

# EXECUTIVE COACH CERTIFICATION

BEST PRACTICE PROGRAM & CERTIFICATES



## CORPORATE COACHING ACADEMY

Certification in a proven methodology for  
Executive and Leader Coaching for Organizations

TRAINING ▪ CERTIFICATION ▪ ONGOING SUPPORT  
AND BUSINESS DEVELOPMENT PROGRAM

INCLUDES:  
LIFETIME "LICENSE TO USE" VAULT  
100+ BRANDABLE BEST PRACTICES IN  
COACHING FOR ORGANIZATIONS

# WHY THIS. WHY US.

## Why Coach for Organizations?

- Industry data reflects less than 5% of coaches make a living doing this work. Most who do, do so with Coaching for Organizations. Now you can, too!
- Most Coaches leave coach training with two significant gaps:
  - 1) How to land business directly with Organizations
  - 2) How to deliver Coaching that meets all their needs

## Why Executive Coach Certification?

Organizations can view coaches as either Executive Coaches or Life Coaches.. Your Executive Coach Certification assures them not only do you know how to coach, *you know how to coach for them.*

## Why us?

Over 15 years of proven experience in supporting coaches to build, grow and scale with Coaching for Organizations of all types and sizes leveraging best practices from 45 years of success on all sides of the Corporate Coaching table.

## Why this Certification Program?

Our Executive Coach Certification is only for Certified Coaches as we do not teach coaches how to coach. We specifically support Certified Coaches to know how to Coach for Organizations and land the direct opportunities to build, grow and scale doing so.

We recognize the significant investment you have already made in your deep, transformational coaching skills, so our program supports you to elevate your confidence and skills to land and deliver Coaching that meets the incremental requirements of Organizations while leveraging the significant advantage your deep coaching skills give you in today's market.

# Phased and Cohort-based program with FLEXIBLE OPTIONS to meet all your needs and at your pace.



INPOWERED®

## Corporate Coach

Executive and Leader  
Engagement Framework

1. TRAINING MAY BE COMPLETED THROUGH RECORDINGS, LIVE EVENTS OR A BLEND OF BOTH.
2. ACTION LEARNING TASKS TO COMPLETE AT YOUR PACE.
3. COHORT BASED-EXPERIENCE INCLUDING COACH-CIRCLE PRACTICUMS WITH OTHERS.
4. ONLINE PORTAL TO SUPPORT YOU THROUGHOUT PLUS AN ONGOING COMMUNITY.

“After my coaching certification, Ann's 'Coaching for Organizations Framework and Document Vault' was the single best investment I've made in my 10-year coaching career. It shaved YEARS off my learning curve and allowed me to walk in DAY ONE with a proven framework and methodology for how I deliver executive and leader coaching and speak from authority and experience. There is no other program that offers as much quality, depth and value.

The Quantum 360® Feedback approach included is one of the most thoughtful and insightful designs I have encountered for uncovering strengths and development areas and for delivering feedback in a positive and inspiring manner.

C-suite Executive Coach, Dan Nance

# EXECUTIVE COACH CERTIFICATION CURRICULUM

1



## COACHING ENGAGEMENT OVERVIEW

- The "Must Knows" to coach for Organizations
- Additional Requirements to consider
- ICF Code of Ethics specific to this segment

2



## HOW TO LAND THE BUSINESS

- Strategies that Really Work in this segment
- The process for high conversions to business
- Proposal and Pricing Strategies

3



## THE BUSINESS ENGAGEMENT

- Agreements and Contracts, Key Clauses
- Alignment / Re-alignment of Goals
- Communication and Integration Process

4



## THE COACHING ENGAGEMENT

- Proven Methodology for Results
- Key Deliverables, Templates and Tools
- Best Practice Development Process

5



## COACHING ENGAGEMENT TOOLS

- Inpowered® - Tools for the Inner Game
- Empowered - Tools for the Outer Game
- Key Tools & Templates for Client Success

6



## COACHING BUSINESS TOOLS

- Coaching Business Plan Template
- Business & Coach Certification Support
- Best Practices to Meet their Requirements

7



## YOUR ONGOING SUPPORT

- Inpowered Corporate Coach portal
- 100+ Brandable Documents and Templates
- Ongoing live events & Online Community

# OUR FOUR PHASE, SELF-PACED PROCESS PROCESS

## Consistent with Development Best Practice



## The Certification Process

Our certification process uses development best practices with 1:1 support in a phased, self-paced experience. The Curriculum is the Inpowered® Corporate Coach product and its Lifetime "License to Use" re-brandable 100+ document vault of templates, tools and concepts. Purchase of the 2022 Edition required.

**Phase One: Training** offers your choice of Live (virtual), Recorded, Hybrid and Cohort Circles to complete the training modules. Successful exams also required Next live training is 7/20 & 7/21 from 11:30 AM - 5:00 PM Eastern Time.

**Phase Two: Action Learning** with a series of self-paced client-based / mentor-reviewed assignments in key coaching engagement skills.

**Phase Three: Practicum** in a Cohort Coaching Circle to complete a series of challenges as situational practice using the engagement components.

**Phase Four: Certification Exams** upon completion of the three Phases. Upon passing the online exam, the oral exam for Certification, will be scheduled.

### **CERTIFICATION PROGRAM COST: Cohort One Pilot Price**

\$2,000 plus \$1297 for the Inpowered® Corporate Coach product

Learn more and register Here:

<https://www.inpoweredcoachinginstitute.com/products>

### Meet Ann Farrell, CPCC, PCC, MGSCC

With over 45 years of success on all sides of the Corporate Coaching Table, Ann supports coaches to build, grow and scale their businesses with Coaching for Organizations.

After 30 years and 2 executive positions, Ann launched her successful coaching business in 2006, Quantum Endeavors, to play even bigger and with more flexibility for her young son than her corporate executive roles enabled.

In her business, she has supported more than 1,000 executives and leaders with over 10,000 coaching hours and has earned 100% Client company re-engagement and measured client growth rates for 16 years straight.

Now in Corporate 3.0 of her career, Ann is focused on supporting the next generation of coaches to accelerate their success as Trusted Partners for Organizations with the strategies and approaches that really work.

Ann and her "Inpowered® Coach Suite of proven coaching engagement methodologies have been successfully supporting both coaches and their clients to success for over 15 years

Ann fell in love with coaching in 1998 when she was certified as a Senn-Delaney Master Executive Coach. She trained and Certified as a Co-active Coach with the Coaches Training Institute in 2005 and has been an International Coach Federation Professional Certified Coach since 2006.



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