



A Premium ONLINE COACH TRAINING PROGRAM

TRANSFORMATIVE COACHING: AN EVOCATIVE INSIDE-OUT APPROACH

1ST LEVEL CORE TRAINING FOR PROFESSIONAL COACHING



Approved Coach Specific Training Hours
International Coach Federation

60 HOURS
of Coach Training

12 WEEKS in duration



A PROVEN METHODOLOGY TESTED IN PRACTICE

Our proprietary transformative coaching framework known as the Awareness-Clarity-Choice Conversation™ is developed by our Founder Dr Ben Koh, based on his many years of practical field work and research on transformative learning.



A coaching process that creates a powerful shift in thinking Achieved through a process of heightening the awareness and deepening the learning, it enables people to gain conscious knowing on how they attribute meaning to their experience. Armed with this emerging understanding a clear path is created along with the ability to hold themselves accountable to what they want to achieve.

Acquire the mastery of coaching Our in-depth, immersive transformative coach certification program helps you develop your mastery of coaching. We give you an enriching, diverse and global learning opportunity to hone your skills under the right supervision of professional coaches. We understand that there is a need of endless practice to become a great coach. Hence, our coach training program enables you to experience in-depth coaching practice.

- Global coaching network
- Platforms to accumulate coaching experiences
- Continual Professional Development
- Business Development Training Program
- Interactive Learning Management System

program **STRUCTURE**

Core Transformative Online Training for Professional Coaching

Our course is delivered through a combination of learning and practical sessions with real-life coaching conversations so you can understand how to practically apply your skills.

ACCELERATED Learning Track

This level of training comprises of 2 phases of learning, and you can expect to complete it within 12 weeks.

1

Learning Lab

3 Modules over **4 weeks**
4 sessions per module
2 hours per session

2

Practical Lab

12 supervised practical sessions
over **8 weeks**
2 hours per session

Pre-Course Work

Complete pre-course reading and experience one coaching session offers by our graduates.

Learning Lab

Gain a conceptual understanding to create a transformative shift in thinking.

Practical Lab

Examine how the principles are applied in a real-life coaching conversation.

Final Review

Submit one 35 mins coaching conversation and 1000 words reflection paper.

program **OVERVIEW**

Module A: Fundamental of Transformative Coaching

The coaching conversation is a special conversation. As the primary vehicle for the coach to deliver the coaching, it is a conversation in which the Coach is speaking and listening with a total commitment to help a person to succeed. This is the most important module where students learn how to create a safe psychological space for their client to articulate what is not only known, but what is unknown to their conscious mind, as well.

- **3rd Generation of Professional Coaching**
- **4 Coaching Paradigms**
- **Reflective Inquiry Process**
- **Applying Positive Psychology**

Module B: Transformative Principles

Perspective transformation leading to sustainable change is the result of active and deep listening. It fuels the coach's capacity to ask powerful questions that directs the attention to areas that have not yet been considered, enabling new understanding through thoughtful and reflective thinking. In this module, we will cover the transformative principles required to create a powerful perspective transformation.

- **Power of Observation**
- **Narrative Experience of the Story**
- **Narrative Layout of the Story**
- **Narrative Element of the Story**

Module C: Transformative Process

The ACC Conversation expands people's capacity for awareness and enables greater clarity in understanding. The coaching process stimulates reflective thinking resulting in a powerful shift in thinking to align their greatest inspiration with action and hold them accountable to their decision. It is a deep and focused coaching conversation that shifts the attention from a situational context to personal awareness, thus uncovering how people construct their own meaning, understanding what really matters most, and then using this emerging understanding to create a clear path forward.

- **Awareness-Clarity-Choice Conversation**
- **Uncovering the Dynamic Gap**
- **Determine Focus for the Conversation**
- **Facilitating Growth & Accountability**

what makes **Coach Masters Academy** your preferred choice



GLOBAL LEARNING PLATFORM

Immerse yourself in a global learning experience and grow your international coaching network through our expanding alumni which spans across the globe.

- Connect with coaches and leaders worldwide and develop a global coaching network for collaboration
 - Experience rich, diverse and cross-cultural learning and prepare yourself as a global citizen
 - Offer pro-bono coaching through our Success And You Foundation and accumulate coaching experience
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COMPREHENSIVE INSTRUCTIONAL DESIGN

Accelerate your learning with carefully designed Learning Labs, Practical Labs, Practicum, Peer to Peer Support and Coaching Supervision to develop your coaching competency.

- Manage your learning progress with our e-Learning platform.
- With our Learning Management System you are able to manage your progress, as well as share and receive feedback.
- Gain access to a library of invaluable learning resources, coaching tools and templates for business practice.
- Build your coaching practices with our Business Development Program



CONTINUAL PROFESSIONAL DEVELOPMENT

Well-crafted and properly delivered continuing professional development to help you remain competent and relevant.

- Offering extensive post-training support through our monthly learning webinars and live coaching demonstrations
- Providing a teaching platform as a Student Mentor to support new students in their learning journey.
- Earn Continual Coach Education (CCE) units for your ICF credential renewal through our strategic partnership with Asia Pacific Association of Coaches (APAC).