-minute webinars, plus up to 30 minutes of FAQ's answered by the Trainer on the webinar topic)
- Weekly coaching practice for 12 weeks (two hours total per week)
- Live peer group work for total of 6 sessions over 12 weeks with the same group (one hour sessions)
- Monthly mentor coaching work for 3 sessions (one 30-minute session per month)
- Access to specialty track training resource as self-study
- Reading materials as self-study
- Success Coach (second of three 30-minute sessions)
- Take the Energy Leadership™ Index Assessment, results to be delivered in Mod III

Module III

30 hours of live class instruction over a 3-day period

Concurrently following Module II

- Complete any outstanding webinars, group, and coaching practice
- Final (6th) mentor coach session (one 30-minute session per month)

Additional Requirements

In addition to the interactive coursework listed above, you'll also:

- Read *Energy Leadership* by Bruce D Schneider to further develop your knowledge and write a book report to reflect on the information you read and how it applies to you.
- Complete three workbooks as an extension and connection of the live modules, to further develop you as a coach.
- Complete ten complimentary coaching sessions to give prospective clients a taste of what coaching is and what it could do for them.
- Complete five Energy Leadership™ Index Assessment debriefs with your peer coaches. (Optional for CPC, required for ELI-MP)
- Submit a self-administered course review. The review is designed for you to reflect and assess the mastery of the concepts and content presented in the program. It's self-paced and provides opportunities for you to increase your understanding of any concepts that you feel you'd like to improve. You'll be given a proficiency rating, but there's no formal final grade.
- Choose one additional elective, from the following options: one additional written report, webinar, workbook, or completion of the Quick Start: Getting Your First Clients business development program.



Final Examination and Phase I Certification Process

Once all of your requirements have been fulfilled and submitted to iPEC for review, you'll take your final exam to complete your Phase One certification process.

The final exam is a half-hour coaching session. You'll coach a peer or a client who you've had at least 6 sessions with. You'll record the session, have it transcribed (included in your tuition) and send both to iPEC for review.

After you've passed your final exam, you'll have earned the designation of Certified Professional Coach (CPC). With the completion of your Energy Leadership™ Assessment debriefs, you'll also become an Energy Leadership™ Index Master Practitioner (ELI-MP).

TRAINING PHASE II:

COR.E Dynamics™

COR.E Dynamics™ is a comprehensive approach for raising energy and maximizing performance in four specific areas: Leadership, Performance, Transitions, and Wellbeing. When used with clients, this advanced method facilitates significant and efficient energy shifts, both in the moment and after the fact. These energy shifts have a major impact on the client's overall performance at home, at work, at play, and in any and all aspects of their life.

Core Skills/Topics



Learn how to coach more efficiently and effectively to help clients produce faster results and at a deeper level, thereby generating more buy-in for the coaching process.



Study the 10 COR.E Disciplines and 6 COR.E Influencers of High Performance.



Create a roadmap for clients so that they can easily identify stress triggers and other factors that stop them (and you) from getting desired results.



Leverage the key influencers that enhance or detract from your clients' performance energy.



Learn how to show up when it matters most, adjust on the fly, and optimize their outcomes and experiences.



The SCOPE™ Mobile Assessment App is an advanced tool that gives clients feedback on their level of engagement and enthusiasm for producing a particular outcome or completing a specific task BEFORE they act. You'll learn how to utilize the app to measure your client's energy in any given moment around a specific task and prescribe actions to increase performance.



Receive a license to download over 200 coaching assignments and learn how to build them into client programs to enhance the client experience and expand your business model. You'll also receive professionally written copy, a professionally written white paper, brochures, flyers, and a PowerPoint presentation and script to use during your events.

Sequence and Frequency of Training Sessions

- 34 short on-demand classes
- 8 niche specific, on-demand webinars
- Live monthly webinars where you can hear lessons, see demos, ask questions, and participate in exercises so that you can get live interaction as well as CCEUs for the ICF

Phase II Certification Process

Each class has a short evaluation and there is a two-part final exam required to receive your CORE Dynamics Specialist certification.

Once you pass your final exam, you will earn your third certification as CORE Dynamics™ Specialist in one of the following niches: Leadership, Performance, Wellbeing or Transitions.





Program Timeline and Locations

Timeline

Phase I

Approximately 32 weeks (7-8 months)

Phase II

Approximately 12 weeks (3 months)

Note Students now have one year post Module III to complete all of their requirements and submit their final exam. If students miss this deadline, they must take a Readiness Session with a mentor for an additional fee to proceed to certification.

Locations

You must attend all three live modules in person or virtually at one of the below locations.

North America

- Atlanta, GA
- Austin, TX
- Chicago, IL
- Los Angeles, CA
- New York, NY (Weekend and Mid-Week Classes)
- San Francisco, CA

Europe

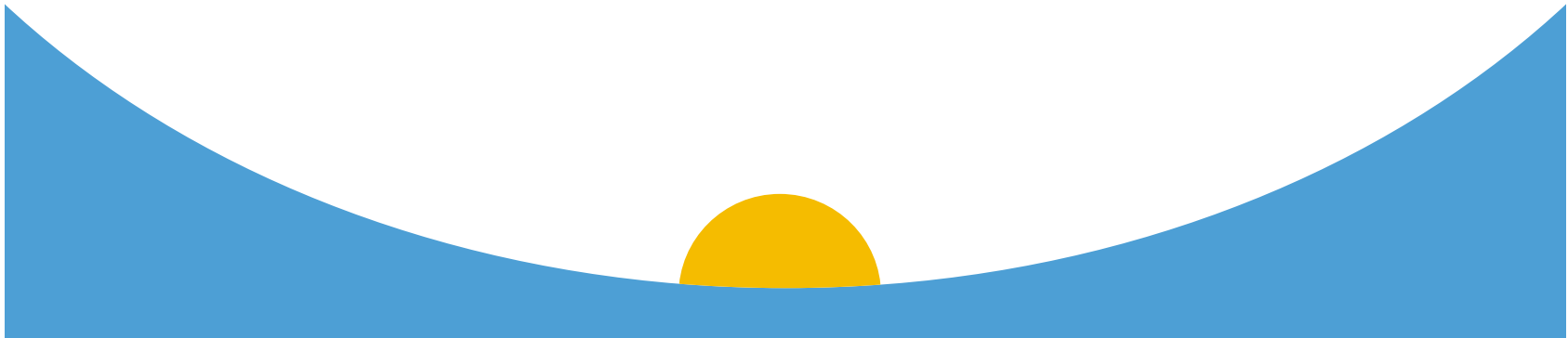
- Amsterdam, NL
- London, UK

Asia

- Singapore
- Dubai

Virtual

- Different time zones across the globe available





Instructional and Evaluation Methods

In keeping with current adult learning theories, the following instructional methods are utilized throughout the training program: lecture, individual and group practice with feedback, peer-to-peer collaborative learning, video, writing, role-playing, modeling, reading, worksheets, and coaching simulations and demonstrations.

In addition, participants will acquire 29 hours of face-to-face client work, beginning after Module I. iPEC provides the clients for these required hours.

Skills are strengthened by direct practice combined with feedback by certified instructors during the modules. They are also measured by the student's mentor coach through practice coaching scenarios with oral and written feedback given based on the following criteria:

- *Listens extremely well*
- *Forwards the action appropriately*
- *Holds the client's agenda*
- *Is able to maintain session flow*
- *Demonstrates strong ability to connect*
- *Can establish and maintain rapport*
- *Is themselves in sessions*
- *Maintains professionalism*
- *Walks the talk*
- *Listens on both the objective and intuitive levels*
- *Actively supports and encourages the client*
- *Thinks out-of-the-box*
- *Demonstrates a confident demeanor*
- *Empowers clients*
- *Asks empowering, insightful, and appropriate questions*
- *Has a sense of energy and aliveness*
- *Demonstrates enthusiasm for the coaching process*

iPEC's Accreditations

iPEC has been an ICF-Accredited Coach Training Program since 2002. That means that upon successful completion of our program, you'll become a Certified Professional Coach (CPC), recognized by the International Coach Federation, the coaching industry's governing body, which sets standards, core competencies, and a code of ethics for coaching and training schools alike.

We are also approved as a Board Certified Coach (BCC) program through the Center for Credentialing and Education—another independent body that sets standards for coach competencies. It is rare to find a program approved by both bodies and we are proud that our training program qualifies for both accreditations.



Workbooks and Textbooks

1. *Energy Leadership*, Bruce D Schneider, Ph.D., MCC, 2007, Wiley Publishing
2. iPEC Coach Training Manuals, Bruce D Schneider, Ph.D., MCC, 1999–2012, iPEC Coaching
3. Additional Workbooks

All reading materials and manuals are included with the tuition.

Application, Admission and Enrollment

Admission is by interview with an Admissions Coach and completion of an online application. Participants are officially enrolled once the application has been accepted, a payment plan approved by the administrative offices, and a fully executed Student Enrollment Agreement (SEA) has been received by the administrative offices. iPEC reserves the right to release a participant from the program once enrolled (see SEA).

Tuition and Fees

Tuition, including all fees, books and other materials (not to include individual travel and other personal expenses) for the entire coach training program, is \$13,995.00 USD, €13,087.07 Euros, £11,080.19 GBP, \$17,801.64 CAD, \$19,341.09 SGD, dh51,361.65 AED. Tuition reductions for early registration are available, as are student loans, and flexible payment plans. We're also proud to be a government-approved, higher education institution for VA Vocational Rehab under Chapter 31. Please contact an Admissions Coach for additional details.

Note Group rates are available, please speak with an Admissions Coach to learn more.

Past Participant Companies (select List)

Accenture • Allstate Insurance • AutoDesk • Boeing • Coca-Cola • Deloitte • Dupont
• Ernst & Young • MGM Grand Hotels & Resorts • General Electric • GM Financia
• GSK Pharmaceuticals • Gulfstream Aerospace • HSBC • IKEA • Merck
Pharmaceuticals • Michelin Tires • NASA • State Farm • Novartis Pharmaceuticals
• Pfizer Pharmaceuticals • Procter and Gamble • PricewaterhouseCooper • Sanofi
Pharmaceuticals • SAP • Shell • The Hartford Insurance • Staples • Swarovski •
United States Coast Guard • Wells Fargo

“iPEC’s Energy Leadership™ Coaching makes a positive impact... Even in a bank!”



“The finance department was having some difficulties with engagement and our CFO approached me for ideas. I invited him take iPEC’s proprietary Energy Leadership Index (ELI) assessment, and he fell in love with it. I’ve since done the ELI with nearly 100 support staff members on our finance and audit teams — from new college grads to the executive suite.

Almost immediately, we have seen positive shifts in individuals and in the overall awareness and mindset of the teams. A new language around Energy has taken hold around the office. Not only are people noticing their energy levels, but they’re talking about it, and they’re seeking solutions on how to raise themselves to an even more positive, energetic place. The principles taught by iPEC have enhanced our Change Management programs and have also drastically shifted the culture and engagement in our support departments.”

~ Pasquale Ferrara, JR., iPEC Graduate Executive Director Human Resources at Rabobank



"Wonderful experience! I found a deeper level of focus, confidence, intentionality and drive."

If I didn't have a success coach, would I be "successful?" I don't know. I think I'd find my way... but it was just another component that helped give me confidence that I'm going in the right direction.

The Success Coach program helped me to be more focused in growing my business. Jen made me feel so comfortable in the process and held me accountable to writing a new article, developing my website, and branding myself in a way that combines my role as a professor, my background in HR, and now this coaching component.

I have a lot of work to do... I'm still going through the process! But I know for sure, if I wasn't part of the success coach program, I wouldn't have the focus, the confidence, the intentionality, the drive to be where I'm at today."

**- Steve Riccio, Ed.D., SPHR Lecturer
International Business & Management Dickinson College**



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