

# The Professional Coach

## What is this course about?

To **transform you** into a fully competent and confident coach for any type of client.

This means you can coach anyone who is stuck in life or searching for answers, from a CEO, to any level of manager in your company, or a friend.

This course is for you, regardless of your aim to become an executive coach, life coach, or in-house manager-coach for your company.

## How will we achieve this aim?

REV will equip you with the **theories, tools, experience and confidence** of a professional coach spread over 4 modules.

Using a combination of workshops and coaching practice sessions, you will progressively achieve competence and confidence to help your clients.

This is a highly hands-on and practical course, which means your practice sessions play a vital role in your learning experience. To do this, REV's trainers will role-play a variety of possible corporate and private clients giving you the deep practice needed to handle these situations to resolution. Some of these situations deal with work-place challenges (e.g., communication or leadership / management issues) while others are personal in nature (e.g., inter-personal relationship issues, uncertainty of the next steps in life).

In addition, REV will prepare you to take the International Association of Coaching (IAC) certification test to qualify as an IAC-accredited coach.



## How long will it take to complete my coaching course?

Between 3 to 6 months, depending on how much time you can commit.

## Course fee

RMB 24,000 (Twenty-Three thousand RMB) for all 4 modules.

## REV's guarantee of excellence

Should the unlikely occur and you find the course not suited to your needs, REV will offer a full and unconditional refund of your entire course fee, as long as you have completed Module 2. No questions asked – you get a full refund.

## Who's Jeff? (he's your trainer)

Jeff's passion and calling is to inspire and influence others, and has been doing this to countless individuals and teams in Asia. With his unique ability to help people and teams cut through the bull#\*^& they face in life, he's guided them on a journey of discovery, leadership, and ultimately success. And he does this using the tools of Neuro Linguistic Programming, or NLP.

Before starting his own business in Shanghai in 2006, Jeff served for 26 years with distinction as a helicopter pilot and flight instructor with the Republic of Singapore Air Force, rising to the rank of Lieutenant-Colonel.



**"Live the life you love. Love the life you live!"**



## Course Overview

### 4 modules

Module 1
<p><b>Neuro Linguistic Programming (NLP) workshop</b></p> <p><i>Using the NLP framework, you will understand human behaviour, what makes a person a unique personality, why we all view life so differently, and how the brain perceives and deceives.</i></p> <p><i>All coaches need to understand how humans perceive and process information as this affects the coaching process and outcomes</i></p> <p><u>Duration:</u> 4 workshop days + 1 personal project (note: this is a public course with non-coaching candidates present as well)</p> <p><u>When:</u> May 17, 18, 24 and June 14</p>

Module 2
<p><b>Coaching fundamentals workshop + coaching practice</b></p> <p><i>Focus is on imparting coaching fundamentals, and to begin practicing coaching skills.</i></p> <p><i>By the end of this module, you'll have the ability to coach anyone (although still as a novice coach)</i></p> <p><u>Duration:</u> between 1 to 4 months, depending on your availability. There is a large degree of flexibility built into this module to take into account your work schedule. Can be done via Skype / Facetime</p>

Module 3
<p><b>Advanced coaching practice</b></p> <p><i>More coaching practice to ask even better questions, listen at a deeper level, and process the large volume of information a client will share</i></p> <p><u>Duration:</u> between 4 to 8 weeks</p>

Module 4
<p><b>Summary workshop</b></p> <p><i>Final summary workshop – the last word!</i></p> <p><u>Duration:</u> 1.5 workshop days</p>



## Details of each module

### Module 1 – Workshop (32 workshop hours + completion of 1 personal project)

- 4 Day Fundamentals of Neuro Linguistic Programming (NLP) workshop that covers:
  - How the brain works (using neuroscience to show the why and how of NLP techniques)
  - The NLP Success Formula: What it is, why it's simple yet powerful, and how to use it in your own life
  - The role of core values, belief systems, unconscious behaviour patterns, personal identity and purpose in life
  - How to increase sensory acuity so that you see, hear, feel, smell and taste at a far deeper level, and understand the deeper message being conveyed to you
- Completion of a personal project that displays your ability to apply the NLP techniques in life.

### Module 2 – Coaching Fundamentals Workshop + Practice Coaching (20 hours)

- 2 Day Coaching fundamentals workshop spread out over the duration of the practice coaching sessions. These workshops will cover:

#### Coaching Fundamentals (given as pre-course reading)

1. What is coaching?
2. Difference between a coach and a therapist, counsellor, psychologist, psychiatrist, consultant, mentor
3. Difference between an executive coach, a business coach, a life coach and high performance coach

#### Coaching Tools (given as pre-course reading)

1. Coaching models, e.g., GAP, GROW
2. Designing a personal coaching model as a guide during the initial years as a coach
3. The use of standardized psychometric tests (personality tests) in coaching, e.g., MBTI, DISC, 16PF, Harrison
4. "General Knowledge" all coaches must have a working knowledge of, e.g., Organizational Development concepts, Change Management concepts, the Learning Organization, motivational theories, leadership theories, teambuilding theories, NLP, alternative healing methods (hypnosis and energy healing)



### Coaching Competencies

1. Characteristics of a coach and how to develop the skills to a higher level
  2. A "great" coach versus a "good" coach. What's the difference?
  3. How to ask (using NLP Meta Model) and listen for maximum effectiveness
  4. Ethics, trust, integrity and a coach's code of conduct
  5. Recognizing emotional state changes in clients and how to react
  6. Creating rapport
  7. Body language and how to "read" it accurately
  8. Understanding a client's needs and wants
  9. Designing action plans and goals
  10. Report writing
  11. How to conduct a coaching session
  12. How to coach a challenging client
  13. How to coach a corporate client
  14. How to handle "what if" situations, e.g., what if there's no visible progress, or what if chemistry and rapport is lost, what if the presenting issue changes 180 degrees, what if the client avoids you, what if the client refuses to change
  15. The dangers of projecting yourself onto the client and the possibility of transference taking place (transference is when the client unconsciously directs feelings or emotions onto the coach)
  16. Intuition and gut feel as a coaching tool
  17. How to use Meta Model questions to recover deletions, distortions and generalizations in the client's representation of events
- Practice Sessions  
Each facilitated coaching session ends with immediate feedback. In this way, the participant is given as early an opportunity to begin coaching to "feel" what it's like to coach, and be coached. REV's trainers will act as different clients and provide real situations and client responses during the practice sessions

### **Module 3 – Advanced Coaching Practice** (15 hours)

- 5 sixty-minute sessions of client coaching with non-course members as practice clients with review and feedback from REV. All sessions are taped, as far as possible
- Coaching sessions will fine-tune already covered coaching techniques



#### **Module 4 – Summary Workshop** (12 hours)

- 1.5 Day Course Summary Workshop
- Preparation for IAC Certification Examination

Note: At the end of The Professional Coach training, you will have met the standards as an NLP Practitioner, and can apply for a certificate from the Society of NLP.

*You miss 100% of the shots you don't take*

*Wayne Gretsky  
Ice hockey legend*

