

Associate Coaching Course 2017

The **Associate Coaching Course - Evoking Excellence in Others** is a six-month intensive programme in the application of the principles of Integral Coaching. Under the auspices of our learning partner, New Ventures West, the Associate Coaching Course is recognised by the International Coach Federation (ICF), the largest coach trainer accreditation body in the world, delivering 90 hours of ICF Approved Coach Specific Training Hours (ACSTH).

Students meet as a group for three sessions spread out over the six months. The balance of work between sessions is self-paced, including readings, written assignments, and three detailed case studies, requiring applications of this coaching method with clients. The course makes use of an e-learning platform for the inter-session periods. Students are put into groups (pods) and assigned a pod mentor. The mentors hold pod meetings, observe coaching sessions and provide written and verbal feedback. Pod mentors provide feedback to students on their written and action-learning assignments.

Close contact is maintained with students through letters and between-session assignments, especially while participants are implementing their client coaching programmes. Essentially, this course is an intensive coach training and apprenticeship programme designed for participants to emerge as skilled coach practitioners in their areas of work.

Purpose & Outcomes

- Participants learn and apply a rigorous coaching method throughout a six-month period.
- Participants leave the programme able to design, present and conduct coaching programmes.
- Participants develop a deeper awareness of their own development needs, by undertaking a personal development programme, and receive support as they undertake their development practices.

Skills Acquired

- How to see the world (Structure of Interpretation) through someone else's eyes and consequently speak in a way that others can hear and understand.
- How to skilfully coach people along the continuum of performance from unacceptable to outstanding so that performance continues to improve as people build competencies necessary to support their growth.
- How to make grounded, behaviour-based assessments of the competencies of others and ourselves.
- How to design, present and conduct short- and longer-term coaching programmes.
- Develop a contextual understanding of the differences between teaching, counselling, managing, leading, mentoring and coaching, and when to use each type of intervention.
- How to use integral models to observe and understand the behaviour of others.
- How to effectively coach people in the midst of resistance.
- How to respond authentically to clients without using techniques or canned answers.

Target Audience

- People interested in evoking excellence in others while also being open to receiving coaching themselves so they too can bring forward excellence in their own endeavours.
- People willing to freely question their assumptions and try out new methods.
- People in leadership positions wanting to support and sustain the development of new competencies in their staff.
- People in organisations working as advisors, coaches, and specialists supporting human resource development.
- Consultants and private practitioners wanting to deepen or develop their coaching skill set as they



support client growth.

Structure

Session 1: Foundations of Coaching (3 days)

Pre-Course Work:

- *Autobiography*
- *Positive & negative characteristics assignment*

Session I (3 days)

- *Introduction to course and participants*

Immersion in:

- *The philosophical underpinnings of Integral Coaching*
- *The flow of coaching*
- *Coaching models*
- *Development plan for the 6 months*
- *Setting up live coaching case studies*

Between Sessions:

- *Personal Development Practices*
- *Assignment 1: Completion Exercise*
- *Development Letter 1*
- *Assignment 2: Coaching Programme 1*
- *Development Letter 2*

Session 2: Extending Coaching Impact (3 days)

- *Understanding who YOU are and how you show up in the world and its impact on your coaching*
- *Coaching through language*
- *Deepening coaching practice*
- *Continuing live coaching case studies*

Between Sessions:

- *Personal Development Practices*
- *Development Letter 3*
- *Assignment 3: Observing Others*
- *Development Letter 4*
- *Assignment 4: Coaching Programmes 2 & 3*
- *Development Letter 5*

Session 3: Deepening Coaching Practice (2 days)

- *Somatics: Dealing with the body and behaviour in coaching*
- *Learn to design complex coaching interventions*
- *Coaching job-shop*
- *Continuing development as a coach*

Following Final Session:

- *Assignment 5*
- *Completion Letter 6*



Course Credentials



The Centre for Coaching is based at the UCT Graduate School of Business (GSB) - one of Africa's leading business schools. Its courses form part of the GSB Executive Education suite of offerings and are informed by both academic rigour and coaching practice.

www.gsb.uct.ac.za



New Ventures West (NVW), one of the leading coaching schools in the USA, founded in 1987, is a San Francisco based organisation dedicated to having people be both effective and fulfilled in their work as integral coaches.

www.newventureswest.com



The International Coach Federation is the leading global organization dedicated to advancing the coaching profession by setting high standards, providing independent certification and building a worldwide network of trained coaching professionals.

Under the auspices of our learning partner, New Ventures West, completion of this ACC programme will earn you 90 Approved Coach Specific Training Hours (ACSTH).

ACC is a prerequisite for the one-year Professional Coaching Course (PCC), which is an Accredited Coach Training Programme through the ICF. The PCC is also run under the auspices of our learning partner, New Ventures West.

For more information on how to become or find an ICF-credentialed coach, please visit coachfederation.org



The Health Professions Council of South Africa (HPCSA) is a statutory body, established in terms of the Health Professions Act No. 56.

It has accredited the ACC course for 20 general Continuing Education Units (CEUs) and 5 ethical CEUs in level 3. www.hpcsa.co.za



Launched in April 2006, Coaches and Mentors of South Africa (COMENSA) is an inclusive, umbrella professional association for individual and corporate providers, buyers and trainers of coaching and mentoring services.

The Centre for Coaching is a registered Training Institution and Coaching/Mentoring Company member of COMENSA. The Centre for Coaching Facilitators, Craig O'Flaherty and Janine Ahlers, are also both members. www.comensa.org.za



Course Dates

	Cape Town UCT Graduate School of Business, Breakwater Campus, Waterfront	Johannesburg The Hyatt Hotel, Rosebank
Session 1:	15 - 17 March 2017	22 - 24 March 2017 <i>*please note Human Rights day on 21 March</i>
Session 2:	7 - 9 June 2017	13-15 June 2017 <i>*please note Youth Day on 16 June</i>
Session 3:	23 - 24 October 2017	26 - 27 October 2017

Tuition fees

If you are interested please complete the application form and submit at your earliest convenience.

	Cape Town		Johannesburg	
2017 Fees	R45,400 ex VAT	R51,756 incl VAT	R49,700 ex VAT	R56,658 incl VAT

Full payment for the course is required 2 weeks before the start of Session 1. Payment Plans are available should you wish to spread out the financial responsibility at a small surcharge (please enquire).

Deposit:

A R7,000.00 non-refundable, non-transferable deposit is required on application to secure your seat. We are, however, only be able to guarantee and hold your place on the course once all your application documents have been received and the deposit paid. The places on this programme are allocated on a first-come, first-served basis. Once all places have been taken, we operate on a waiting list system.

** If your application is not accepted, your deposit will be returned. If it is accepted and you cancel your booking, we will retain your deposit.*

Cancellation Policy:

The ACC is a popular programme and each year we have a waiting list of highly committed applicants. Your spot is one of only a few available each year and we need to implement a strict cancellation policy to ensure that all participants are sure that they have carefully thought through the personal, time and financial commitments that are required in order to be able to complete this world-class, rigorous course.

Please note that withdrawal from the course less than 14 days prior to commencement, or at any stage after commencement, results in 100% forfeiture of the total course fee. Any portion of the fee unpaid then becomes immediately due and payable. All cancellation terms can be found on the application form.

Visit our website, www.centreforcoaching.co.za to apply online

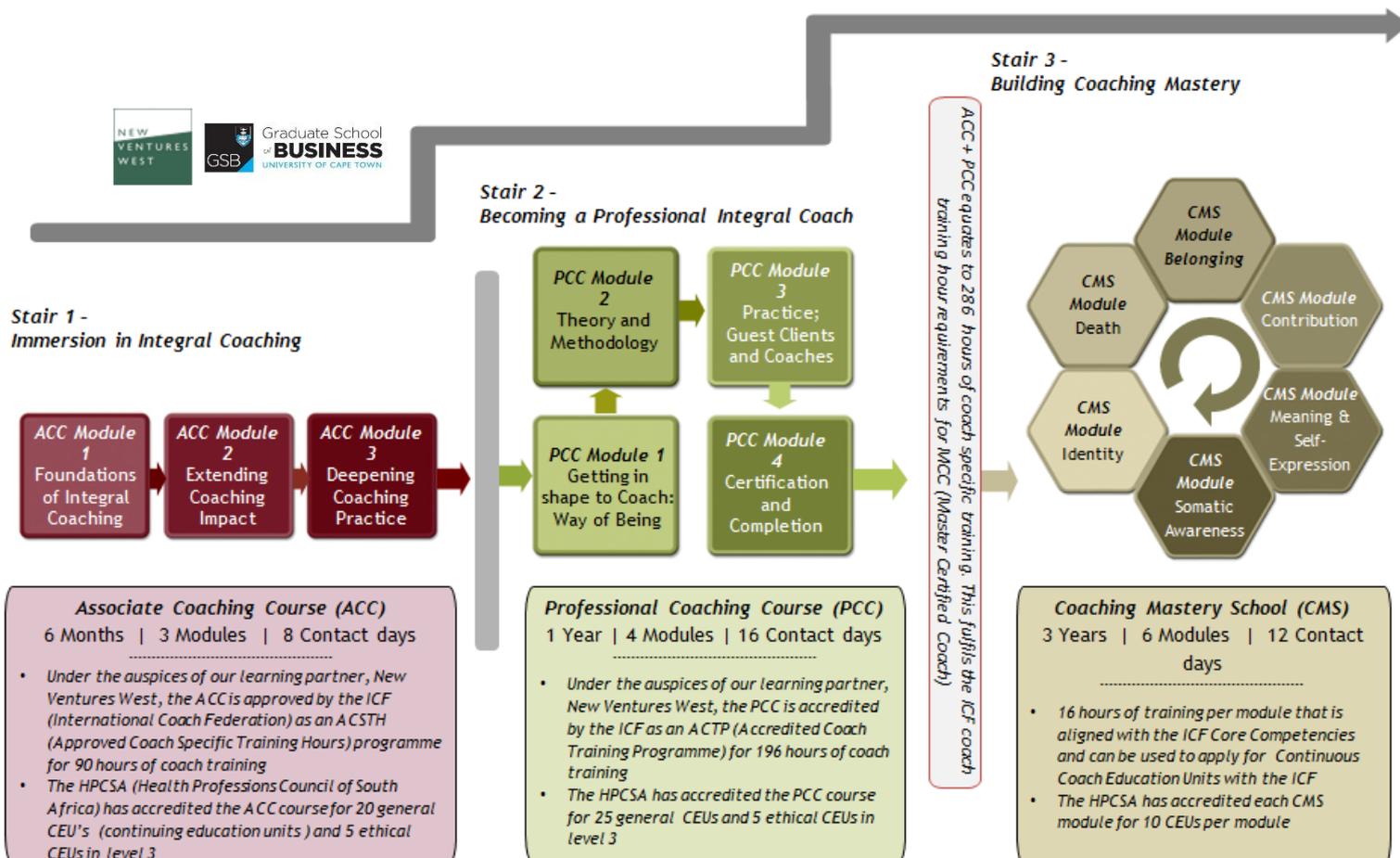
Head-and-shoulders photo and one-page motivation letter to be included with your application form.

For more information contact Kim on 021 406 1031 or kim@centreforcoaching.co.za



The Integral Coaching Journey

The ACC is the first step in an 18 month programme offered by the Centre for Coaching that is made up of two courses targeted at different levels. Each course can be completed separately and offers a stand-alone qualification, but they are designed to work together as a unit over an 18 month period with 'soak in' time between each programme to allow information to be absorbed and practiced. Once you have completed the Professional Coaching Course, we offer Master Classes to further enrich your coaching.



Centre for Coaching

The Centre for Coaching, established in 2002, is situated at the UCT (University of Cape Town) Graduate School of Business (GSB) - Africa's leading business school. Its courses form part of the GSB Executive Education suite of offerings and are informed by both academic rigour and coaching practice. It is located at the GSB campus and integrates seamlessly into the tertiary institution's activities. In twelve years it has become a primary coach training institution and a respected home of coaching theory. Our purpose is to develop top quality one-on-one executive coaches as well as leaders who want to build coaching skills.

Nascent industries lack standards and the local coaching industry was no different when the Centre opened in 2002. There is no South African accreditation body that can validate professional coaching designations. This creates an environment where there are no determined process and therefore no barriers to entry to anyone wishing to become a coach.



For this emerging industry to mature and gain the respect of corporate South Africa, there needs to be structure. The Centre for Coaching aims to support the development of this structure by being the de facto standard and benchmark for coaching excellence. We do this in three different ways:

- We partner with New Ventures West, one of the top coaching schools in the USA that has over 25 years of experience in teaching this style of coaching (integral coaching)
- Our public coaching programmes, in partnership with our learning partner, New Ventures West, are approved as Approved Coach Specific Training Hours (ACSTH) with the International Coach Federation (ICF) as well as counting as Continuing Education Units (CEUs) for the Health Professionals Council of South Africa (HPCSA)
- The theoretical underpinnings of our work and our teaching methodologies are aligned with the academic rigour required at the GSB

In addition to our specialist focus on coaching, the Centre for Coaching is committed to ensuring that this philosophy and its application to leadership becomes a recognised business tool and is dedicated to spearheading the awareness, acceptance and growth of executive coaching and powerful leadership in organisations.

The CfC goes about this in a number of different ways:-

- We offer top-calibre one-on-one executive coaches to those individuals and organisations seeking coaching
- We consult to organisations wishing to invest in leadership development
- We consult to organisations wishing to experience a transformational culture shift
- We conduct research into the work we do both in corporate roll-outs and in our teaching

More about the Centre for Coaching, its offerings, philosophy and approach can be found on the website; www.centreforcoaching.co.za

Centre for Coaching Directors



Craig O'Flaherty is a highly experienced Integral Coach who has worked to coach senior executives in leading organisations across the globe and to train prospective business and life coaches. He is co-Director of a centre of excellence – The Centre for Coaching – at the Graduate School of Business, University of Cape Town, as well as Director of Coaching Matters, an executive coaching practice.

In the 12 years prior to his coaching work, Craig worked as a Partner with two of the world's leading consulting companies, Accenture and Gemini Consulting, in the dynamic world of Strategy Consulting. In that time he worked and lived locally and globally – operating at CEO, board and senior executive level, designing and implementing strategy and organisational transformation programmes across a wide range of industries. Craig has had experience in dealing with executives on the critical competitive issues facing their organisations, working to fashion and help implement strategic change agendas that have helped to reposition organisations within their markets and industries.

His work in coaching has seen him travel internationally to New Ventures West in San Francisco, California, where he completed the year-long Professional Coaching Course, certified by the International Coach Federation (USA), as well as a second year-long Business Leaders Training course which has accredited him to run all of New Ventures West's Coaching in South Africa, Australia and now Switzerland. Craig's clients span a wide range from South Africans to clients from Australia, Central Asia, Europe, the UK, East and West Africa and the full Southern African region.



He spends his time as a one-on-one coach to executives from leading organisations across the globe, with leadership teams as a group coach, as well as consulting on the design and implementation of coaching cultures, interventions and processes into their businesses. His clients include SCMB, Chevron, Anglo American, Sanlam and British American Tobacco. He delights in working across cultural, gender and other category backgrounds in assisting people towards captaincy of their fate and the exploration of roads less travelled.

Craig has a Bachelor of Arts majoring in Industrial Psychology from the University of the Witwatersrand and a Masters in Business Administration from Wits Business School.



Janine Ahlers is a certified Professional Integral Coach and Academic Director of the Centre for Coaching, a centre for excellence situated at the UCT Graduate School of Business (GSB). She also holds the position of Senior Lecturer at the GSB, lecturing in Coaching and Leadership Development to MBA and Executive Education students. She has delivered and published research papers at several academic peer-reviewed conferences, and has published book chapters and articles on the topic of coaching in leadership development. She is also co-director of both Centre for Coaching and Coaching Matters, an executive coaching practice.

Janine spent more than 10 years working in the corporate, manufacturing and business environment where she was required to network and operate at senior executive levels. She held positions as Director, Exco member, Head of HR, and also handled marketing, production and start-up operations. Janine held a number of musical positions in the National Orchestra before she started her corporate career. She continues to play the violin in orchestras and quartets whenever possible.

Janine has been coaching since 2002, primarily to senior executives who are often working on strategic, leadership and relationship challenges. Her clients span a wide range, from South Africans to clients from Australia, Central Asia, Europe, Eastern Europe, the UK, Japan, Turkey, Dubai, North, East and West Africa and the full Southern African region. Her work in multinationals has allowed her to develop a keen appreciation for the challenges facing leaders who operate in multicultural global organisations.

Janine lectures and facilitates on all courses run by the Centre for Coaching as well as running in-house coaching workshops, Coaching Circles and Leadership Development Interventions for blue-chip clients all over the world. She consults to organisations and teams locally and internationally on the design and implementation of coaching cultures, interventions and processes, as well as leading the implementation of such interventions.

She is a Professional Coach certified through the ICF (International Coach Federation, USA), and is currently certifying as a Master Coach (MCC) through the same organisation, having over 3,200 coaching hours logged. She is a founding member of both the Coaches & Mentors Society of SA (COMENSA) and the Coach Educators and Training Association of South Africa (CETASA). She has done Group Facilitation and depth consulting (Feather Assocs), as well as Enneagram certification (Adfen International). She is advancing her work in coaching through being one of only a select group of people worldwide chosen to participate in the rigorous Professional Coaching Course (PCC) Leader in Training process run through New Ventures West in the USA.

Janine also has a Bachelor of Arts from the University of the Witwatersrand, Johannesburg, a Postgraduate Diploma in Management (Human Resources) from the University of the Witwatersrand Business School, a Licentiate from the Royal Schools of Music (Violin Teaching) and a Masters in Business Administration from the UCT Graduate School of Business.



Centre for
Coaching

For more info:

Visit our website, www.centreforcoaching.co.za

**or Contact Kim on 021 406 1031 or
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