

## **Year 1: Foundations of Business Coaching and Leadership**

### **Module 1: Introduction to Business Coaching**

- Overview of business coaching as a profession
- Differences between coaching, mentoring, consulting, and training
- The role of a business coach in modern organizations
- The ethical framework of coaching

### **Module 2: Personal Leadership Development**

- Understanding personal leadership styles and strengths
- Emotional intelligence and its role in leadership
- Self-awareness and self-management techniques for coaches
- Goal setting and time management for coaches

### **Module 3: Coaching Models and Techniques**

- Introduction to popular coaching models (e.g., GROW model, CLEAR model)
- Active listening, powerful questioning, and feedback techniques
- Building rapport and trust with clients
- Setting clear coaching objectives and outcomes

### **Module 4: Fundamentals of Business Strategy**

- Understanding business fundamentals: vision, mission, and strategy
- Basics of marketing, sales, and operations in business contexts
- Business challenges faced by small to medium-sized enterprises
- Key performance indicators (KPIs) and business metrics

### **Module 5: Building Coaching Relationships**

- Establishing coaching agreements and setting expectations
- Maintaining confidentiality and professional boundaries
- Conducting effective first sessions and goal-setting meetings
- Managing difficult clients and conflict resolution

### **Practical Assignments:**

- Practice coaching sessions with peers
- Self-assessments and reflection exercises

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## **Year 2: Advanced Business Coaching and Team Leadership**

## **Module 6: Advanced Coaching Techniques**

- Advanced questioning techniques and deep listening
- Dealing with complex emotions and behavioral change
- Coaching for accountability and long-term success
- Handling resistance and roadblocks in coaching

## **Module 7: Team Coaching and Leadership**

- Dynamics of coaching groups and teams
- Facilitating team collaboration and performance improvement
- Coaching team leaders and managers to build high-performing teams
- Strategies for coaching in remote and hybrid work environments

## **Module 8: Organizational Leadership and Culture**

- Leadership roles in organizational culture transformation
- Coaching for leadership development in different industries
- Navigating organizational politics and power structures
- Fostering diversity, equity, and inclusion (DEI) in business leadership

## **Module 9: Coaching for Change Management**

- Understanding the psychology of change in organizations
- Coaching executives and teams through change initiatives
- Leading through mergers, acquisitions, and business restructuring
- Identifying and overcoming resistance to change

## **Module 10: Business Scaling and Growth Strategies**

- Coaching entrepreneurs and businesses for sustainable growth
- Financial literacy and coaching business owners on financial health
- Identifying new market opportunities and business expansion
- Scaling operations while maintaining company culture and performance

## **Practical Assignments:**

- Group coaching sessions with peer feedback
- Case studies on business challenges and leadership coaching

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## **Year 3: Real-World Application and Certification**

### **Module 11: Practical Business Coaching**

- Designing and executing a full coaching program for a client
- Developing long-term coaching strategies for clients
- Monitoring progress and adjusting coaching plans
- Managing client expectations and delivering measurable outcomes

### **Module 12: Coaching Specializations**

- Coaching for specific industries (technology, retail, healthcare, etc.)
- Niche coaching (e.g., executive coaching, startup coaching, leadership development)
- Customizing coaching frameworks for various business sizes and sectors
- Coaching women, minority, and underrepresented business leaders

### **Module 13: Client Acquisition and Business Growth**

- Building a personal brand as a business coach
- Marketing your coaching services (digital marketing, referrals, and networking)
- Creating packages and pricing your services
- Growing a coaching practice: from solo coaching to running a coaching business

### **Module 14: Ethics and Professional Standards**

- Adhering to international coaching standards (ICF guidelines, etc.)
- Ethical dilemmas in coaching and how to handle them
- Continuing education and staying current with coaching trends
- Professional development and the importance of mentoring in the coaching industry

### **Module 15: Final Assessment and Certification**

- Complete a capstone project: real-world business coaching experience with a client or business
- Submit documentation of the coaching process and outcomes
- Final presentation of results, client testimonials, and self-reflection
- Certification examination and panel evaluation

### **Live Coaching Assignments:**

- Live supervised coaching sessions with real clients
- Weekly mentor check-ins and feedback on coaching progress