

Coaching  
Accreditation  
Program



transforming  
good intentions into  
great results



australian  
growth  
coaching

For Leaders and  
Managers at all levels

2009

# Coaching Accreditation Program



## What is the purpose of the program?

*australian growth coaching's* popular coaching accreditation program has been designed for leaders and managers who are committed to significantly building their leadership skills in order to manage themselves and others towards greater performance.

*agc* staff have decades of experience in leadership settings and have coached and trained many hundreds of leaders across the country.

---

## Who can apply?

- > Executive Leaders and Managers
- > HR Directors and Managers, L&D Managers
- > Line Managers and Team Leaders with prior experience with small or large teams or projects
- > Consultants and Facilitators working independently or within organisations
- > Professionals with a background in psychology or counselling
- > Managers with a background in a professional discipline such as finance, IT, marketing, communication, health
- > Organisations who wish to deliver the program 'in house'

---

## What makes this program different to other coaching programs available?

- > It is designed and presented by experienced educators with a strong background in curriculum design and delivery as well as experience in coaching hundreds of individuals and teams across the country
- > It is able to be delivered externally to individuals from organisations or can be delivered 'in house' within organisations to build internal leadership coaching capability
- > Accreditation is recognised in a range of significant ways and includes university post-graduate status (see over). It enhances participants' credibility and standing in the workplace and in the coaching profession
- > The program includes a mixture of 4 workshop contact days and external learning modes that creates flexibility in the learning process over a 6 month period

---

## Coaching Accreditation Program – Continued

- > A comprehensive training manual and workbook (300+ pages) is included and provides an invaluable resource over the long term
- > The high ratio of facilitators to participants means that in addition to a common coaching system, you will also receive highly personalised support to achieve your ultimate coaching goals
- > The program has a degree of robustness often not provided in other more general coaching programs. And accreditation with *australian growth coaching* assures association with a highly reputable company
- > You have the opportunity to build your network of professional coaching contacts across the country
- > Once the program is successfully completed, it provides an opportunity to progress to accreditation in team coaching and other professional programs
- > **The program addresses the following different needs of our participants:**
  - For managers and internal consultants, it builds a sophisticated degree of coaching competence and confidence into your leadership repertoire, so you can lead, manage and influence others more effectively than ever before
  - For external consultants, it supports you in enhancing the quality of your own consulting or coaching practice
  - For all participants, it provides greater work opportunities by adding executive coaching to your skill set.

### What does accreditation status give me?

---

Successful completion of the 4 phases of this program, including written assignments, provides:

- > Recognition of 37 hours of training that contributes to International Coaching Federation status.
- > Recognition of prior learning (RPL) to the value of 6 credit points advance standing towards a Master of Educational Leadership with Wollongong University. This university is one of the most recognised universities in leadership development in Australia. Access to the university is available to students across the country in external mode.

---

## Coaching Accreditation Program – Continued

- > Mastery and accreditation status with *agc* in *agc*'s 8 Step Coaching System. Participants receive:
  - Access to all materials associated with the *GROWTH* coaching process such as photocopiable templates and checklists, including emotional intelligence and leadership questionnaires. This is supplied in CD form for ease of copying.
  - Permission to add 'australian growth coaching accredited coach' on your business card
  - Opportunity for ongoing support and supervision in your coaching practice (3 free telephone supervision sessions in initial 12 months)
  - Discount (20%) on all *agc* licensed workshops and products including Decision Focus<sup>®</sup> software and workshops
  - Discount (20%) on *agc* promoted teleclasses and live workshops
  - Opportunity to be part of *agc* coaching projects if appropriate

### This 4 phase program involves:

#### Phase 1



Two day workshop.

#### Phase 2



Flexible external learning phase including telephone coaching, readings, coaching practice and a coaching-in-action project.

#### Phase 3



Two day workshop.

#### Phase 4 (Optional)



Six individual coaching sessions and completion of coaching project.

### What is the specific content of the program?

#### Phase 1 2 day workshop

*This phase will provide a balance of theory and practical application, including significant modelling of coaching practice. Participants will have opportunities to practice coaching in a highly supportive environment.*

#### **Introduction and intensive training in the following concepts and coaching applications will be provided:**

- > Introduction and overview: Executive coaching and leadership
- > What coaching is and isn't
- > 8 key coaching skills
- > The 8 step *GROWTH* coaching model: An in-depth exploration of each step in the *GROWTH* model
- > Coaching with emotional intelligence
- > Goal setting
- > Coaching and Appreciative Inquiry
- > Telephone coaching: tips and techniques

These 2 days will include practical modelling and practicing of coaching skills, methods and techniques

### **Phase 2** **Flexible external** **learning phase,** **including telephone** **coaching, readings,** **personalised coaching** **practice sessions &** **coaching-in-action** **project**

*(No travel involved)*

*Phase 2 serves to build upon and reinforce concepts introduced during Phase 1. A thorough outline of expectations of Phase 2 will be provided at the Phase 1 workshop. In addition, you will work on managing the coaching process whilst learning about, and applying, the agc coaching system.*

---

#### **This phase will include:**

- > Modelling by agc facilitators on the *GROWTH* coaching model and a recommended structure of individual practice sessions, focussing on:
  - Setting the foundation, co-creating the relationship, planning and goal setting
  - Creating awareness and designing actions
  - Managing a coaching conversation – relationship issues and effective communication skills
  - Giving feedback and facilitating learning and results
- > Participants coaching each other based on the materials covered to date
- > Telephone coaching skill development
- > Participants commencing a practical coaching assignment involving a personal 'client' with a direct report or colleague etc., with coaching/mentoring support provided by an agc coach
- > Participants will explore typical executive coaching scenarios and be provided with a range of tools and techniques to address those in the coaching process. This will include goals associated with leadership development, time management, performance management, organisation, relationships, decision-making and giving feedback.
- > Opportunity to undertake an assessment tool of choice\* to develop increased knowledge and appreciation of the value of assessment tools in the coaching process and to learn more about your work preferences and personality style.

*Note: Participants will cover their own costs for telephone connections associated with Phase 2 coaching practice.*

*\* An additional cost is involved for the assessment tool, so completion of this is not mandatory. Choice includes: Team Management Systems TMI, Human Synergistics LSI 360° feedback instrument, the DiSC Classic Personal Profile or Myers Briggs Type Indicator®*

### Phase 3 2 day program

*A significant focus of phase 3 includes input and modelling on managing the challenging conversations and giving feedback. This Phase will have a highly participatory focus.*

---

#### **Specifically, the 2 days will address:**

- > Review of coaching experiences to date
- > Managing the crucial or challenging conversations
- > Giving feedback  
(The two points above represent a significant component of this learning phase)
- > Establishing the right environment for successful coaching
- > Time management for successful coaching
- > Identification of individual coaching goals for skill/knowledge development
- > Team Coaching
- > Evaluating Coaching
- > Additional coaching resources, tools, techniques and practice opportunities
- > Executive coaching: Putting it all together: Ethics and boundaries, establishing a coaching agreement, accountability and record tracking.

### Phase 4 Optional

*Phase 4 is optional but is a pre-requisite if you seek accreditation with agc and rights to use their coaching systems and materials in your practice. Participants are also eligible to apply for University accreditation with the completion of this phase. An additional assignment and readings are involved for those who seek university accreditation.*

---

#### **Specifically, this phase involves:**

- > 6 x 1 hour individual coaching sessions (via telephone and/or in person) with an agc coach to focus on your specific coaching development needs that will ensure successful and sustainable coaching practices in your workplace or coaching business

*(\*The total number of sessions can be reduced by negotiation if you have already been coached by an agc provider in the past.)*

- > Successful completion of Phases 1, 2 and 3 including attendance at all components and demonstration of successful coaching practice
- > Completion of a coaching project with a direct report or colleague etc.,(as outlined during Phase 2), coupled with an associated written assignment
- > For university level eligibility, the completion of an additional learning portfolio and associated professional readings.
- > Coach your coach assessment and receive constructive feedback

*Note: Successful completion of Phase 4 also entitles participants to free follow up coaching sessions plus special discounts and other benefits. (See page 3)*

***“Executives and HR managers know coaching is the most potent tool for inducing positive personal change, ensuring better-than-average odds of success and making the change stick for the long term.”***

The Ivy Business Journal,  
September-October 2000 Issue

---

## Coaching Accreditation Program – Continued

### What are the Program Fees on a per person rate?

**“The authors conducted an action research project with 31 managers in the public sector. Participants received coaching for 2 months on developing new managerial skills and other performance issues. The average increase in productivity after training alone was 22.4% and after training and coaching was 88%.”**

Olivero, G., Bane, K.D., & Kopelman, R.E. (1997). *Executive Coaching as a transfer of learning tool: Effects on productivity in a public agency. Public Personnel Management*, 26: 461-469.

#### Phases 1, 2 and 3

Includes all training and contact hours plus all meals at the 4 workshop days as well as *agc* coaching manual and workbook, coaching folder and inserts and Leadership Coaching Guide.

All fees quoted are inclusive of GST.

#### PLUS – Assessment tool (Optional)

Fee varies according to tool of choice selected by participant ranging from \$99 through to \$528.

**Standard Rate** **\$3,850**

Payment 2 weeks prior to program commencement

**Earlybird Discount Rate** **\$3,390**

Payment 6 weeks prior to program commencement

*Note: Participants will also cover their own costs for telephone connections associated with Phase 2 coaching practice and mentoring discussions.*

---

#### Phase 4 (Optional)

- > 6 one-on-one coaching sessions
- > Plus much more (see page 7 for details)

These fees also include marking of coaching assignments and feedback. The total number of sessions can be reduced by negotiation if you have already been coached by an *agc* provider in the past.

**Standard Rate** **\$2,700**

Payment 2 weeks prior to program commencement

*Note: Participants will also cover their own costs for telephone connections associated with Phase 4 coaching practice and mentoring discussions.*

---

#### Total Fees for Phases 1 – 4

**Standard Rate** **\$6,550**

**Earlybird Rate** **\$5,950**

#### Group bookings

An additional 10% discount is available to organisations that refer a minimum of 3 people to the program where they complete all four phases of the program.

**Group Rate (Standard per person)** **\$5,895**

**Group Rate (Earlybird per person)** **\$5,355**

**Note:** A non-refundable \$550 (inc gst) deposit is required upon registration in order to secure a place in the program. This amount will be deducted from your final registration payment.

### What have other clients said about the agc Coaching Accreditation Program?

***“Excellent. Very comprehensive. Great process of knowledge, modelling and application.”***

– Michelle Bevan, HR Manager, Institute of Chartered Accountants, Australia

***“Sensational!! A lot more detail around the ‘GROWTH’ model and plenty of practice to help instil the process.”***

– Kim Dahler, Area Manager, National Australia Bank

***“The agc accreditation program has been of significant professional and personal benefit to me. For instance, the one to one coaching provided clarity, direction and enthusiasm to achieve the desired results. It provided a great source of confidence and self belief in making the possible happen.”***

– Carey McIver, Director, Leadership Development  
Dept of Education Tasmania

***“This is a very powerful programme of highest quality. Transformative on a professional and personal level.”***

– Michelle Gillett, HR Consultant  
Zurich Financial Services

---

### If I’m interested in doing the program, what do I do next?

#### **If you are interested in doing the program:**

- > Participants are required to make formal application to attend the program by completing the 2 page registration form at the end of the prospectus. These should be submitted with a deposit of \$550. We will then provide you with details on workshop times and location.
- > **Contact us** to talk about the program in more detail if you prefer.

#### **Then...**

- > **Start thinking about a suitable colleague, direct report or other person** that you might be able to coach during the program for practice purposes.
- > **Undertake recommended readings** prior to the program which will be outlined after you have secured your place in the program.

---

## Coaching Accreditation Program – Continued

### Preferred Program & Location Dates 2009

#### Perth # 1

**Phase 1**  
22 – 23 January 2009

**Phase 3**  
8 – 9 May 2009

---

#### Perth # 2

**Phase 1**  
1 – 2 May 2009

**Phase 3**  
31 July – 1 August 2009

---

#### Melbourne 2009

**Phase 1**  
20 – 21 March 2009

**Phase 3**  
19 – 20 June 2009

---

#### Sydney 2009

**Phase 1**  
15 – 16 May 2009

**Phase 3**  
14 – 15 August 2009

---

#### Hobart 2009

**Phase 1**  
7 – 8 August 2009

**Phase 3**  
16 – 17 October 2009

---

---

## Coaching Accreditation Program – Continued

### Brisbane 2009

#### Phase 1

28 – 29 April 2009

#### Phase 3

16 – 17 July 2009

---

### Auckland – New Zealand 2009

#### Phase 1

29 – 30 July 2009

#### Phase 3

15 – 16 October 2009

### In House' Programs

**This program can also be delivered internally for organisations who wish to specify their preferred dates.**

**Significant discounts will apply for this method of delivery.**

---

### Contact details



**australian  
growth  
coaching**

ABN 23 550 970 919

**Telephone** (02) 9411 2755

**Facsimile** (02) 9411 2766

**Email** [info@australiangrowthcoaching.com](mailto:info@australiangrowthcoaching.com)

**Address** PO Box 19 Roseville NSW 2069

**Website** [www.australiangrowthcoaching.com](http://www.australiangrowthcoaching.com)

---

# Coaching Accreditation Program

## Registration Form – Personal Details



Please complete this application form and return with your \$550 deposit, which is non refundable, to *australian growth coaching*

### Program Location/Date

---

**Location:**

**Date:**

---

### Personal details

<b>Title</b>	<b>First name</b>	<b>Surname</b>
--------------	-------------------	----------------

**Work Address**

**Post Code**

**Telephone (wk)**

**Telephone (hm)**

**Mobile**

**Facsimile**

**Email**

**Current Occupation**

**Employer Organisation**

**Qualifications**

*The minimum entry requirements into this program are:*

- *Previous managerial experience (small or large teams or projects)*
- *Background in a professional discipline such as HR, finance, IT, psychology, counselling, education, health, marketing, communication, consultancy.*

---

***Please outline briefly your professional background and experiences that would contribute to your coaching development:***

---

***Please outline your purposes for undertaking this program:***

# Coaching Accreditation Program

## Registration Form - Payment



australian  
growth  
coaching

Please indicate the program and phases you wish to undertake and your preferred method of payment.

### Payment options

#### Phases 1, 2 and 3

Fees include GST

- |                          |   |                |
|--------------------------|---|----------------|
| <input type="checkbox"/> | Standard Rate (payment due 2 weeks prior to course commencement)  | <b>\$3,850</b> |
| <input type="checkbox"/> | Earlybird Rate (payment due 6 weeks prior to course commencement) | <b>\$3,390</b> |

#### Phase 4 (optional)

Fees include GST

- |                          |  |                |
|--------------------------|--|----------------|
| <input type="checkbox"/> | Standard Rate (payment due 2 weeks prior to course commencement) | <b>\$2,700</b> |
|--------------------------|--|----------------|

#### Full Program Phases 1 – 4

Fees include GST

- |                          |   |                     |
|--------------------------|---|---------------------|
| <input type="checkbox"/> | Standard Rate (payment due 2 weeks prior to course commencement)                    | <b>\$6,550</b>      |
| <input type="checkbox"/> | Earlybird Discount (payment due 6 weeks prior to course commencement)               | <b>\$5,950</b>      |
| <input type="checkbox"/> | Group Rate Standard (per person, payment due 2 weeks prior to course commencement)  | <b>\$5,895 p.p.</b> |
| <input type="checkbox"/> | Group Rate Earlybird (per person, payment due 6 weeks prior to course commencement) | <b>\$5,355 p.p.</b> |

#### Please note:

All telephone costs in Phase 2 and Phase 4 associated with telephone coaching sessions and mentor discussions will be additional to the stated fees and paid directly by participants.

Payment by installments is available by negotiation.

Further significant discounts are available for organisations who wish to run this program in house.

A non-refundable \$550 deposit is required upon registration. Balance of program fee to be paid as per times above.

### Payment details

**Direct Deposit** National Australia Bank BSB: 082-146 A/C: 57 166 4214 *australian growth coaching*

**Cheque** made payable to AUSTRALIAN GROWTH COACHING

<input type="checkbox"/> <b>Visa</b>	<input type="checkbox"/> <b>Mastercard</b>	<input type="checkbox"/> <b>Amex</b>	Amount \$
Card number			Expiry
Name on card	Cardholder's signature		

**Privacy statement:** The information you supply on this form is needed by *australian growth coaching* to manage your enrolment. *agc* will also use the information to notify you of future programs and offerings. If you do not wish to receive such information please tick this box . No personal information will be disclosed outside *australian growth coaching* without your express consent, except where required by law.

Please return your form to:



australian  
growth  
coaching

**australian growth coaching**

ABN 23 550 970 919

**Telephone** (02) 9411 2755

**Facsimile** (02) 9411 2766

**Email** info@australiangrowthcoaching.com

**Address** PO Box 19 Roseville NSW 2069

**Website** www.australiangrowthcoaching.com