



## **ICI Standards & Curriculum for**

### **ICI accredited training:**

### **“Business Coaching Skills Training applied to Coaching, ICI”**

The training “Business Coaching Skills Training applied to Coaching, ICI” is accredited by the ICI. The ICI member Institute: EmpowerMind with the “Coach Master Trainer, ICI”: Jørgen Svenstrup, Mitzi Svenstrup and Klaus Dahl Tindborg, who developed the curriculum, have the right to conduct and seal the certificates of this training with an ICI seal. If you have any questions, please contact them directly.

#### **Duration & procedure of the training of the 32 hours/4 days: "Business Coaching Skills Training applied to Coaching, ICI"**

The Business Coaching Skills program is made up of 2 modules divided into 4 teaching and training days. The 2 modules are located, allowing you time to practice business coaching between each module. To be certified it is necessary to attend all course days.

- a minimum of 32 hours (not academic hours) of face to face training in a minimum of 4 days
- conduct 10 external Business Coaching sessions
- read approximate 500 pages of literature
- Oral and written examination

#### **Training content of: "Business Coaching Skills Training applied to Coaching, ICI"**

##### **Day 1 and 2**

##### **Module I**

- What is Business Coaching
- Difference to “normal” coaching.
- Assessment tools
- Individual versus organizational perspectives
- Gaps grid
- Action language
- Resources for career planning
- Management Cultures
- Training and feedback

##### **Day 3 and 4**

##### **Module II**

- Asymmetric relations
- Perspectives Grid
- Advances tasking



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- Social cognitive theory
- Advanced matching techniques
- Stages of change/transtheoretical model
- Training and feedback
- Certification process

### Core competencies

- To handle oneself and own condition in asymmetric contexts
- To know the difference between ordinary 1-to-1 coaching and Business Coaching
- To involve and coordinate the perspectives of the organization and the individual
- To apply a variety of models and tools to ensure insight and progress
- To recognize and challenge organizational cultures and leadership styles
- To match presidents and water carriers
- To provide effective tasks that create insight and learning
- Targeting and focusing on specific behavior (what we do or say)
- Analyzing the behavior in relation to its antecedents and consequences
- Applying valid and reliable methods of assessment, data collection and data analysis
- Building a developmental plan
- Employing validated behavioral change techniques
- Managing, measuring and maintaining behavioral change.

And higher level of skills in various of the core coach competencies, especially:

- Listening
- Using silence effectively
- Powerful questions
- Self-state management
- Self-awareness (especially according to emotional hijacking)
- Measuring ROI

The methodology used primary in the Business Coaching Skills training is the framework from Bruce Peltier, and the Behavioral Change Model, developed by Marcel Balm.

### What are the benefits of Certification?

EmpowerMind Business Coaching Skills relies on evidence-based theory and solid business coaching experience, ensuring professional skills to act as a coach towards leaders of all levels. Business Coaching Skills is highly practical, so you gain in-depth experience and understanding of all aspects of coaching in an organizational context.

As an important part of the education, we want to immerse ourselves in the organization as a central perspective. As a business coach, it is crucial to be able to navigate safely in the management and match any leader at its level of development.

In addition, of course, we work with how to handle the entire coaching process in an organizational context, where the leader you coach is part of an organization that also has significant



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influence. In other words, Business Coaching enables you to manage managers at all levels of the organization with a coaching approach that quickly shows results.

The Business Coaching Skills program ensures you solid practical experience so you are prepared to perform coaching professionally at the managerial level.

### **Addressed to:**

The Business Coaching Skills Training is for you who work as a professional coach, consultant, HR employee, process consultant, instructor or coach in order to work with leaders at all levels of the organization and help them create better results.

**For general orientation about certificates please see the “ICI Certification Guidelines”**

**For the ICI member Institute EmpowerMind, please see:**

<https://www.coaching-institutes.net/empowermind>