

The Leader in Coach Training for Professionals with Graduate Degrees

PERSONAL AND EXECUTIVE
COACH TRAINING FOR
PROFESSIONALS

COLLEGE OF
EXECUTIVE
COACHING®



Post-Graduate Personal and Executive Coaching Certification

A complete integrated International Coach Federation accredited curriculum that meets all educational requirements for International Coach Federation (ICF) PCC Credential.

"This whole experience—the coursework, the faculty and the other students—was incredibly inspiring. Even in my greatest dreams I never imagined I would have received so much support and gained so much knowledge to fulfill my purpose."

ROBIN LAVITCH, MA

"I HIGHLY recommend this seminar to anyone who wants to become a coach as it provides the essential foundation. I feel ready to begin coaching as I continue with more courses through CEC to become credentialed."

KAT ROSEMOND, MA, LPC



TRAIN WITH LEADERS OF THE FIELD

Partial listing of our faculty



JEFFREY E.
AUERBACH, PH.D., MCC



PATRICIA
SCHWARTZ, MA, PCC



RELLY NADLER,
PSY.D., MCC, BCC



FREDERICK
RUSSELL, MS, ACPEC



RANDY
WHITE, PH.D.



ANDREA MOLBERG,
PH.D., BCC



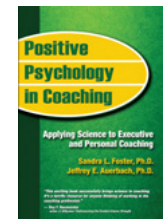
ANA IRUESTE-MONTES,
PH.D., PCC



LYNN
JONES, DSW, PCC

JEFFREY E. AUERBACH, PH.D., MCC, BCC, is the Founder and President of College of Executive Coaching, the leader in coach training for professionals with graduate degrees. The College of Executive Coaching is an International Coach Federation accredited coach training program with fifteen Ph.D. level faculty. Dr. Auerbach is the author of the best-selling book *Personal and Executive Coaching: The Complete Guide*, *The Well-Being Coaching Workbook*, and co-author of *Positive Psychology in Coaching*. Dr. Auerbach is past Vice-President of the Global Board of Directors of the International Coach Federation.

**ORDER THE
BEST-SELLING
POSITIVE
PSYCHOLOGY
IN COACHING
BOOK**



"Positive Psychology in Coaching helps all coaches progress on their path to mastery. This book should be a required text for every coaching school."

MARCIA REYNOLDS, PSY.D., MCC,
PAST PRESIDENT, INTERNATIONAL
COACH FEDERATION

Personal and Executive Coaching Certification

OPTION ONE

INTENSIVE FAST-TRACK VIRTUAL PROGRAM

44 HOURS

A portion of our ICF accredited coach training program. Complete 70% of your 72-hour certification education in just six days!

June JUN 24-29, 2024	October OCT 14-19, 2024
August AUG 19-24, 2024	December DEC 9-14, 2024

This course provides you with both a personal self-discovery process to increase your own self-awareness—a fundamental element of personal mastery, emotional intelligence and coaching presence—as well as specific knowledge, skills, confidence, and practice coaching with a straightforward, easy to use four step coaching model, combined with top coaching assessment tools.

OPTION TWO

ICF-ACCREDITED TRADITIONAL 2-HR/WEEK VIRTUAL PROGRAM

128 HOURS

A blend of online virtual classroom and streaming videos. No travel required! A complete ICF Accredited Coach Training Program.

- 1**
Begin immediately with 24 hours of curriculum offered through our streaming video programs
- 2**
Complete the 26-hour Coaching Essentials Virtual Class
- 3**
Participate in content-rich courses on a flexible schedule that you choose
- 4**
Individual mentor coaching sessions vs six individual learning labs

SIX-DAY PROGRAM CLASS TOPICS

COACHING SKILLS AND PRACTICE DEVELOPMENT

Fundamental coaching skills and the Auerbach GOOD™ Coaching Model • Difference between coaching and therapy • Coverage of ethical and legal issues • How to convert clinical skills to coaching skills • Contraindications for coaching • Introduction to specialty niche marketing to attract ideal clients • How to create high-fee teleconference coaching groups (\$250-\$500/hour or more)

EXECUTIVE COACHING

Special concerns in executive coaching • Sample contract • Executive coaching model • Setting the executive coaching agenda • How to give constructive feedback • Knowledge requirements for executive coaching • Helpful coaching resources • Future trends affecting executives • Coaching executives in leadership skills

APPRECIATIVE INQUIRY AND COACHING

How to develop appreciative inquiries focused on client's strengths • Appreciative coaching and interviewing strategies • Outcome research • The five principles of appreciative inquiry • How to assist clients to design steps to achieve dreams.

COACHING COMPETENCY AND FEEDBACK SEMINAR

Receive extensive feedback on your coaching technique including specific suggestions to enhance your coaching effectiveness. Small group setting with a high faculty to student ratio.

EMOTIONAL INTELLIGENCE

Key concepts of emotional intelligence • How emotional intelligence affects leadership • The Emotional Intelligence Competency Model • Assessment of emotional intelligence • Coaching the key skills of emotional intelligence • Model emotional intelligence programs

HOW TO USE ASSESSMENTS IN COACHING

Learn how to use three assessment tools in coaching: Myers-Briggs Type Indicator® Step II Form Q • Spectrum CPI-260™ Coaching Report • Leadership Practices Inventory (LPI™) • Auerbach Coaching Questionnaire™ • Your results for three complete interpretive reports • Learn how to communicate assessment results • Learn how to identify “blindspots” and recognize strengths • Assessment-based coaching development strategies • The ethical use of assessment tools

Courses count toward the 72-hour Certified Professional Coach and the 128-hour Advanced Certified Personal and Executive Coach certification.

CONTINUING EDUCATION CREDIT

CENTER FOR CREDENTIALING AND EDUCATION: College of Executive Coaching is a BCC founding CCE approved coach training provider. **PSYCHOLOGISTS:** CEC is approved by the American Psychological Association to sponsor continuing education for Psychologists. CEC maintains responsibility for the program and its content. The California MCEP accrediting agency accepts APA approved courses for California Psychologists. **MFTS AND LCSWS:** These programs meet the CE requirements for most MFTs and Professional Counselors. If you have any questions about whether programs meet the CE requirements of your state's licensing law, please check with your licensing board. These courses meet the continuing education requirements for these licenses in California and most other states because California now accepts continuing education from American Psychological Association Sponsors of Continuing Education and College of Executive Coaching is such an approved sponsor. **BOARD OF REGISTERED NURSING:** Provider approved by the California Board of Registered Nursing, Provider Number 15517 for 44 or 60 contact hours, respectively. **INTERNATIONAL COACH FEDERATION (ICF):** College of Executive Coaching's "Advanced Certified Personal and Executive Coach" Program has been accredited by the International Coach Federation (ICF). Our 72-Hour Certified Personal and Executive Coach Program with ICF Enhancement is an ICF Level 1 Accredited Program, and our 128-Hour Advanced Certified Personal and Executive Coach is an ICF Level 2 Accredited Program. Accreditation is awarded to programs that meet the rigorous professional standards for coach training programs established by the ICF. Graduation from an accredited program will meet the ICF current certification requirements for student contact learning hours and passage of an ICF-approved oral exam. **SHRM/HRCI PRE-APPROVED:** "The use of this seal is not an endorsement by the HR Certification Institute of the quality of the program. It means that this program has met the HR Certification Institute's criteria to be pre-approved for recertification credit." Note: Full attendance is required in order to receive CE Hours. **NBHC/NBME:** The College of Executive Coaching Wellness and Well-Being Certification programs are approved as meeting the educational requirement for the NBHC/NBME Health and Wellness Coach Credential.

REFUNDS, CHANGES AND CANCELLATIONS

REFUNDS: Up to three weeks before the first day of an intensive event there is a \$100 processing fee for refund requests. Please note that once you take an assessment the refund policy changes for this program. After you have taken an assessment, the refund policy is refunds are allowed up to twenty-one days before the start of a workshop, less a \$200 fee. There are no refunds for whatever reason within three weeks of the start date of the course. **CHANGES:** If you need to change to a different course date than you were originally registered for, you are able to with the \$100 administrative fee if two weeks advance notice is given. **We apologize but there are no other changes for any reason within two weeks of the program start date. UNUSUAL CIRCUMSTANCES:** If a course must be cancelled due to a natural disaster, pandemic interfering with the ability to participate, crisis or instructor illness, the seminar will be rescheduled. If an individual is seriously ill and has a doctor's letter, please let us know so we can discuss the situation, and discuss alternative training options/dates.

Post-Graduate Positive Psychology Health and Wellness Coaching Certification

Train with world-renowned leaders of the positive psychology coaching movement to receive a positive psychology-focused wellness coach certification.

"The presentations were dynamic and content-rich, and my coaching practice has benefited as a result of my participation in this certification program at College of Executive Coaching. I am looking forward to continuing to integrate the training and information into my coaching and leadership work at Mayo Clinic."

LISA HARDESTY, PH.D., L.P., ACPEC



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JEFFREY E.
AUERBACH, PH.D., MCC



BARBARA
FREDRICKSON, PH.D.



ROBERT
EMMONS, PH.D.



CYNTHIA
ACKRILL, MD



RELLY NADLER,
PSY.D., MCC, BCC



PATRICIA
SCHWARTZ, MA, PCC



LYNN
JONES, DSW, PCC



JONATHAN
ARONOFF, PH.D., PCC

Earn the National Board of Medical Examiners Health and Wellness Coach Credential.



FREE PRACTICE GUIDE AND BOOK CHAPTERS

The National Board for Health & Wellness Coaching (same Board that licenses physicians) launched an international certification that you can earn—the prestigious Health and Wellness Coach Credential.

EXECUTIVECOACHCOLLEGE.COM

COURSES & TOPICS

Positivity Resonance and Co-Experienced Positive Emotions

The Upward Spiral Theory of Lifestyle Change

Motivational Interviewing and Stages of Readiness to Change

Physical Health and Well-Being Coaching

Utilizing Strengths-Based Coaching Assessments

Well-Being Appreciative Vision Planning

Applications of Humble Inquiry

Stress Management and Mindfulness Meditation

Coaching for Healthy Eating and Weight Management

The Science of Gratitude and Well-Being

Communicating and Relating for Well-Being

Career Well-Being and Work Life Balance

Financial Well-Being

Positive Psychology Health and Wellness Coaching Certification

ONLINE LEARNING PROGRAM

75 HOURS

Online Courses

40 HOURS

AUG 8 – DEC 19, 2024

THURSDAYS, 3:00-5:00 PM PT

No class 10/3, 10/31, 11/28

Intensive Practicum Sessions

9/19, 10/24, 11/21

1:00-5:15 PM PT

Streaming Videos

20 HOURS

Coaching Skills and Practice Development

Peak Performance for Your Coaching Clients

Emotional Intelligence in Coaching

Health Lifestyle Modules

15 HOURS

Post-Graduate Strengths Coaching Certification

Help others achieve greater success, higher workplace engagement and enhanced life satisfaction—while building high income, in-demand coaching skills. This program meets the International Coach Federation (ICF) educational requirements to apply for your ICF coaching credential.

“This has been one of the best and most practical learning experiences I have had in years. Anyone thinking of reinvigorating their profession should consider attending.”

CHUCK ALLEN, PH.D.



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JEFFREY E.
AUERBACH, PH.D., MCC



ERIN
PASSONS, MBA



RYAN
NIEMIEC, PH.D.

YOUR STRENGTHS COACHING HELPS OTHERS AND HELPS YOURSELF

Your coaching enables others to be their best self. Your clients yearn to be happy—satisfied at work and in their relationships.

As a College of Executive Coaching Certified Strengths Coach, the best teams and organizations will rely on you as the professional to help employees be more successful and happier at work.

We help you use the power of the Gallup CliftonStrengths assessment, along with other well-validated strengths assessments, such as the VIA Pro, to help people accomplish great things by doing what they naturally do best. We teach our coaches how to have skilled coaching conversations that focus on helping people understand their talents and turn them into strengths. Unlike other strengths coach training, we don't rely on just one assessment or one methodology. We provide a multi-faceted strengths coaching toolset and coaching models that not only include how to use the best strengths coaching assessments, but also in-depth coaching competency development. Through our training you not only become prepared to be a certified strengths coach, but also receive all the education needed for application to become an ICF Credentialed Coach.

LEARN HOW TO

Help clients move forward on their most important goals through the use of specific coaching competencies.

Coach others to achieve their goals by leveraging their natural talents.

Help clients manage obstacles effectively and strategically using their talents and strengths.

Teach teams to succeed by helping them discover, develop, and use their unique talents to improve team engagement and productivity.

Master multiple strengths coaching assessments: CliftonStrengths 34 talent themes and VIA Survey assessment.

Take your coaching to a higher level by developing your talents and strengths.

Help people transform their relationships by having deeper insights about themselves and how to work better with others.

Teach leaders to have higher performing teams by addressing specific team-related issues.

Increase your coaching credibility and boost your income.

Strengths Coaching Certification

ONLINE LEARNING PROGRAM

60 HOURS

This Strengths Coaching Certification Program consists of an intensive, online, two-day initial course, weekly virtual courses, and a series of streaming videos totaling 60 hours of approved coach-specific training by ICF and Center for Credentialing and Education.

Initial Intensive

16 HOURS

Virtual Courses

22 HOURS

Streaming Videos

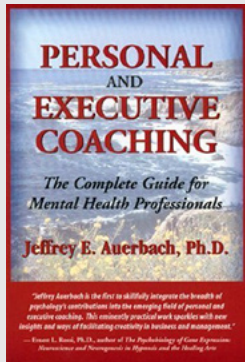
20 HOURS

Contact us to be placed on waiting list for next program.



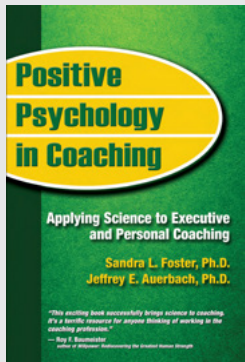
MUST-READS

Order the best-selling book that launched the industry!



PERSONAL & EXECUTIVE COACHING

The Complete Guide for Mental Health Professionals



POSITIVE PSYCHOLOGY IN COACHING

Applying Science to Executive and Personal Coaching



WELL-BEING COACHING WORKBOOK

Everything Needed for the Coaching Participant

NEWS RELEASE

NBME AND NBHWC COLLABORATE ON THE PRESTIGIOUS HEALTH AND WELLNESS COACH CREDENTIAL

Historic Agreement to Nationally Certify Health and Wellness Coaches

(SAN DIEGO and PHILADELPHIA) The National Board of Medical Examiners (NBME) and the National Board for Health & Wellness Coaching (NBHWC) signed an agreement launching a national certification for individual health and wellness coaches. The new Health and Wellness Coach credential is based on the science of positive psychology.

Co-founder of the NBHWC, Karen Lawson, MD, identified this agreement as a “pivotal event in the evolution of health and wellness coaching and we appreciate the professional credibility offered by the National Board of Medical Examiners.”

The National Board of Medical Examiners (the same agency that conducts physician licensing exams) and the National Board for Health and Wellness Coaching envision a professional

community that is dedicated to high-quality coaching skills across healthcare, academia, and industry.

Past Vice President of the International Coach Federation, Jeffrey Auerbach, Ph.D. stated that those with advanced training in positive psychology are best qualified to earn this widely recognized credential.

Responsible for assessing physicians’ readiness to practice medicine for 100 years, NBME identified the certification of health and wellness coaches as a vital priority in addressing the national crisis in unhealthy lifestyles.

The College of Executive Coaching’s Post-Graduate Certification in Positive Psychology Wellness and Well-Being Coaching qualifies you to sit for the new National Board of Medical Examiner’s Health and Wellness Coach exam.

TAKEAWAYS

Certification on EQ-i 2.0 and EQ 360

Personal EQ-i 2.0 Feedback Session and Report

EQ-I 2.0 Technical Manual (PDF format)

The EQ Edge Ebook by Dr. Steven Stein and Dr. Howard

Numerous articles and handouts

Membership in a large, growing international EI network

Extensive resource download with over 30 EQI resources, worksheets, articles, and Powerpoints, etc.

PowerPoints and course outline for delivering a one-day EI training class

Applications of EQ-i 2.0 and EQ 360



EQ-i 2.0 & EQ 360 Certification

The EQ-i 2.0 Certification Workshop prepares you to administer and interpret the EQ-i 2.0 and EQ 360 assessments, provide feedback on the results, and teach a one-day Emotional Intelligence class.

ONLINE PROGRAM

16 HOURS

September

SEP 12-13, 2024

November

NOV 14-15, 2024

December

DEC 19-20, 2024

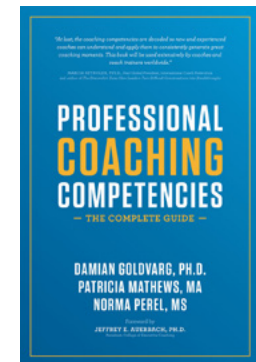
“One of the most useful training courses I’ve taken! You can start using the assessment right away, so it really pays off.”

LISA FOSTER, PH.D.

MUST HAVE RESOURCE!

PROFESSIONAL COACHING COMPETENCIES: THE COMPLETE GUIDE

An indispensable, comprehensive, hands-on guide to understanding and artfully applying the International Coach Federation professional coaching competencies. Complete with extensive examples and pointers, this book is gold mine of guidance for the new or experienced coach.



REGISTRATION

- Intensive Fast-Track Virtual Personal and Executive Coaching Program** 44 HOURS
\$4,990 | Subtract \$100 if registering 30+ days before start date

DESIRED SESSION DATE _____

- ICF-Accredited Personal and Executive Coaching Traditional 2-hr/week Virtual Program** 125 HOURS
MOST ECONOMICAL PATH
\$11,190 **SINGLE PAYMENT** (Savings of \$1,000)
Early Registration. Add \$200 if registering within 30 days.
\$6,245/EA **TWO PAYMENT PLAN**

- Positive Psychology Health and Wellness Coaching Certification** 75 HOURS
\$4,695 | Subtract \$500 if registering 30+ days before start date.
\$3,295 **RETURNING STUDENTS** (who have completed the first three Video Programs) | Subtract \$100 if registering 30+ days before start date (contact us to see if you qualify)

DESIRED SESSION DATE _____

- Strengths Coaching Certification** 60 HOURS
\$4,895 | Subtract \$200 if registering 30+ days before start date
\$3,295 | **RETURNING STUDENTS** (contact us to see if you qualify)

- EQ-i 2.0 & EQ 360 Certification** 16 HOURS
\$1,845

DESIRED SESSION DATE _____

TUITION FEE (based on date of registration) \$ _____
COACHING BOOKS | Free shipping in US (up to three books)

_____ **Personal & Executive Coaching** | **\$39.95** \$ _____

_____ **Positive Psychology in Coaching** | **\$39.95** \$ _____

_____ **Prof. Coaching Competencies** | **\$39.95** \$ _____

_____ **Well-Being Coaching Workbook** | **\$24.95** \$ _____

CA Sales Tax 8.75% (CA residents only) \$ _____

GRAND TOTAL \$ _____

NAME _____

DEGREE _____ FIELD _____

LICENSE NO. (IF ANY) _____ GRADUATE DEGREE FROM _____

ADDRESS _____

CITY _____ STATE _____ ZIP CODE _____

PHONE _____ EMAIL ADDRESS _____

PAYMENT (IN USD ONLY)

- Check (made payable to: College of Executive Coaching)
- VISA MASTERCARD AMEX DISCOVER

NAME ON CREDIT CARD _____

CREDIT CARD NO. _____

EXP DATE _____ CVC CODE _____

X _____
SIGNATURE

COLLEGE OF EXECUTIVE COACHING®

College of Executive Coaching provides personal and executive coach training, coaching services, and sophisticated leadership development programs to professionals via our interactive online platform or in convenient locations. All our courses count toward certification requirements.

COLLEGE OF EXECUTIVE COACHING

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