

# PROFESSIONAL CORPORATE COACH CERTIFICATION PROGRAM (PCCCP) - PROFESSIONAL LEVEL

A high-end program  
for aspiring professional  
coaches

## WHY ATTEND THIS PROGRAM?

- You have **high standards for yourself**, and you want to make sure that you get a **very solid professional coach training**.



This is **one of the most comprehensive and demanding coach training programs in Asia**. It was carefully developed to meet the standards of the World Association of Business Coaches (WABC) and the International Coaching Federation (ICF). With 600 hours logged in for over one year (Professional + Advanced Level), access to very experienced facilitators and a limited number of participants, you will really go in-depth!

- You want a program that is really suitable to practice **coaching in Asia**.

This program was developed by experienced coaches who have a combined coaching experience of 20 years with over 6,000 hours of coaching practice in Asia. They are currently co-authoring their 3rd book, which focuses on the specifics of executive coaching in Asia.

- You want a program that deals with specific issues related to **corporate coaching (in-house or external)**.

Although the foundations of coaching covered in this program are common with life coaching, this program has a **clear focus on corporate coaching**. It uses many real cases drawn from the vast executive coaching experience of the facilitators.

- You prefer a training program with a **solid track record**.

Progress-U has been training professional coaches in Shanghai, Hong Kong and Singapore since 2007. Graduates include HR and senior executives from a **large number of prestigious clients** such as Agfa, Alcatel-Lucent, Alstom, Bayer, Johnson & Johnson, Lloyds TSB, New York Life, Nike, Pepsi-Co., Pfizer, Porsche, St Gobain, Tesco, UBS etc.

## WHO SHOULD ATTEND?

- You are an executive working in HR or any other department and want to become a part-time or full-time internal corporate coach.
- You are a consultant and you want to become a successful external executive coach.
- You are coaching already (as an internal or external coach or mentor) and you want to deepen your practice and acquire new tools.

**Important note:** In order to achieve a very high quality of learning, the group will be strictly limited to **12 participants**. A good command of English language is a must.

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## Program Overview

### PROFESSIONAL LEVEL: PROFESSIONAL CORPORATE COACH CERTIFICATE

Step I	On-line assessment to be completed (HA)	Before first Four-Day workshop
Step II	Module 1: First Four-Day Workshop	
Step III	First Follow-up session Tele-Class	2-3 weeks after Module 1
	Second Follow-up session Tele-Class	2-3 weeks thereafter
	Third Follow-up session Tele-Class	2-3 weeks thereafter
	Fourth Follow-up session Tele-Class	2-3 weeks thereafter
Step IV	Two book reviews	Between Module 1 and 2
Step V	Module 2: Second Four-day Workshop & Coaching Exam	
Step VI	Fifth Follow-up session Tele-Class	2-3 weeks after Module 2
	Sixth Follow-up session Tele-Class	2-3 weeks thereafter
	Seventh Follow-up session Tele-Class	2-3 weeks thereafter
	Eighth Follow-up session Tele-Class	2-3 weeks thereafter
Step VII	Two book reviews & final assignment	Within 2 months after Module 2

Total number of hours: 170 (includes coaching practice and assignments). Upon successful graduation from this level, you will receive the "Progress-U Professional Corporate Coach Certificate". This will make it possible for you to apply for the ICF Associate Certified Coach (ACC) and Professional Certified Coach (PCC) credentials.

(Please note that in order to become ICF certified, you will be required to accomplish other conditions aside from attending our coach-specific training. By attending Progress-U's "Professional Corporate Coach Certification Program (PCCCP)", you will have met one of the key conditions. Please refer to page 7 for more details).



HA is online based, easy to use and provides extensive insights with a 20-40 minutes questionnaire.

Participants will do this assessment on-line before the program starts. The report of this assessment will be used extensively during the program to help participants:

- Identify your preferred behaviors
- Reveal shadow behaviors to better understand contradicting behavioral patterns and how to overcome them
- Understand your strengths and areas for development to become a successful Corporate Coach

Although this assessment was not specifically developed to train future coaches, it offers excellent insights on the essential traits that need to be developed to become a Corporate Coach.

# WHAT YOU WILL LEARN

## Professional Corporate Coach Certificate - Module 1

### Learning Summary

- The key competencies of coaching
- The advanced skills specifically needed for corporate coaching
- Your personal strengths as a future coach, and the areas you should develop further (using the Harrison Assessment)
- How to find your own coaching style
- How to coach in critical situations
- When coaching is useful, and when other approaches are more effective

### Knowing yourself: self-insight and understanding

- Addressing the question: "Why become a coach?"
- Identifying one's own needs as a person and as a coach
- Acknowledging your strengths and areas for development: Harrison Assessments
- Setting boundaries and maintaining integrity
- Identifying your own limiting beliefs and values

### Developing yourself as a coach: the inner work

During this module, you will work on your personal development which will include

- Raising your standards
- Establishing effective boundaries
- Developing a high level of integrity
- Understanding your needs and wants
- Learning to move from dependence to inter-dependence
- Optimizing your preparation before a session

### The coaching mindset

- Establishing Ownership
- Being non-judgmental
- Focusing on goals (forward-oriented)
- Sharing vs Advising

### Key coaching competencies (required by both WABC and ICF)

- Working with ethical guidelines and professional standards
- Defining a clear and effective coaching agreement
- Creating trust and intimacy with the client
- Developing coaching presence
- Listening to understand
- Effective questioning
- Direct communication
- Creating awareness
- Planning and goal setting: promoting action
- Designing actions
- Managing progress and accountability - building resiliency
- Managing termination of coaching

### Practicing the key coaching competencies

You will get ample opportunity to practice the key coaching competencies with your peers during these 4 days. Also, between Module 1 and 2 we will set up a buddy coach system to provide you with sufficient opportunities to apply your coaching competencies.

# WHAT YOU WILL LEARN

## Professional Corporate Coach Certificate - Module 2

### The coaching models

- GROW model
- GAP model
- The 5S model
- 5 Hats model
- 8 Steps model
- Progress-U's coaching models (ASSAPPP model & 12-Steps model)

### International coach certification

- WABC (World Association of Business Coaches)
- ICF (International Coach Federation)
- IAC (International Association of Coaching)

### Coaching with intuition

Using the power of intuition to help your coachee gain more insights.

### Dealing with critical coaching situations

- Lack of chemistry
- Coachee feels offended or offends you
- Lack of integrity
- No progress
- Breach of confidentiality
- Triangle issues (company, coachee, coach)
- Coaching as a last resort
- Coaching in the context of a crisis

### Internal coaching

- Similarities and differences compared to external coaching
- Typical challenges of an internal coach

### Coaching for performance

- The overachiever
- The underperformer
- The "dinosaur"

### Creating a corporate coaching culture

- Why corporate coaching culture?
- Case study of successful implementation
- Pitfalls and challenges to be overcome

### ROI of coaching

- Principles of measuring the ROI
- Making coaching measurable

### Coaching with NLP

- Visualization
- Meta-model
- SOAR model

### The limits of coaching

When coaching is not the most appropriate approach and when to use instead

- directing
- counseling
- training
- consulting

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## Your Coach Trainers

### YOUR FACILITATORS

All facilitators are very experienced **executive coaches**, working with **senior executives** such as CEOs, VPs, Managing Directors, Regional Managers, etc.

Clients served include Airbus, Alcatel-Lucent, Allianz, BASF, BAYER, BNP Paribas, Chanel, Hang Seng Bank, HP, Johnson & Johnson, L'Oreal, Lloyds TSB, Michelin, OTIS, TESCO, UBS, Veolia Water, Volkswagen and many more.



### CHARLIE LANG

#### Executive Coach, Author and Managing Partner of Progress-U Group Asia

Charlie Lang is known for his innovative approaches towards leadership and coaching. He combines the latest findings in research with his own international management and leadership experience. Charlie has been in the corporate field for 15 years, holding top positions such as Managing Director and VP Sales and Marketing.

Charlie is an expert in corporate culture development and executive coaching. He has about 3,000 hours of executive coaching experience and numerous coaching assignments with executives in senior management positions such as CEOs, Managing Directors, Board Members, etc. He works with senior executives who need assistance in developing a corporate coaching culture within their organization. He has been conducting trainings on "Coaching as a leadership style" to hundreds of executives who want to extend their leadership toolbox with the coaching approach for higher engagement. A highly experienced executive coach and facilitator, Charlie was the President of the Hong Kong International Coaching Community (2007 – 2009).

Charlie is an avid writer of articles related to leadership, coaching and change leadership. He has written over 150 articles since 2003, many of which had been published in various magazines and newspapers. He is also the author of "The Groupness Factor", a book on First-Class Leadership published in August 2005. Presently, he writes his second book on corporate coaching culture in Asia.



### SABREENA ANDRIESZ

#### Executive Coach and Associate of Progress-U Group Asia

Sabreena is a professionally and extensively trained executive coach and certified by Corporate Coach University. She is also an ICF credentialed Executive Coach and Facilitator, has more than 1,000 hours of coaching experience and holds a Masters Degree in Social Science. At the same time, she has obtained Master certifications in Neuro Linguistic Programming and Sequential Mind Technology, and is an NGH certified hypnotherapist and psychotherapist. Sabreena was the president of the International Coach Federation Singapore from 2009 to 2011.

Using her advanced coaching techniques, Sabreena has devoted the past decade to teach and empower adults, help them achieve unique life-changing practices and, reach their individual goals. Furthermore, she has thorough knowledge in behavioral analysis, leadership development and whole brain technology. She is also qualified to utilize an array of psychometric tools. Sabreena is accredited to administer and interpret the Myers-Briggs Type Indicator® Step II, FIRO-B, Harrison Assessment, Belbin, Extended Disc and 360-Degree Assessment Benchmarks® & Skillscope®.

In addition to extensive expertise in the areas of individual fulfillment and capacity building, Sabreena provides executive coaching and leadership development to senior and middle managers. Her clients have included Singapore Press Holdings (SPH), Microsoft, British American Tobacco, Hongkong and Shanghai Bank, Standard Chartered Bank, Singapore Airlines, SMRT, Port Authority of Singapore, Ministry of Defense, Nanyang Technological University and National University of Singapore.

## PROFESSIONAL CORPORATE COACH CERTIFICATION PROGRAM (PCCCP) - PROFESSIONAL LEVEL

What past participants say  
about this program

### TESTIMONIALS

“ Very practical, very experiential, lots of practice, and presence of subject matter expertise! ”

----- HR Director, SAS Institute

“ This course is very different from the other coaching courses that I have attended. The skills learned from the program are very solid and practical. The program is inspiring and very useful. ”

----- Principal consultant, Bethel International

“ Thanks for the excellent training I received last week. During the years, I have undertaken a number of training courses and I would like to say that last week was one of the most enjoyable and personal rewarding I have completed for a long time. ”

----- Business Improvement Manager, Hong Kong Aero Engine Services Limited

“ It's the greatest training program that I have attended in the past few years. Not only did it provide very thorough coaching skills but it inspired me also a lot in other people development initiatives as well. ”

----- Employee Learning and Leadership Development Manager, Asia-Pacific, SAS Institute Limited

“ I just wanted to thank you for the course - it has been by far the most useful and insightful training I have ever attended. Not only do I feel I have learnt a huge amount of new skills, I have also gained a significant insight into myself and feel motivated and engaged to implement what you have shared with us. ”

----- Learning & Development Manager, Lloyds TSB

“ A great learning experience for me. Thank you for making the session interesting. ”

----- Training Manager, TESCO International Sourcing

“ This is a practical and good experiential training on coaching skills that I can't find elsewhere. It's also a great opportunity for sharing with others and learning from different environment. ”

----- HR Manager, OSRAM Asia-Pacific

“ The course exceeded my expectations, I would highly recommend it. ”

----- President 2009-2011 of HKICC

“ The training is insightful and practical, and will benefit not only my professional work but also my personal life. ”

----- HR Director, Almatris China

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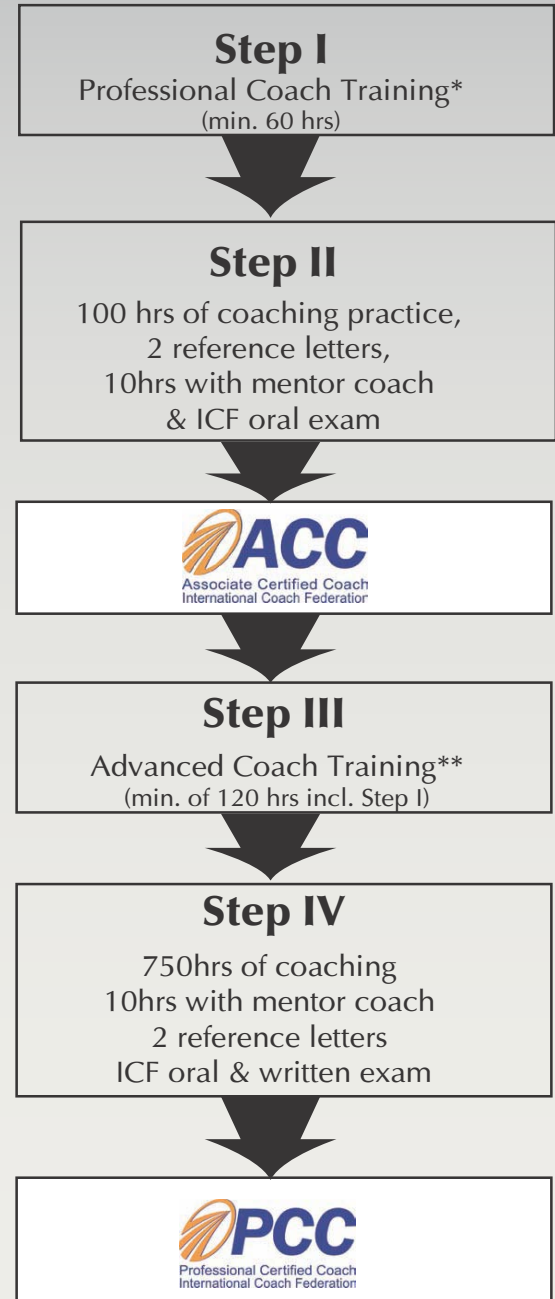
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aspiring professional coaches

## STEPS TO IAC & ICF CERTIFICATION

### International Association of Coaching



### International Coach Federation



**\* Professional Coach Training**

E.g. Progress-U's "Professional Corporate Coach Program (PCCCP) - Professional Level" (170 hours)

**\*\* Advanced Coach Training**

E.g. Progress-U's "Professional Corporate Coach Program (PCCCP) - Advanced Level" (430 hours)

**Note:** Completing Progress-U's "PCCCP - Professional Level" allows to apply for either ACC or PCC credential of ICF. Completing also Progress-U's "PCCCP - Advance Level" allows to apply for ICF's MCC credential (Master Certified Coach) – further conditions apply.



Progress-U is an Authorized Licensee of IAC.

