



# Certificate in Coaching Practice

## South Africa 2008/09

### The Programme

The Certificate in Coaching Practice Programme is the first year of the Masters in Professional Coaching Programme and provides an excellent grounding in the practice of professional coaching. It assists anyone aspiring to coach formally and experienced coaches who wish to enhance their current approach to build a unique coaching framework and model and to benchmark themselves with a learning cohort.

The programme enables you to explore your individual skills and experience and to incorporate these in a coaching approach that is suited to your specific client group. You also practice making your particular approach explicit so that you are able to clearly articulate to your clients why you are the right coach for them.

The Certificate in Coaching Practice Programme is delivered part-time over 12 months and is thus manageable for working professionals.

#### **Who is it for?**

1. Anyone interested in coaching formally and possibly considering a career as a coach
2. Experienced coaches who wish to make their current approach explicit and to benchmark it with a learning cohort

#### **What next?**

On successful completion of the programme, you can progress seamlessly to the second year of the Masters in Professional Coaching Programme or you can choose to exit with a Certificate in Coaching Practice from i-coach academy.

For those seeking a qualification, you can complete a further work-based research module and attain a Post Graduate Certificate in Work Based Learning Studies (Professional Coaching – i-coach academy) from Middlesex University, UK.

Our programme assists you to critically reflect on your rich experience and knowledge, while integrating new theories and approaches. Since coaching is inherently interdisciplinary, our curriculum draws on broad areas of knowledge that inform the field of coaching. Through a process of experimentation and application, the programme is designed to help you define your unique approach to coaching. Instead of memorising the 'right' answers or behaviours, our Faculty act as facilitators encouraging you to discover principles for yourself and to build knowledge by working with others.

Learning to become a coach is a voyage of discovery that can be an intense, emotional and challenging experience. We don't believe in taking shortcuts and the journey is sometimes difficult. However, by the end you will be a competent and compassionate coach.

### **Learning Modules**

You will attend five face-to-face learning modules where you will meet with Faculty and a learning cohort to exchange information about professional practice, participate in learning activities, listen to presentations on relevant topics and establish relationships with others whose interests and work parallel your own.

### **Embedding the Learning**

Between learning modules you will continue to practice coaching, experiment with new approaches with your learning cohort and engage in your own coaching, reflective work and supervision. Activities which support you to integrate your learning and evolve your coaching practice include the following:

#### **CPD/Supervision Days**

You will participate in four and a half continued professional development (CPD) / supervision days which are dedicated to reviewing your casework using multiple perspectives to enhance your understanding of your own professional practice and yourself.

#### **One-to-one Coaching**

Research suggests that receiving coaching acts as a role model and embeds coaching skills. Between each module, participants will receive four coaching sessions of 1.5 hours with an experienced i-coach academy coach (six hours in total). Each participant is required to receive 24 hours of coaching sessions in total. The balance needs to be sourced and paid for by the participant.

#### **Applied Coaching**

You are required to deliver a minimum of 48 hours of coaching during this programme. We encourage you to have at least two coaching clients. While the community can support you to find clients, it is useful if you have a group to draw on, preferably not family.

## Assessment

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1. Individual Development Plan and Reflective Essay
2. Ongoing assessment by Faculty
3. Professional Review - Practitioner level
4. Learning Journey Document - critical reflective portfolio of your learning journey

## Time Commitment

- Attend five learning modules of two to three days at a time - 12 days in total
- Attend four and a half continued professional development (CPD) / supervision days
- Deliver a minimum of 48 hours of applied coaching
- Receive a minimum of 24 hours of coaching (six hours provided by the programme, the balance at your own cost)
- Work independently for a minimum of four hours each week on activities such as reflective practice, reading and course work

## Application Requirements

To enter the Certificate in Coaching Practice it is useful to have an academic qualification in a related subject area such as business, counselling, sports coaching or performance management. However, in the absence of academic qualifications, previous experience (five years plus) in business, leadership, counselling or sports coaching will be considered. Applicants will need to demonstrate foundation level coaching skills by participating in the Induction Day or the Foundation in Coaching Skills Programme.

## Provisional Programme Dates

	PGC Johannesburg	PGC Cape Town
<b>Application Deadline</b>	20 March 2008	20 March 2008
<b>Induction Day</b>	2 April 2008	26 March 2008
<b>Module One</b>	29 - 31 May 2008	5 - 7 May 2008
<b>1:1 with Faculty</b>	flexible	flexible
<b>Module Two</b>	30 June - 1 July 2008	3 - 4 June 2008
<b>CPD</b>	31 July 2008	3 July 2008
<b>Module Three</b>	28 - 29 August 2008	5 - 6 August 2008
<b>CPD</b>	26 September 2008	4 September 2008
<b>Module Four</b>	30 - 31 October 2008	1 - 2 October 2008
<b>CPD</b>	28 November 2008	22 October 2008
<b>CPD</b>	12 December 2008	12 November 2008
<b>Module Five</b>	21 - 23 January 2009	9 -11 December 2008
<b>Research Day</b>	Early March 2009	3 February 2009
<b>MA Entry Option</b>	17 - 20 February 2009	17 - 20 February 2009

## Fees

- Induction Day Fee - R1,500 + VAT
- Certificate in Coaching Practice Programme Fee - R28,000 + VAT
- Additional Accreditation Fee for those who wish to receive a Post Graduate Qualification from Middlesex University, UK and complete a research module - £750 + VAT (R11,000 + VAT)
- Additional Accreditation Fee for those wishing to progress to the second year Masters Programme - £500 + VAT (R7,000 + VAT)

\* **Please note an additional R1,200 + VAT will apply for those who wish to pay their fees in tranches.**

\*\* Participants will need to pay for received coaching in addition to the course fee. You will learn the most from coaches who are well established in the field and therefore we recommend that you choose the best coach that you can afford. However, for those who wish to keep costs at a minimum, we can recommend a number of our current Masters students who will offer coaching services at a much more affordable rate.



## Cancellation Policy

A deposit of 20% of the programme fee is due upfront and the balance is due at least 10 working days prior to the commencement of the programme, although different payment methods are available as assessed on a case by case basis. If a student enrolls on a programme and withdraws more than 30 working days prior to the start of the programme they will receive a 10% refund of the deposit; if they withdraw 30 working days or less 20% of programme fees are forfeit; if they withdraw 10 working days or less fees are due in full. If a student enrolls on a programme and is then found to be unsuitable to continue the programme, fees are due for the modules attended plus an administration fee.

## How to Apply

- 1. Written application** - Complete and send a Certificate/MA application form, one passport sized photo and a non-refundable Induction Day fee of R1,500 + VAT to i-coach academy (Pty) Ltd, 13 Zandberg Street, Somerset West, 7140
- 2. Induction Day** - If you have not completed the Foundation in Coaching Skills Programme you will be invited to attend an Induction Day where you will meet other participants and the Programme Director. In the morning you will briefly participate in skills practice with a learning cohort which will offer us both the opportunity to benchmark your current skill set and to explore whether this is the programme for you. In the afternoon, you will have a 1:1 tutorial with Faculty to discuss your background and aspirations for your journey to develop professional coaching practice.
- 3. Registration and invoice** - On successful completion of the induction, we will send you a registration letter, invoice and payment options. If we both agree that you do not have the skill level to successfully complete the Certificate Programme, you will be invited to register for our Foundation Programme.
- 4. Deposit** - Pay 20% of your programmes fees in advance to secure your place on the programme.
- 5. Full payment** - Pay the balance of your programme fees at least 10 working days prior to the commencement of the programme, unless otherwise agreed. Please note we charge R1,200 + VAT for those who wish to pay in tranches.

## Further Information

For further information please refer to our website [www.i-coachacademy.com](http://www.i-coachacademy.com) or contact Barbara Ferreira on 082 498 0812 or email [southafrica@i-coachacademy.com](mailto:southafrica@i-coachacademy.com)