

## Curriculum '08



### *Live the dream of becoming a **PROFESSIONAL COACH** with ICAN!*

All seminars are taught at the University of East London Docklands campus (unless otherwise stated)

and run from 10.00am-5.00pm

Six days of high impact training over three months

Professional Coaching	Module 1 Coaching fundamentals	Module 2 Coaching skills	Module 3 The coaching business
<b>Content</b>	<ul style="list-style-type: none"> <li>• The essence of coaching – definition, eliciting expertise</li> <li>• Coaching assumptions</li> <li>• Coaching objectives</li> <li>• Coaching applications – executive, life, performance</li> <li>• The history of coaching</li> <li>• Coaching paradigms – Who is the expert?</li> <li>• Coaching styles - directive, non-directive, both</li> <li>• The coaching process as opposed to content</li> <li>• Coaching ethics</li> <li>• The critical success factors of coaching: Rapport, presence, attention, curiosity</li> </ul>	<ul style="list-style-type: none"> <li>• Build rapport/co-create a relationship</li> <li>• Complete a diagnostic analysis</li> <li>• Structure your conversation</li> <li>• Use effective enquiry – strategic questions</li> <li>• The T-GROW model</li> <li>• The ARROW model</li> <li>• The Logical levels of NLP</li> <li>• Giving generative feed back</li> <li>• Write a report</li> <li>• Set key performance indicators and measure results</li> </ul>	<ul style="list-style-type: none"> <li>• Draw up a coaching agreement/contract</li> <li>• Working with commissioners</li> <li>• The essentials of an excellent coaching session</li> <li>• Coaching formats: telephone, in person, in groups</li> <li>• Identify the best legal structure for your business</li> <li>• Identify a niche market for your business</li> <li>• The secrets of education based marketing</li> <li>• How to structure your fees</li> </ul>
<b>Dates</b>	<b>May 9 - 10</b>	<b>June 6 - 7</b>	<b>July 4 - 5</b>

Our courses deliver the training and tools necessary to develop, launch and grow your own information enterprise as well as the skills necessary to deliver quality services to your customers and clients. Each course comes complete with full training, template letters, forms and agreements as well as expert coaching and support. **08708405640**

**ICAN The City Arc, Curtain Court, 7 Curtain Road London EC2 A3LT**  
**Phone: 08708405640 Fax: 0207917 9533 E-mail: wayne@icancoach.co.uk**  
**Web: www.icancoach.co.uk**

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**Web: [www.icancoach.co.uk](http://www.icancoach.co.uk)**