



# Coaching Certificate

Help others develop, take action, and make better decisions.

REGISTER



Certificate of Completion



Face-to-Face and Live Online Courses



2 Days to Complete or 12 Hours Online



Focused on a Topic Within One Area of Expertise (AOE)



On-Site Offerings Available

Coaching for individuals, teams, and organizations works.

Evidence shows that a powerful development approach leads to positive change and results. Earning your ATD Coaching Certificate improves your ability to help clients develop rapidly, produce better results, and improve others' ability to set and achieve goals and take action.



## Our Coaching Map:

### Strengthening Conversations and Language

Underlying dialogue approach and techniques for all coaching conversations

### Initiating Coaching Conversations

Initial discussion with a coachee, establishing a relationship where coaching might be useful

### Creating Coaching Action Plans

Process for surfacing areas to work, developing objectives, and documenting actions in a measurable plan

### Leveraging the Coaching Partnership

Planning and holding ongoing conversations to challenge thinking, identify and practice new behaviors, navigate challenges, and track and celebrate success

### Reflecting and Looking Forward

Assessment of progress and evaluation of lessons learned integrating the learning, growth in “doing” and “being,” reinforcement of client’s control of own behaviors, a look forward, and closure of the coaching relationship





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## Derived From ATD Research, Backed by Our Competency Model

ATD's Coaching Certificate program imparts the key knowledge and actions that successful talent development professionals must follow when creating coaching initiatives, as defined by research.

This Coaching Certificate program lets you practice foundational coaching competencies through role plays, group exercises, and case studies. Learning the behaviors of a successful coach amplifies your ability to help employees succeed by using their own natural strengths.

### In this program, you will:

- Practice core coaching competencies and hone your ability to apply them to coaching conversations.
- Integrate and evaluate multiple sources of data and make interpretations that help clients achieve agreed-upon results.
- Develop and maintain an effective coaching plan with clients, manage ongoing progress, hold clients accountable for actions, highlight and celebrate successes, and adjourn the coaching process.

### After this program, you will be able to:

- Establish coaching agreements with clients and identify how goals link to enhanced business performance.
- Promote an open, flexible, and confident coaching relationship with clients and establish mutual respect and trust in a safe, supportive environment.
- Apply coaching ethics and standards appropriately in all coaching situations.
- Demonstrate active listening, ask powerful questions, and use effective dialogue and feedback techniques to provide maximum benefit to clients.
- Design actions and opportunities for ongoing learning that will most effectively lead to coaching results.

## Related Learning Offerings:

### ATD Expert Coach™ Program

Elevate your skills. Make an impact. Become an exceptional coach.

### Certified Professional in Learning and Performance

Differentiate Yourself. Become a CPLP.

### Consulting Skills Certificate

Build your credibility as a trusted consultant.

### Facilitation Skills Certificate

Apply advanced-level facilitation skills to increase your professional credibility.

### Improving Human Performance

Enhance performance with a systematic and results-based approach, driven by business needs.





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## COURSE OVERVIEW



### Module 1: Coaching in the Workplace: An Overview

- The Coaching Map
- Components of Intentional Coaching
- Intentional Coaching Scenarios Activity
- Coaching Definitions and Roles
- Coaching Practice Activity
- Coaching in Organizations

### Module 2: Initiating Coaching Conversations

- Coaching Ethics
- Coaching Ethics Activity
- Coaching Agreements
- Case Study: Coaching Agreements Practice
- Coach's Presence and Purpose
- Coach and Coachee Fit
- Best Fit for You Activity

### Module 3: Strengthening Conversations and Language

- What Is Dialogue?
- Intentional Listening
- Practice Your Listening Skills Activity
- Incorporate Powerful Questions—Inquiring
- Framing and Posing Powerful Questions Activity
- Talk Straight—Advocating
- Talk Straight Activity
- Dialogue Tools for Context and Framing
- Case Study: Dialogue Tools for Context and Framing
- Dialogue Tools for Paving the Way
- Putting Dialogue Tools Into Practice Activity





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## Module 4: Creating Coaching Action Plans

- Sources and Methods of Collecting Data
- Data Collection Activity
- Sorting Data Into Themes
- Sorting Data Activity
- Designing and Taking Action
- Writing SMART Goals Activity
- Writing Development Plans Activity

## Module 5: Leveraging the Coaching Partnership

- Helping the Client Who Is Stuck
- Working Through Barriers Activity
- The COACH Model
- COACH Model Role-Play Activity
- Selecting Tools for Tracking Progress
- Extracting Winning Strategies
- Measuring Coaching Results

## Module 6: Reflecting and Looking Forward

- Plan and Hold a Wrap-Up Conversation
- Wrap-Up Conversation Activity
- Challenging Coaching Scenarios/Situations
- Identifying Difficult Coaching Situations Activity
- Taking It Back to the Workplace

### Additional Tools and Resources:

- Coaching Program Implementation Guidelines
- Sample Coaching Program Guidelines
- International Coach Federation Ethical Guidelines
- Sample Initial Coaching Conversation
- Dialogue in Support of Global Listening
- List of Powerful Questions
- COACH Model—A Sample Script
- Data Collection Methods Checklist
- Coachee Self Report: Strengths and Areas to Work
- Sample Action Plan Template
- Example of Calculating Executive Coaching ROI
- Direct Observation Checklist
- Coaching Agreement Checklist

## What Participants Are Saying

“ This program reinforced the positive, actionable, and future outcomes that are the goals of coaching. The dialogue tools were definitely worth learning and practicing—they gave me new insights into initiating productive conversations with peers and management while avoiding common pitfalls that can derail discussion. The coaching model provided a concise and bounded framework. I walked away with a very thorough understanding of what coaching is and what it isn't, and how to implement it effectively. ”

—John Moskowitz  
Coaching Certificate Participant





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## RESOURCE SAMPLE

### The COACH Model

<b>STEP 1:</b> Current situation	Describe and explore data, feedback, and client's perceptions. The emphasis is on gaining mutual understanding of the current reality as it is perceived by the client and others. Getting mutual clarity on the current situation is necessary to establish clear, realistic objectives for development.
<b>STEP 2:</b> Objectives	Define coaching goals, desired results, and measurable objectives (for a particular meeting and for the overall coaching process). Objectives may take into account individual, team, and organizational needs.
<b>STEP 3:</b> Alternatives	Explore alternative approaches and ideas for how to reach the designated objectives. Brainstorming and exploration of feelings and reasoning are part of the coaching conversation.
<b>STEP 4:</b> Choices	Support the client as they make choices for action, including next steps, milestones, and other elements of a coaching action plan. Include some discussion of measures and follow-up.

