

Business Coaching diploma

Become a professional coach!



We invite you to join the course!

PwC's Academy would like to invite you to participate in the coaching course **Business Coaching Diploma**. The aim of this course is to provide essential knowledge and coaching skills, enabling to engage in the practice of a qualified, professional coach, as well as in leading teams and business, through strong coaching leadership style.

The programme consists of 156 hours approved by **International Coach Federation (ICF)** as **Approved Coach Specific Training Hours (ACSTH)**. The programme has also been awarded with the **European Quality Award (EQA on Practitioner level)** issued by the **European Mentoring & Coaching Council (EMCC)**.

Who can be interested?

The course is directed to managers, team leaders HR department employees, business skills trainers, counsellors, consultants, psychologists, educators and everyone who is interested in coaching and development.

Our approach to coaching

Coaching is about a systemic approach to the Client, having in mind their working environment, business challenges, level of motivation, values and expected results


A coaching relationship ensures confidential, Client-oriented form of cooperation.

The Coach knows that the Clients themselves are the best source of inspiration and solutions, which they reach in the course of the coaching sessions.

Course unique proposal

The first and only course in Serbia with certifications from two international coaching institutes: ICF and EMCC!

Business Coaching Diploma is a comprehensive course consisting of:



Interactive training –
15 days, three day 5 modules on which you gain coaching mindset, tools and techniques.



Mentoring/ supervision:

- 7 group mentoring session
- 3 individual supervision session



Exam supervised by professional coaches i.e. certificate ready for ICF and EMCC credentialing



Personal development thorough deep insights



Individual learning curve



Learning through experience – practicing different coaching techniques

- **Modules** are diverse in terms of the learning methods, i.e. interactive lecture, discussion, demonstrations of various coaching tools, exercises in pairs, individual supervisions.
- Participants will also be obliged to demonstrate the completion of at least 36 hours of coaching with external clients (may be pro-bono).
- **Small groups** of up to 12 participants.
- Before admission participants are invited to a **entry interview with trainers.**
- **Fee for the complete course:** early birds registration by 23 September 3,500 EUR + VAT
standard registration deadline by 7 October 3,800 EUR + VAT

Programme

Introduction – Coaching mindset

Duration: 3 days



Day 1

- Introduction to the course
- Presentation of the participants
- Introduction to group coaching
- Establishing the coaching group contact
- Presenting self in metaphor
- Feedback construction
- Powerful coaching questions
- The Hero's journey - storytelling

Day 2

- Work with your inside critic – „Taming the Gremlins”
- Reframing through questions
- Frame of the problem and frame of the solution

Day 3

- Dream map – creation and presentation
- Mindset summary & reflection
- Post-Mindset feedback

Module I: Building the coaching relationship

Duration: 3 days

Basics of a coaching relationship in business

- Definitions of coaching, coaching goals
- Pillars of coaching
- Paradigm/meaning of a map in coaching
- Process of change in coaching
- Coaching as a tool in a business relationship
- EMCC and ICF Codes of Ethics
- Establishing the coaching contract
- Coaching vs other disciplines (mentoring, training, therapy)
- Introduction to coaching tools (questions, techniques, feedback, metaphor)
- Typical coaching process
- Typical coaching session
- Basis of a coaching relationship: safety and trust
- GROW as a model tool in business coaching

Building the coach's consciousness

- Coaching communication styles (PCSI®/BELBIN®/MBTI®)
- Coach's own consciousness and position in life
- Dilts' logical levels as source of building the coach's consciousness
- Difficult situations in coaching
- Meaning of a coaching supervision

Communication in coaching

- Effective communication in coaching – role and meaning
- Effective questions and feedback in coaching (questions and feedback reaching the point)
- Pacing & leading
- 3 levels of active listening
- Active listening techniques
- Recognition and mindfulness of linguistics and linguistic traps in coaching
- Adaptation of language and behaviour to the Client: rapport, intention of the coach
- Metaprogrammes: how to understand Client's standards

Coaching as a method of building Client's self-consciousness

- Creative methods of building consciousness: coaching cards, stories, metaphors, vision
- Dilts' logical levels as a method of building Client's self-consciousness
- Coaching based on the values and identity of the Client
- Effect of closure

Programme

Module II: Designing the future – Setting goals

Duration: 3 days

Setting coaching goals

- Setting goals in coaching
- The importance of spheres of influence in setting coaching goals
- Specifying goals: measuring the goal
- Techniques useful in setting goals: goal & effect, working with a dilemma

Balance of resources

- Evaluation of the current situation as the beginning of a coaching process
- Balance of resources – activity matrix technique
- Association and dissociation

Action planning

- Action planning as an essential element in implementing coaching solutions in life
- Working with habits
- Kaizen method of small steps
- Solution-Based approach

Module III: releasing and exceeding one's potential

Duration: 3 days

Releasing one's potential: working with beliefs

- Working with beliefs
- Restrictive beliefs as the source for blocking
- Crushing beliefs – questioning method
- Metaphor as a method of working with beliefs
- RBT (Rational Behaviour Therapy)
- The Work – Byron Katie

Innovation – coming out of the box

- Flow – optimal state of mind
- Coaching techniques helping generate innovative ideas:
 - Walt Disney Strategy
 - SPP

Additional tools in working with the Client

- Elements of systemic coaching

Programme

Module IV: Building a satisfying relationship as the source of success

Duration: 3 days

Building satisfying relationships

- Effective techniques of working with business and personal relationships
 - 4 perspectives of relations
 - Value bridge
 - Social panorama
- Coaching as a method supporting conflict solving

Releasing internal motivation

- Introduction to Co-Active coaching
- Small agenda vs big agenda
- Working with intuition
- Practices: coaching of Fulfilment, Balance, Process



Exam and certification

Final exam consists of 2 parts:

- 1. Theoretical exam – test**
- 2. Practical exam – conducting a coaching session with a Client**

Upon completion of the course participants will receive 2 certificates:

1. Signed by PwC, confirming completion of 156 course hours **approved by ICF as Approved Coach Specific Training Hours (ACSTH)**
2. Signed by PwC, with **European Quality Award (EQA) European Mentoring & Coaching Council (EMCC) quality mark** – a condition for obtaining this certificate is to document 36 coaching hours for external clients

Upon receiving the first certificate participants may apply for individual accreditation (ACC or PCC) through the ACSTH path.

For successful ICF accreditation these steps are required:

- Graduate on Business Coaching Diploma (pass the BCD exam)
- Provide an audio recording of a coaching session to be assessed by ICF
- Provide 10 mentoring sessions with Registered Mentor ICF Coach (which are included in the BCD course)
- Pass ICF online Coach Knowledge Assessment

Upon receiving the second certificate EMCC members have the opportunity to place their coaching profiles in the international database for EMCC certified coaches.



Our trainers

Business Coaching Diploma trainers are experts with many years of coaching and business experience, and most importantly, they are enthusiasts who inspire others.

The trainers are accredited coaches, holding International Coach Federation certificates.



Mirjana Gomilanovic

*Executive & Leadership coach
Managing director One2Grow*

Mirjana is a professional certified coach in the field of leadership development and organisational growth, the author of a book "Lighthouse in me,, and Executive Director of the Agency "One2grow-Leadership Coaching".

Her specialty is development of leadership competencies, building work life integration as well as change management, the definition of company mission, vision and values and by that creating a corporate culture. Mirjana believes that we are all born to be happy. Therefore, her work can be characterized as maximizing the power and knowledge of individuals, in order to grow organizations and society in general.

Mirjana conducts projects designed for management and employees of large international companies, based on individual and team coaching. She acquired accreditations of variety of worldwide consulting companies: Professional Certified Coach by International Coach Federation (PCC ICF), ICF Registered Mentor Coach, Erickson Coach, PCM Coach, Persona Global consultant; SDI consultant; Points of You Trainer and Coach; Oxford Leadership Academy fellow, NLP BP and many others.



Darko Markovic

Systemic executive coach, trainer and consultant for organisational transformation

Darko has MA in psychology, background in psychotherapy (REBT, psychodrama) and certificates in The Art and Science of Coaching (Erickson College International), Leadership Development through Emotional Intelligence (Weatherhead School of Management, USA) and Systems Dynamics in Organisations (Bert Hellinger Instituut, NL).

He is also accredited for the use of developmental tools like Emotional and Social Competence Inventory (Hay Group, UK) and Strength Deployment Inventory (Personal Strengths). During 20 years of his consultancy work, he has been working with a large number of clients, including multinational companies, European institutions and international organisations in more than 30 countries.

His main professional focuses are leadership development, team development solutions, cultural intelligence and systemic change. He is owner of Inn.Side – learning and development.

Contacts



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