



BCA Certification Program (Part 2 and 3) Advanced Program Information Package

2017



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BCA Advanced Certification Program Overview

Program Overview

The advanced BCA program parts follow on from the Business Coaching Advantage Program™ Part 1: Coaching Essentials, which is the first part of the three part Business Coaching Advantage Certification Program. The BCA Certification Program is an International Coach Federation (ICF) Accredited Coach Training Program (ACTP).

The full ICF Accredited BCA Certification Program consists of the following three parts:

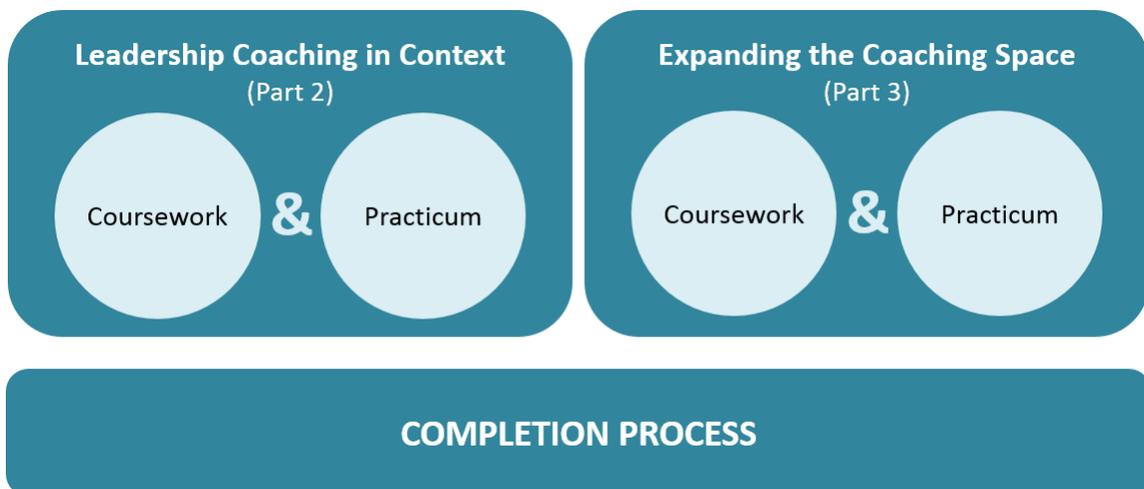
Part 1: Coaching Essentials – Coursework and Practicum [=Business Coaching Advantage Program™]

Part 2: Leadership Coaching in Context – Coursework and Practicum

Part 3: Expanding the Coaching Space – Coursework and Practicum



Similar to the structure of the Part 1 of the BCA Program™, each of the advanced program parts consists of a coursework component and a practicum component. The last element in the full program is a completion process that includes both written and oral components.



The Program Intentions

- › Building knowledge and coaching competence needed for coaching effectively in the leadership and organizational context
- › Create an inspiring and impactful collective learning experience that will help us all grow as coaches and as human beings
- › Contribute towards the development of coaches who can support leaders with mindfulness and wisdom in the midst of the challenges of our time
- › Provide sufficient formal learning elements to allow participants to meet the ICF training and mentoring requirements for a PCC credentialing application
- › Sets you up for continuing growth and learning beyond the completion of the program.

Why Take this Program:

- › To deepen your coaching skills
- › To increase your knowledge of leadership coaching
- › To develop yourself as a coach
- › To be stretched and supported by a like-minded group of fellow learners
- › To meet the training, mentoring and assessment requirements to earn an ICF credential.

The Learning Experience

- › Learning experience that is highly interactive, personalized and focused on expanding your capability to coach in the leadership and organizational context
- › Teaching approach that blends exposure to frameworks, models, tools and skills with engaging experiential activities and practice
- › Program structure that includes self-directed study, allowing for self-paced learning and deeper exploration
- › A personally and professionally transformative experience with focused learning that helps you to gain confidence, capability and competence by continuing to making shifts at several levels, including shifts in your:
 - intentions
 - attention
 - mindset
 - behaviours and practices
 - skills
- › To complete the rigorous and focused training and mentoring requirements towards an ICF designation

Accreditation and Awards

Graduates of the **BCA Advanced Certification Program** is awarded the designation of Business Coaching Advantage Certified Coach™. (BCACC™)

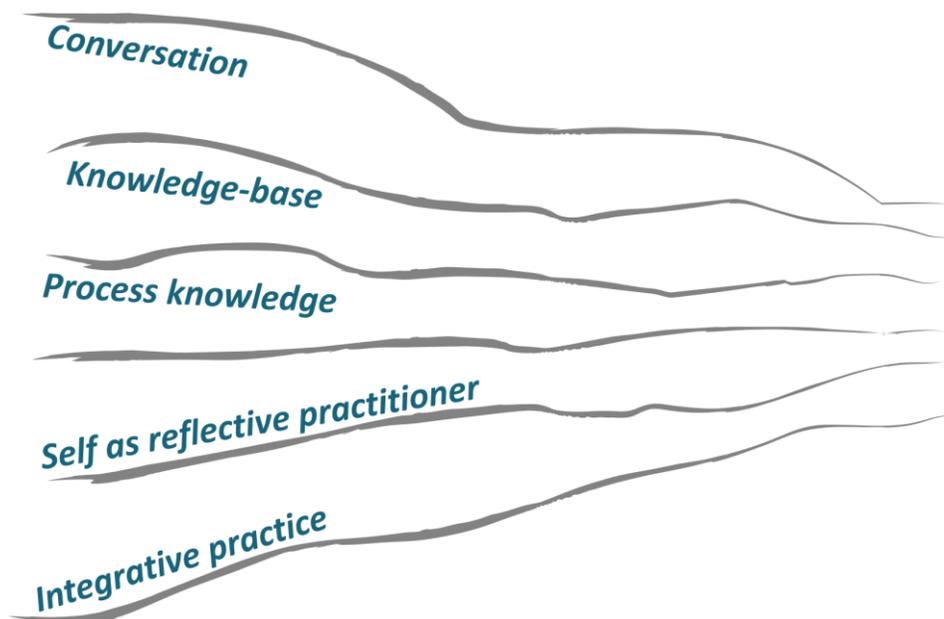
The **BCA Advanced Certification Program**, including all three parts, is an ICF Accredited Coach Training Program. This means it is approved training for ICF credentialing using the ICF ACTP route.



For more information on the ICF credentialing process go to www.coachfederation.org.

What the Advanced BCA Program Involves

The learning in the program is organized around five distinct, yet interdependent, streams of learning.

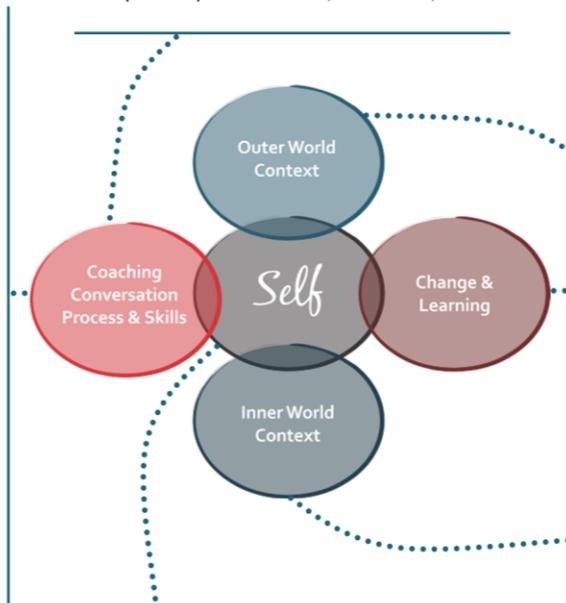


See next page for a brief overview of how we will use these different streams of learning to explore, expand and deepen the Coaching Advantage Framework™.

“Process knowledge” that allows us to set up and manage coaching engagements

This includes a broad range of knowledge, skills, tools and practices that relate to managing a coaching engagement effectively: Contracting with individual client and organization for engagement; practices and principles for managing the coaching process over time; ethics of coaching; tricky issues; knowledge of different kinds of coaching agendas – e.g., skills, performance, situations, developmental...

HOW? Practice with peers with feedback. Supported by Competency models (ICF, WABC, etc.), our competency framework, feedback,



Self as Reflective Practitioner

Developing and growing self as coach

Knowledge-base (content) “Knowing about” the territory we’re working in as facilitators of change and learning and performance

Expanding our knowledge base for coaching – in the different domains identified in the CA framework: Outer world, Inner world, Change, Coaching process

Learning about models, frames, theories, research, tools that can inform our coaching – developing our coaching knowledge-base, as well as our ability to add to that knowledge base on our own as we move out of the formal learning environment

HOW? Teaching of selected models; suggested resources

Overview of the Content and Structure of the Advanced Program

BCA Part 2 Program Overview

10 weeks	Leadership Coaching in Context			
	VIRTUAL Format			
	10 weeks of teleclasses with self-directed learning (2 hrs per week)			
Structured labs and Self-paced activities	Essentials Practicum			10-16 weeks
	VIRTUAL Format			
	Skills Development	Coaching Practice	Mentoring	
	<ul style="list-style-type: none"> › 10 Skills and Practice Labs (90 minutes each) › Written reflections on 5 Skill labs 	<ul style="list-style-type: none"> › Coaching Practice (20 hours) › Coaching Case Study Assignment 	<ul style="list-style-type: none"> › One one-on-one mentoring sessions with an experienced business coach and mentor 	
Self-paced	Learning Portfolio			Self-paced
	Prepare and submit Learning Portfolio for Assessment (Case Study Assignment, Coaching Log and Lab Reflections)			

Part 2 Completion Mentoring Conversation

BCA Part 3 Program Overview

10 weeks	Expanding the Coaching Space			
	VIRTUAL Format			
	10 weeks of teleclasses with self-directed learning (2 hrs per week)			
Structured labs and Self-paced activities	Essentials Practicum			10-16 weeks
	VIRTUAL Format			
	Skills Development	Coaching Practice	Mentoring	
	<ul style="list-style-type: none"> › 8 Group mentoring labs (2 hours each) offering intensive practice, reflection and feedback from the group and instructors (written) › Written reflections on 4 Mentoring labs 	<ul style="list-style-type: none"> › Coaching Practice (20 hours) 	<ul style="list-style-type: none"> › Two one-on-one mentoring sessions with an experienced business coach and mentor 	
	Integrative Learning Reflection			
Self-paced	Learning Portfolio and Coaching Recording Evaluation			Self-paced
	Prepare and submit Learning Portfolio for Assessment (Integrative Reflection, Coaching Log, Lab Reflections and Coaching Recording for Evaluation)			

Certification Completion Conversation

Description of each program element

BCA Part 2: Leadership Coaching in Context (LCC)

The **overall learning intentions** for Leadership Coaching in Context (LCC) are to:

- continue to build on and enhance skills and explore some of the more advanced coaching skills required to coach leaders in their often complex contexts
- continue to increase participants' knowledge base, expertise and toolkit and how to use these wisely in a coaching context
- continue to build capability through integrating knowledge, models, frames, tools and perspectives to inform and enrich our coaching competencies
- provide a learning container that will allow participants to develop their own unique model of coaching as they integrate prior knowledge and expertise into the coaching frame

LCC Coursework

Leadership Coaching in Context Coursework is organized into six modules as outlined below.

Module 1: Coaching and leading in context – coaching agendas and an exploration of 5 key “Big Ideas”

Module 2: The coach's and leader's “self” in context – Foundational Frame for the Leadership Space and its Applications

Module 3: A Strength-based approach – Introducing the KNOW, USE, GROW model

Module 4: Coaching leaders to KNOW, USE and GROW their strengths effectively in their leadership context

Module 5: Coaching to GROW leaders who can lead in the new C organizational context

Module 6: Using the KNOW-USE-GROW model to coach leaders on values in context and, Integration of the learning

LCC Practicum

The LCC Practicum is designed to provide a structured and supportive context for participants to:

- consolidate and deepen their understanding of the knowledge gained through Essentials and the Leadership Coaching in Context coursework
- provide a robust and dedicated focus on core coaching competencies to help develop a solid understanding of the competence level required for the final evaluation of the full BCA Certification Program.
- continue to apply what they have learned regarding ethics, professionalism and competencies through coaching practice in real situations with clients, including a case study
- further develop their ability to reflect on their practice and themselves as coaches
- reflect and celebrate what they have gained through the learning experience

- identify next steps in their coaching development

The LCC Practicum includes **three modules**. Just as participants will have experienced in the Business Coaching Advantage Program™ (Part 1), the elements in the modules are interdependent, so that learning in one part links to and supports learning in another part. Therefore, all the modules need to be done in parallel.

Module 1 - Skills Development: (Ten 90 minutes interactive labs, plus guided self-study)

1. Deeper dive on the core skills and the specialized flow skills and what it takes to coach at the level of competence required for the final evaluation
2. Application of the skills through coaching exercises and practice in groups, with feedback and supervision
3. A structured process to reflection on the learning from the labs.

Module 2 - Coaching Practice (Self-paced, with structured guidance)

1. Apply learning from the program by coaching several clients in their own business context – total of 20 hours.
2. Learn from own experience of coaching clients through focused and guided self-reflection and from client feedback
3. Learn from completing a Case Study Assignment, requiring integrative reflection on the experience.

Module 3 – Mentoring

One (1) individualized mentoring and supervision session scheduled towards the end of the LCC program with an experienced business coach to:

- Gain insights about strengths and issues that may impact their learning/coaching effectiveness
- Explore learning edges and how to move forward on increasing coaching effectiveness

LCC Learning Portfolio

Participants are expected to submit a log to document log at least 20 hours of coaching practice during this part of the program. To successfully complete the program, participants also need to submit 5 written Lab Reflections (for 5 of the 10 labs attended), and a written Case Study assignment. Successful completion of these requirements is a prerequisite for proceeding to Part 3 of the program.

A faculty member will review the submitted portfolio and provide feedback.

Part 3: Expanding the Coaching Space (ECS)

The **overall learning intentions** for Expanding the Coaching Space are to:

- Develop capacity to more clearly see the potential that is available in each conversation, and then to equip coaches to stretch themselves and their clients to realize more of that potential.
- Expanding coaches' perspectives on the range of conversations that are possible with clients, given the topics that they bring forward.
- Build on the conversations frames, models and tools introduced in Parts 1 and 2, adding new perspectives and ways of thinking about coaching conversations.
- Explore ways we can more skilfully include more of our client's worlds – inner and outer – in our coaching conversations
- Elevate coaching skills and competencies; using the skills and competencies in a more integrated and coherent way so that each skill enhances and elevates the impact of the other.
- Focus on the coach's quality of presence and how this underpins all the other coaching competencies.

ECS Coursework

Expanding the Coaching Space Coursework is organized into six modules as outlined below.

- Module 1: Expanding our perspectives on coaching and sense making in the coaching context
- Module 2: Integration: Managing attention at the Intersection of Inner and Outer worlds and its various applications in coaching
- Module 3: Deeper dive into the Inner Self Constellation to expand the breadth and depth of the coaching space
- Module 4: Advanced applications of core frames to expand the coaching space
- Module 5: Presence as the integrative coaching competence
- Module 6: Language use in coaching that promotes deeper learning and integration

ECS Practicum

The **overall learning intention** for the ECS Practicum is to provide a structured and supportive context for participants to:

- Engage in structured coaching practice to develop the capacity to tap into more of the potential available in the coaching conversation
- Integrate all the elements of the BCA framework and the core competencies in coaching conversation in a coherent and fluid way
- Intensely focus on how they can use the competencies for best effect
- Get guidance and feedback on their coaching skills to enable them to bring their coaching skills to the level of competence to be ready for the final evaluation

The Part 3: ECS Practicum includes **three modules**. Like Part 2, the elements in the modules are interdependent – learning in one part links to and supports learning in another part. Therefore, all the modules need to be done in parallel.

Module 1 – Enhancing Coaching Competence through Group Mentoring

1. Eight group mentoring labs of 2 hours where each participant will coach a peer at least twice.
2. Observed coaching sessions include reflections from peers as well as verbal and written instructor feedback.

Module 2 - Coaching Practice (Self-paced, with structured guidance)

- Apply learning from the program by coaching several clients in their own business context – total of 20 hours.

Module 3 – Individual Mentoring

Two individualized mentoring and supervision sessions scheduled in the last two months of the program, with an experience business coach.

- Two recorded coaching sessions with clients for supervision (with structured reflections) need to be submitted for review and written feedback.
- In addition to feedback related to submitted coaching samples, mentoring offers an opportunity to
 - Explore personal issues that may impact their learning/coaching effectiveness
 - Share client cases and ethical issues and gain insights about how approach
 - Identify learning edges towards greater effectiveness as a leadership coach

ECS Learning Portfolio

The Participants are expected to submit a log to document log at least 20 hours of coaching practice during this part of the program. To successfully complete the program, participants also need to submit 4 written Mentoring Lab Reflections, and a brief follow-up reflection about their case presentation at the start of this part of the program.

BCA Certification Program Completion

To successfully complete the BCA Advanced Certification Program™, participants:

- Submit an in depth Integrative Learning Reflection to demonstrate the integration of their learning from each of Parts 1, 2 and 3 of the program
- Review and craft observations and inquiries for colleagues' Integrative Learning Reflections to support their further development
- Participate in a collective completion conversation with colleagues and mentors
- Submit a recorded coaching session with structured reflections for final assessment.

A program faculty member will review the Integrative Learning Reflection and assess the performance recording. Upon confirming that the participant has successfully completed the assessment process, the participant will be invited to engage in a graduation conversation to celebrate learning and to reflect on the experience. There will also be an exploration of “what’s next” for the graduate in continuing the learning journey towards mastery.

Upon completion, participants are awarded the PeopleDynamics Learning Group designation as Business Coaching Advantage Certified Coach™ (B.C.A.C.C.™) and have met all the training, mentoring and performance requirements to apply for an ICF credential through the ACTP route.



Appendix A

BCA Certification Program Frequently Asked Questions

What are the program pre-requisites?

To register for the BCA advanced program (Part 2), prior coach training and coaching experience are prerequisites.

Prior training and experience can be one of:

1. Successful completion of Business Coaching Advantage Program™ - Part 1 – Coaching Essentials
Or
2. People who have the equivalent of a minimum of 60 hours of coach specific training from an ACTP; 7 years of business experience; and at least 30 hours of coaching clients in a business context

In addition to the above, participants enrolling in this program need to have a context in which they can apply and practice their learning in this program with real clients – that is, they need access to clients who are looking to use coaching in a leadership and/or organizational context of some sort.

Part 2 is a prerequisite for Part 3.

Please contact us for more information about how to interpret these prerequisites in your context, or if you are interested in using part of the program for continuing education credits.

What are the characteristics of people who successfully complete this program?

This program requires active engagement and committed learners. Participants who are successful tend to be:

- motivated - to learn about coaching and to develop themselves
- committed - to participating actively in discussions and activities
- self-directed - willing to do the readings and preparation necessary
- open minded - willing to experiment and learn from experience
- self-reflective - willing take the time to reflect on both their learning and stretch opportunities
- open - to receiving feedback from fellow participants and facilitators
- courageous – willing to stay at it even when it feels difficult
- generous – willing to offer feedback to fellow participants and facilitators in a supportive and caring way

What is the language of instruction?

English is the language of instruction for the program delivered in Canada. The program requires active class participation, and some reading and reflective writing. There are several reflective assignments to

be submitted as part of the portfolio for the assessment. Therefore, participants need to have a good command of the language of instruction, both spoken and written.

What are all the program components and how do they fit together?

Each part of the program has two main components: Coursework and Practicum. Practicum consists of 3 interdependent and interconnected modules – skills development, coaching practice and mentoring. For more details, see the program description in the Information Package that precedes these questions.

What is the maximum class size?

For Virtual Coursework the maximum number of participants is 24 participants.
For Virtual Practicum Labs, the maximum number of participants is 12 participants.
For Virtual Practicum Group Mentoring (Part 3 only) the maximum number of participants is 10.

Do I have to register for the whole Certification program at the same time?

No, you can register for each program part separately. There are price advantages to registering for more than one part of the program at the same time (see Program Fees and Schedule Information Package). However, for maximum flexibility, we do allow participants to register for each part separately. Another advantage of registering for more than one Part at a time is that some participants like the idea of going through the whole program with mostly the same people with whom they began the program.

What are the advantages of taking the coursework and the practicum in quick succession?

The program is designed to offer a fluid and focused learning experience that creates learning shifts at a number of levels over time. If taking breaks between parts it is important to continue to coach and reflect on your coaching so as to not lose the learning you have experienced and be able to hit the ground running when picking up with a next part. Many people value working with mostly the same people through the parts as it creates continuity, enriches the learning experience, and fosters a sense of community.

Is there a time limit between taking each part?

There is no defined time limit between taking any part of the program. If more than 12 months have passed since you took the last part, and/or if we have made substantial revisions to the program since you took it, we reserve the right to require additional reading and/or coursework. Additional fees may apply.

What are the technological requirements for the program? (telecommunications, computer technology/programs)

Because this program includes a significant virtual learning component, participants must be able to participate in teleconference and webinars, and to access the program's dedicated website to download program materials, participate in forum conversation, etc. For this you will need:

- long-distance phone capability (with an appropriate plan for long-distance charges)
- computer with audio and video capability
- reliable high-speed internet connection

What happens if there is a technology breakdown during the delivery of a virtual program component (e.g. lesson or lab)?

If the breakdown is at the instructor's site, then the course will be rescheduled at a later date. If the breakdown is at your site, we will work with you to determine the best approach to make up for the lost learning time. This could include reviewing a recording of the class.

What learning materials do you provide for the program?

All the learning resources from the Business Coaching Advantage Program (=Part 1) are included as follows:

- ***The Leadership Coach's Advantage. A Guide for Practice*** – the core text for the program
- **Toolkit with core models and tools** – for quick reference when coaching
- **Practice Management Guide** – a comprehensive guide to managing a coaching practice over time, including practical tools and template
- **Participant Handbook** – a detailed description of everything you need to know and do to successfully navigate through the program (including guidance for assignments, worksheets, reflections sheets, etc.)
- **Copies of slides for coursework/ classes**
- **Recordings of virtual classes and labs** – to be posted for reference
- **Tip sheets** for skills to download
- **Additional enrichment resources** – to be posted on the dedicated program website.

For the BCA Advanced Program participants receive the following additional resources:

- **Participant Handbook** – a detailed description of everything you need to know and do to successfully navigate through the program (including guidance for assignments, worksheets, reflections sheets, etc.)
- **Leadership Coaching in Context Participant Guide** – which includes
 - Copies of the **slides** use for teaching
 - Short **articles** that relate to the topics covered
 - **References** to additional enrichment resources
 - **Guidelines and worksheets** (where relevant) for the Practicum Component)
- **Expanding the Coaching Space Participant Guide** – which includes

- Copies of the **slides** use for teaching
- Short **articles** that relate to the topics covered
- **References** to additional enrichment resources
- **Guidelines and worksheets** (where relevant) for the Practicum Component)
- **Recording links** to all virtual sessions

How much time, outside of the coursework and lab work, should I set aside each week to complete the program requirements?

As a rule of thumb, over the course of the program, we suggest you plan for about 6-10 hours per week in addition to the actual time in classes or labs. This includes time for coaching your clients, reflecting on your coaching, reading and preparing for the classes, practicing with a peer, completing assignments, etc.

What if I have a conflict that causes me to miss a class or a lab or a mentor session? How do I "make up" for missed elements?

To make the most of the program full attendance is important. This is an interactive learning program where attendance in the program is required. In situations where you must be absent from a class or lab due to illness or unforeseeable circumstances, make up work is required. Participants work with the program coordinator to make arrangements for "make up" activities.

What about practice coaching? How many hours of practice coaching is required?

Part 2: During Practicum you are required to log at least 20 hours of coaching of clients who operate in a business/organizational context:

- at least 5 sessions with one client with whom you have formally contracted in a coach-client relationship (approximately 5 hours)
- no more than 5 hours of peer coaching (coaching with someone in the program)
- an additional 10 hours of specific coaching practice with real clients from your target client profile

Part 3: During Practicum you are required to log at least 20 hours of coaching of clients who operate in a business/organizational context:

- no more than 5 hours of peer coaching (coaching with someone in the program)
- an additional 15 hours of specific coaching practice with real clients from your target client profile

How do I get practice clients?

You obtain your own clients for the purposes of practicum. Most people are able locate clients in their place of work or through their personal and professional contacts. While it is not appropriate to coach individuals with whom you have a close personal relationship (e.g. friends and relatives), some participants in the program support each other by making introductions of friends and/or colleagues to help each other out.

What if I have trouble keeping up with the program? Or cannot complete it on time?

If you run into challenges with keeping up with the program, it is wise to connect with the program coordinator to discuss your situation as early as possible. Depending on the nature of your challenges, we can work with you to sort out the best approach. Note that additional fees may apply if you require additional support, faculty time or make up accommodations.

How much time do I have to complete the Learning Portfolio required for assessment, after the coursework, labs and mentoring are complete?

While each part of the program is scheduled to be completed in a specific time frame, the assignment completion is self paced. You are required to complete a part of the program before moving on to the next part. We strongly recommend that you complete and submit your Learning Portfolio within a 4 month period from starting the program part to make the most of your learning. You can, however, take as long as one year from the program start date to complete your Learning Portfolio for a particular part of the program. If you extend beyond one year, you will be required to pay an extension fee.

What does successful completion involve? Is there an exam?

Parts 1 and 2 require a Portfolio submission that is assessed for completeness by a faculty member. Part 3 includes both a Portfolio submission and a performance assessment of a recording of your coaching. This recording is assessed at the level of performance expected of an ICF Professional Certified Coach (PCC). We work with you to help you determine when you are ready to submit your performance recording.

What do I get at the end?

Upon successful completion of **Part 1, 2 and 3 (the full Certification Program)**:

Graduates are awarded the designation by PeopleDynamics Learning Group Inc. of Business Coaching Advantage Certified Coach™. (B.C.A.C.C.™)

The full **BCA Certification Program™** is an ICF Accredited Coach Training (ACTP) Program. Graduates of our program will have met all the training, mentoring and performance requirements for applying for an ACC or PCC credential through the ACTP route. Participants will need to meet the other ICF completion requirements (e.g. ICF coaching hours requirements, completion of the mandatory Knowledge Assessment) to obtain their credential.

Who do I contact to learn more?

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