

The
Business Coaching
CERTIFICATE PROGRAM

An intensive 10-month course that will provide you with guided hands-on experience and transform your leadership style.

Approved by the International Coach Federation for coach specific training (ACSTH).



**Conveniently offered at
NC State on these weekends:**

Thursday-Saturday November 13-15, 2014
Friday-Saturday December 12-13, 2014
Friday-Saturday January 9-10, 2015
Friday-Saturday February 20-21, 2015
Friday-Saturday March 20-21, 2015
Friday-Saturday April 17-18, 2015
Friday-Saturday May 15-16, 2015
Friday-Saturday June 19-20, 2015
Friday-Saturday July 17-18, 2015
Friday-Saturday August 7-8, 2015

FREE! No-Obligation Information Sessions -
October 14, October 22, and October 30, 2014

Register by October 22, 2014 to
Save \$500!

As an ICF-approved Coach Training Program, graduates of this program are now able to apply directly for the ICF Associate Certified Coach (ACC) and Professional Certified Coach (PCC) credentials, bypassing the portfolio path. This program brings together a highly competent and effective faculty that includes credentialed and certified professional coaches and alumni. Led by Sackeena Gordon-Jones (PCC) and Matthew Kersey (ACC), the weekend sessions are highly interactive, with group discussion, peer coaching, coaching supervision, along with great meals and camaraderie. This program is unique in that it facilitates the development of coaching skills, as well as personal development. In addition, you will be matched with a professional coach as your mentor.

Attendance is limited to 20 participants.

On-line at ncsu.edu/opd

Call **919.515.2261**

Fax **919.515.7614**

Complete and mail the enclosed registration form. For more information email

ContinuingEducation@ncsu.edu

What

▶ About Coaching

Coaching is emerging as a major profession in today's business world. Increasing numbers of companies are using coaches in their leadership development programs. Internal coaching is on the rise. The International Coach Federation now has 21,827 members worldwide. In a recent study they reported the average annual salary of full-time coaches as \$82,671 and estimated the coaching industry globally is close to \$1.5 billion.

Companies and individuals use coaching because it works. Clients have reported that their experience with coaches have led to breakthrough business results along with significant improvement in personal performance and leadership effectiveness with their teams.

While anyone can call themselves a coach, the ICF survey reported that coaches who are certified, and therefore trained, are much more likely to coach full time, have a greater number of clients, and be business-focused.

▶ What Makes the NC State University Business Coaching Certificate Program Unique?

The North Carolina State University Business Coaching Certificate Program is a 10-month program that follows the International Coach Federation curriculum guidelines for the coach specific training you'll need for certification as a professional coach with the International Coach Federation.

The NC State program will give you a powerful training structure that ensures the transfer of skills from the classroom to the workplace. As a participant you will study the principles and techniques of coaching and practice coaching skills in the monthly workshops. You will be matched with experienced coaches and you will start your own coaching practice early in the program by recruiting two or three clients to coach between the monthly meetings. Your work with clients will be closely supervised by the program instructors.

These layered elements of training, theory, skill development, supervision of your practice, and support from an experienced coach ensure the progressive development of your coaching skill.

Attend

▶ Why You Should Attend

The NC State University *Business Coaching Certificate Program* will prepare you to become an effective business coach.

This comprehensive course was developed for people who want to pursue coaching as a full-time occupation or want to make coaching skills a central part of their practice as a manager or business consultant. It's ideal for managers, human resource development and human resource management professionals, organizational development consultants, technical specialists, and other professionals who are moving into a coaching or training role.

▶ Attend and You Will

- Hone your coaching skills to a much sharper edge
- Become knowledgeable in the theories and principles of coaching
- Begin to establish a real coaching practice either as an internal coach or an independent practitioner

Our program follows the International Coach Federation's curriculum guidelines for the coach specific training required for a coach who wants to be certified by the ICF as a professional coach.

▶ What is the Program's Structure?

10-Month Program

The NC State Business Coaching Certificate Program is a series of 10 monthly weekend blocks, a total of 21 days. The program is largely experiential. A typical week-end will consist of coaching skills training, the theory and practice of business coaching, establishing a coaching practice, and the supervision of your coaching practice.

Your Coaching Practice

You will be expected to work with clients during the program. Your work will be supervised by an experienced coach in small groups during the monthly program.

Your Coaching Mentor

You will be expected to work with a professional coach for at least three months. Three 30-minute coaching sessions a month for three months are included in the fee. The program directors have recruited a group of experienced coaches with whom you will be matched. The focus of this coaching is your personal development as a coach.

Course Project

As a participant you will complete a project related to developing your coaching practice.

▶ Attend and You'll Learn

Coaching Theory and Process

- Social science concepts that form the foundation for coaching principles, skills and techniques
- Coaching concepts and processes

The Coaching Relationship

- Creating a safe and supportive environment that produces mutual respect and trust
- Developing the capacity to be fully present and create a spontaneous relationship with the client

Coaching Skills

- Listening, empathy, questioning, summarizing, challenging, using intuition

Use of Self

- Appreciating the importance of one's continued development as a basis of building effective coaching relationships
- Using one's own internal processes as a source of information

Coaching Ethics

- Understanding and becoming committed to the ethical guidelines and professional standards of being a business coach

Developing a Coaching Practice

- Developing a strategy for a practice either as an internal coach or as an independent business coach

Business Coaching Background

- Understanding a range of business, organizational, and management concepts and their implications for business coaching

▶ Who Should Attend

- Consultants who want to develop the skills as executive and business coaches
- Executives and managers who want to develop a coach approach to leadership
- Human resource professionals who want to work as business coaches with their company's leadership team
- Managers who want to redirect their career towards becoming business coaches
- Professionals who are seriously interested in pursuing coaching as a profession
- Coaches who want to expand their learning and/or attain ICF membership or credentials

▶ Program Fee

\$6,495 for the 10-month program, including individual coaching sessions. A \$500 deposit is due at the time of registration. The balance is due by the start of the program on November 13. Sallie Mae financing available. Call 919.515.8163 for information.

Register and pay by October 22, 2014 and save \$500.

▶ Course Schedule

Classes meet from 8:30 a.m. until 5:00 p.m. All sessions will be held at the JC Raulston Arboretum except in November and February, when classes will meet at the McKimmon Center. Refreshment breaks and lunches are included in the registration fee.

Following your enrollment, you will receive a confirmation letter by email with detailed instructions, a receipt or invoice, and a map of the Raleigh area with driving directions. Depending on your Internet service provider and/or your personal email settings, emails from NC State University in regard to this registration process may be considered unsolicited and not be delivered to your in box. If you do not receive an email confirmation from NC State University, please check your spam file if you have one, or you may contact us at **919.515.2261** with any questions about your registration status.

If you are a person with a disability and desire assistive devices, services, or other accommodations to participate in this program, please contact us at **919.515.2261** or **ContinuingEducation@ncsu.edu** at least two weeks prior to the start of the program.

▶ Attend and You'll Receive

- 21 days of training in workshops - 7.0 contact hours per session - 147 total classroom hours - 14.7 CEUs!
- 142.25 CCEUs for ICF coach specific training
- 136.5 credits for HR Certification Institute towards PHR, SPHR, or GPHR
- Professional instruction
- Your own coaching mentor
- Textbook and reference materials
- Supplemental materials
- A certificate of completion at the conclusion of the program

▶ Learn More About the Program at Free, No-Obligation Information Sessions

October 14, 2014 - 6:00 p.m. - 7:30 p.m.

October 22, 2014 - 6:00 p.m. - 7:30 p.m.

JC Raulston Arboretum, NC State University, Raleigh, NC

October 30, 2014 - 6:00 p.m. - 7:30 p.m.

McKimmon Conference & Training Center, NC State University, Raleigh, NC

For more information or to register for an information session, contact the Office of Professional Development by telephone at **919.515.2261** or by email at **ContinuingEducation@ncsu.edu**

Who

Program Director

Sackeena Gordon-Jones, PCC



Sackeena Gordon-Jones has been coaching professionally since 2003, with a focus on transformational leadership development, team effectiveness, organization and personal strategy development, and execution. She has coached hundreds of leaders, high potentials, and professional women throughout North America, Europe and Asia. She also mentors other coaches who are pursuing their ICF credentials. She earned her coach certification from Duke University and CTI.

Sackeena is the CEO of Transformation Edge, a coaching and consulting practice specializing in business and personal coaching, as well as leadership and coach training. Previously, she was Director of Global Learning and Development for a multi-national software company. Earlier in her career,

she served as consultant and strategic advisor for both public and private sector organizations.

She is a member of the International Coach Federation (ICF); 2011-2013 president of the ICF, Raleigh chapter; 2013 member of the ICF Southeast Region Advisory Council; and holds the ICF credential of Professional Certified Coach (PCC). Sackeena received the 2013 Inspired Leadership "Flame Award" from ICF-RAC.

Core Faculty/Facilitator

Dr. Matthew Kersey, ACC



Dr. Matthew Kersey is a Senior Director at Stiefel, a GSK company, and is passionate about coaching people to higher performance. Matthew collaborates with scientists and leaders across the globe to develop new medicines and is currently leading the transformation of his department to more effectively

develop novel medicines for dermatological diseases.

Matthew is a graduate of the NC State University Business Coaching program and is credentialed through the International Coach Federation. Matthew coaches within GSK and founded MTK Business Coaching, Inc. He has coached fascinating people in the U.S., UK, China, and Latin America.

Matthew received his B.A. in Chemistry from The College of the Holy Cross and his Ph.D. in Chemistry from Duke University.

Dr. Brian Nichol and Lou Raye Nichol, M.Ed., PCC co-founded the Business Coaching Certificate Program in 2002.

Dave Gattles was a graduate of the program in 2002 and co-directed the program through 2014. **Michele Hemric**, program advisor, is a 2010 graduate of the program and now holds the ICF ACC Credential. They continue to work with the teaching faculty in a support role.

For more specific information about program content, contact Sackeena Gordon-Jones at **919.745.8944** or by email at **SGJ@TransformationEdge.com**.

Business Coaching CERTIFICATE PROGRAM – REGISTRATION FORM

OPD-MBCOACH-C-005

FEE:

- o \$6,495 full program fee
- o \$5,995 received by October 22, 2014 - **Save \$500**
- o \$5,895 for each additional registration from the same organization

PAYMENT ENCLOSED:

- o \$500 deposit (balance due by November 13, 2014)
- o Full payment
- o I need more information before deciding. Please contact me with more details.

T O D N

To help us serve you better, please enter the code from your mailing label. Enter this code even if label is addressed to someone else. Thank You!

Please duplicate this form for multiple registrations. You may want to make a copy for your records.

_____ Date of Birth** _____
Firstname Middle initial Last name mm/dd

Full Title Badge Name

Company

Work Address

_____ State _____ Zip _____
City

_____ Fax _____
Work Phone

Email

Name, Phone Number, and Email of Manager Approving Your Training

Deposit or full payment must accompany registration. Faxed registrations without a credit card # or a purchase order # will not be accepted. The easiest way to guarantee your place is to pay with a credit card.

Payor: Company Self

Payment Method:

- Credit Card
- Visa MasterCard AmEx DinersClub
- CorporateCard? Yes No

Card # _____

Expiration Date (mm/yy) _____

Amount _____

Cardholder's Name (please print) _____

Cardholder's Signature (required) (seat) _____

- Check (U.S. banks only) (do not fax)
- If you wish to pay by purchase order, please submit your purchase order and this registration form by mail or fax them to 919.515.7614.
- IDT (NC State University employees only) Project (FAS)# _____

**In lieu of SSN, your date of birth is required as a personal identifier for internal record keeping by this university.

Make check(s) payable to: North Carolina State University. Please write the name(s) of the participant(s) on the face of the check(s).

Submit payment and registration to:

Registration Coordinator • NC State University • Office of Professional Development • Box 7401 • Raleigh, NC 27695-7401 • Fax: 919.515.7614

Testimonials

▶ What Our Graduates Have Said About the Program

“ I have always enjoyed developing and mentoring others and was looking for a course to enhance my skills. In reviewing my options, I came across the NC State Business Coaching Program. It was a big commitment and I wasn't sure how I was going to juggle working full time, three small children, and school, but my gut told me this was the right program to choose. I am so grateful I did because the NC State Coaching Program was life changing. The invaluable skills, self-awareness, and lifelong friendships changed me in ways I never thought possible. By utilizing the coaching model, I am a more effective leader and can see the positive changes in myself and others.”

- Christine Lemnios, Liberty Hardware, Winston-Salem, NC

“ The Business Coaching Program at NC State University is professional development delivered and practiced in a way that really builds coaching skills. It gave me great insight on coaching. Over the 10-month period, I truly had time to focus on building new skills, sharpening existing skills and improving my own self-awareness. I improved my own effectiveness as a leader as well as my ability to help other leaders and teams become more successful.”

- Horace McCormick, Fidelity Investments

“ The NC State program is an excellent choice if you are searching for a coaching certification that will give you practical skills to sustain a successful coaching practice. When I entered this program I already had a full-time coaching practice; I wanted to deepen my skills and become a more effective coach. The curriculum at NC State is structured so that you use your skills on the ground as you learn. This program also provides an ethical base that not only supports you as a coach but also supports the long-term growth of coaching as a profession. If you are a coach or wish to become a coach, this program is potent in terms of awakening possibilities and building skill sets to translate what you learn into what you do.”

- Barbara Moore, Certified Business Coach, Certified Somatic Coach, LMBT#6151, Pittsboro, NC

“ The NC State Business Coaching program far exceeded my expectations! This dynamic and interactive program provided self-discovery as well as all the instruction, guidance, and practice needed to succeed and prosper as a coach. The guest presenters were superb - they alone are worth the cost. Everything was perfectly designed to prepare me to be a competent and confident coach.”

- Mike Almquist, Manager, Human Resources, U.S. Foods, Zebulon, NC



Christine Lemnios receives her certificate from Lou Raye Nichol, Sackeena Gordon-Jones, and Dave Gettles.



Horace McCormick Jr. receives his certificate from Dave Gettles, and Lou Raye Nichol.



Barbara Moore receives her certificate from Lou Raye Nichol, Sackeena Gordon-Jones, and Dave Gettles.



Mike Almquist receives his certificate from Dave Gettles and Lou Raye Nichol.