

# COACH TRAINING FOR PROFESSIONALS

Join us in Santa Barbara!



**44 - 50 CE Hours for Psychologists, MFTs, Social Workers, Counselors and Other Professionals Who Hold Graduate Degrees**

## INTENSIVE PROGRAMS

- |                     |                        |
|---------------------|------------------------|
| ■ Las Vegas, NV     | Dec 12 - Dec 17, 2009  |
| ■ Atlanta, GA       | Jan 24 - Jan 29, 2010  |
| ■ Phoenix, AZ       | Feb 22 - Feb 27, 2010  |
| ■ Santa Barbara, CA | Mar 21 - Mar 27, 2010  |
| ■ Dallas, TX        | May 2 - May 7, 2010    |
| ■ Santa Barbara, CA | Aug 9 - Aug 15, 2010   |
| ■ Washington, DC    | Oct 4 - Oct 9, 2010    |
| ■ Santa Barbara, CA | Oct 18 - Oct. 24, 2010 |
| ■ Las Vegas, NV     | Dec 6 - Dec 11, 2010   |

**100% DISTANCE LEARNING OPTION AVAILABLE**

**REGISTER EARLY TO SAVE**



"Coaching Provides a New Level of Professional Freedom"  
— Dr. Jeffrey Auerbach

## COURSE TITLES

- Coaching Skills and Practice Development
- Executive Coaching
- Emotional Intelligence and Coaching
- Appreciative Inquiry and Coaching
- How to Use Assessments in Coaching
- Field Techniques of Executive Coaching
- Coaching Competency & Feedback Seminar

**Coaching Industry News Flash:**  
The International Coach Federation (ICF)  
Now Requires Coach Training and  
Credentialing to be a Full Member of ICF



**NEW! 18 - HOUR COACH TRAINING DVD PROGRAM**  
PLEASE CALL FOR INFORMATION

## Benefits of a Coaching Practice

- Higher per hour rate – common coaching rates are \$100 per half-hour session and a three-month minimum — executive coaching rates are higher
- Coaching – You help healthy clients achieve their full potential – not treat DSM-IV disorders
- Coaching is convenient – appointments are often conducted by telephone
- Alternative to Managed Care
- Expands your potential market from local to nationwide
- Increases your freedom and life satisfaction
- Use your skills with full-fee clients
- Can subsidize your practice at \$250-\$500/hour – especially through teleconference coaching groups
- Reduced liability potential
- Personal coaching is a natural next step for therapists
- Executive coaching is an exciting, challenging career requiring intellectual horsepower, high emotional intelligence and an interest in business

**We are the experts in helping you add coaching to your practice!**

"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 these courses." - Chuck Allen, Ph.D.

"Amazing workshops! Wonderful tools given and explained." - Karen Pohn, J.D.

"It is exciting to see an alternative that fits so well with my experience." - L. Schrader, MS, MFT

**Courses count toward the optional 72-Hour Certified Professional Coach (CPC) and the International Coach Federation Accredited 128-Hour Coach Training Program Certificate.**



The Leader in Coach Training  
for Professionals with Graduate Degrees<sup>SM</sup>  
A Post-Graduate Institute

## College of Executive Coaching Faculty (PARTIAL LISTING)

**Jeffrey E. Auerbach, Ph.D., MCC**, 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 books *Personal and Executive Coaching: The Complete Guide for Mental Health Professionals*; *Seeing the Light: What Organizations Need to Know About Coaching*; and is the research director of the State of the Coaching Industry Project. He is the Immediate Past-President of the Association of Coach Training Organizations, Editorial Boardmember of *Coaching: The International Journal of Theory, Research and Practice*, Steering Committee Member of the California Psychological Association Healthy Workplace Awards, a Licensed Psychologist, and a Master Certified Coach. He has trained thousands of professionals in coaching methodology and maintains a thriving telephone-based coaching practice. Dr. Auerbach is available for keynote presentations and consultations to industry groups on the emerging field of executive coaching.



Jeffrey E. Auerbach, Ph.D., MCC



Relly Nadler, Ph.D., MCC



Patricia Rachael Schwartz, MA



David Peterson, Ph.D.



Diane Foster, MA, MCC



Randy White, Ph.D.



Andrea Molberg, Ph.D.

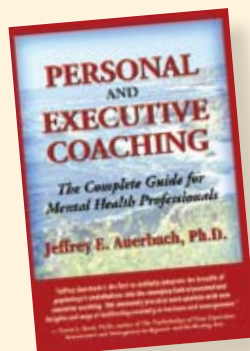
## Order the Best-Selling Book that Helped Launch the Industry!

**Personal & Executive Coaching: The Complete Guide for Mental Health Professionals**

**Praise for Personal and Executive Coaching:**

"Jeffrey Auerbach is the first to skillfully integrate the breadth of psychology's contributions into the emerging field of personal and executive coaching." — Ernest L. Rossi, Ph.D., author of *The Psychobiology of Gene Expression*

"If you think that coaching is the next step in your career, you must read this book. Jeff Auerbach has written the preeminent manual." — Marcia Reynolds, M.A., M.Ed, Past President, International Coach Federation



[www.executivecoachcollege.com](http://www.executivecoachcollege.com)

(888) 764-8844 • Fax +1 (805) 474-5628

FREE "HOW-TO" COACHING NEWSLETTER AT WEBSITE



# TOPICS COVERED IN THE WORKSHOPS (partial listing)

## 101 Coaching Skills and Practice Development

Fundamental coaching skills and the 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)

## 102 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 • Leadership research • Future trends affecting executives • Coaching executives in leadership skills

## 103 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

## 104 & 105 How to Use Assessments in Coaching

Learn how to use five assessment tools in coaching: Myers-Briggs Type Indicator® Step II Form Q • Spectrum CPI-260™ Coaching Report • Fundamental Interpersonal Relations Orientation (FIRO-

B™) • Leadership Practices Inventory (LPI™) • Auerbach Coaching Questionnaire™ • Your results for four 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

## 106 Field Techniques of Executive Coaching

(In Santa Barbara Intensive) Learn how people change in coaching • The key components of the change process • Learn the “Assumption Ladder Technique” • Master the “Leadership Two-Step”

## 108 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 • Creating provocative propositions from interview data • How to assist clients to design steps to achieve dreams

## 145 Coaching Competency and Feedback Seminar

In this program you are audiotaped and videotaped. In a structured, supportive, small group setting, you are given extensive feedback on both your coaching approach and a five-minute oral presentation about coaching to a small group of peers. Small group seminar with three or four faculty members.



# COLLEGE OF EXECUTIVE COACHING®

The Leader in Coach Training  
for Professionals with Graduate Degrees<sup>SM</sup>  
A Post-Graduate Institute

## Courses Count Toward the 72 - Hour Certified Professional Coach and the 128 - Hour ICF Accredited Certification

(Separate Application and Acceptance Required)

### CONTINUING EDUCATION CREDIT —

Psychologists: CEC is approved by the American Psychological Association and the Canadian 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: CEC is a NASW Approved Provider of Continuing Education (Provider #886383501). These programs meet the CE requirements for most MFTs, Social Workers 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 qualifications for continuing education credit for MFTs and LCSWs as required by the California Board of Behavioral Sciences (Provider # PCE1780). NBCC: CEC is approved to offer CE Hours by the National Board of Certified Counselors. ICF: College of Executive Coaching’s “Certified Personal and Executive Coach” Program has been accredited by the International Coach Federation (ICF). All our courses count toward ICF certification and our 128-Hour program is an ICF Accredited Coach Training 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’s current certification requirements for student contact learning hours and passage of an ICF approved oral exam at the PCC level. ICF requires all accredited programs to state the following: “Accreditation does not warrant or guarantee the effectiveness of the training or the student’s ability to build a successful coaching practice.” Note: Full attendance is required in order to receive CE Hours.

**Refunds, Changes and Cancellations:** There is a \$100 processing fee for change or refund requests made prior to two weeks before the event. Please note that once you take an assessment the refund policy changes. After you have taken an assessment, the refund policy is refunds are allowed up to 14 days before the workshop, less a \$200 fee. If a course must be cancelled due to a natural disaster, crisis or instructor illness, the seminar will be rescheduled. Within 14 days of the start date there are no other refunds or changes. College of Executive Coaching reserves the right to refuse service.

**TRAINING MODULE OBJECTIVES and INFORMATION —** Call or e-mail for a complete list of objectives and additional information; or go to [www.executivecoachcollege.com](http://www.executivecoachcollege.com)

Information on this form is subject to change.

## REGISTRATION INSTRUCTIONS

CHECK THE PROGRAM YOU ARE ATTENDING (Please register early — these programs sell-out. Thank you.)

### INTENSIVE PROGRAMS — Please call or check our website for a detailed brochure on these Intensive Programs.

If you register for an entire 50-Hour Intensive Program you complete 70% of your 72 - Hour certification education in just seven days! **REGULAR REGISTRATION:** \$2,490 for the Intensive In-Person Program. **EARLY REGISTRATION:** Save \$100 off the regular tuition by registering for an Intensive Program more than 60 days prior to the start date. Please register early as these programs sell-out. Thank you.

DATES	LOCATION	COURSE NUMBERS INCLUDE	
<input type="checkbox"/> Dec. 12 - Dec. 17, 2009	Las Vegas, NV	6-Day Program, includes #'s 101, 102, 103, 104, 105, 108, 145	(44 CE Hours)
<input type="checkbox"/> Jan. 24 - Jan. 29, 2010	Atlanta, GA	6-Day Program, includes #'s 101, 102, 103, 104, 105, 108, 145	(44 CE Hours)
<input type="checkbox"/> Feb. 22 - Feb 27, 2010	Phoenix, AZ	6-Day Program, includes #'s 101, 102, 103, 104, 105, 108, 145	(44 CE Hours)
<input type="checkbox"/> Mar. 21 - Mar 27, 2010	Santa Barbara, CA	7-Day Program, includes #'s 101, 102, 103, 104, 105, 106, 108, 145	(50 CE Hours)
<input type="checkbox"/> May 2 - May 7, 2010	Dallas, TX	6-Day Program, includes #'s 101, 102, 103, 104, 105, 108, 145	(44 CE Hours)
<input type="checkbox"/> Aug. 9 - Aug. 15, 2010	Santa Barbara, CA	7-Day Program, includes #'s 101, 102, 103, 104, 105, 106, 108, 145	(50 CE Hours)
<input type="checkbox"/> Oct. 4 - Oct. 9, 2010	Washington, DC	6-Day Program, includes #'s 101, 102, 103, 104, 105, 108, 145	(44 CE Hours)
<input type="checkbox"/> Oct. 18 - Oct. 24, 2010	Santa Barbara, CA	7-Day Program, includes #'s 101, 102, 103, 104, 105, 106, 108, 145	(50 CE Hours)
<input type="checkbox"/> Dec. 6 - Dec. 11, 2010	Las Vegas, NV	6-Day Program, includes #'s 101, 102, 103, 104, 105, 108, 145	(44 CE Hours)

ENTER the appropriate tuition fee (based on date of registration) for program checked ..... \$ \_\_\_\_\_

\_\_\_\_\_ Coaching Book — Personal & Executive Coaching (270 pages) \$39.95 ea. (in CA add tax \$2.80) = \$42.75 w/tax ..... \$ \_\_\_\_\_

Book shipping (up to two books) in U.S.A. \$4.50 (International extra) ..... \$ \_\_\_\_\_

**Total Amount Due** (in U.S. Dollars) ..... \$ \_\_\_\_\_

Mr.  Ms.  Dr. Name \_\_\_\_\_

Note: Participants must hold a Masters or Doctoral level degree or be currently enrolled in a Masters or Doctoral program.

Degree: \_\_\_\_\_ License #: \_\_\_\_\_ Graduate Degree from: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ FAX: \_\_\_\_\_ E-Mail: \_\_\_\_\_

METHOD OF PAYMENT:  Check (made payable to: College of Executive Coaching) enclosed for \$ \_\_\_\_\_  Checks: In U.S. Dollars drawn on a U.S. Bank  VISA  MASTERCARD  AMEX

Credit Card # (Print Clearly) \_\_\_\_\_ Exp. Date \_\_\_\_\_ Amount \_\_\_\_\_

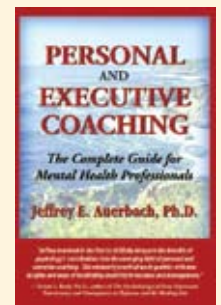
Name as it appears on card \_\_\_\_\_ Signature \_\_\_\_\_

Billing Address for card if different than address above: Street Address \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

A confirmation letter and directions to the program will be mailed. Office Use Recvd \_\_\_\_\_ CC \_\_\_\_\_ Chk \_\_\_\_\_ Entered \_\_\_\_\_ Conf \_\_\_\_\_

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## Order the Book



### EASY REGISTRATION

MAIL your registration form to:  
**College of Executive Coaching**  
897 Oak Park Boulevard #271  
Pismo Beach, CA 93449 U.S.A.

If paying by credit card, you may  
FAX your registration form to:  
+1 (805) 474-5628  
or CALL TOLL-FREE (888) 764-8844

Or REGISTER ONLINE at:  
[www.executivecoachcollege.com](http://www.executivecoachcollege.com)

Questions? Please call +1 (805) 474-4124  
or (888) 764-8844  
or E-mail: [info@executivecoachcollege.com](mailto:info@executivecoachcollege.com)