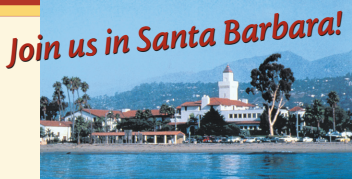


# COACH TRAINING FOR PROFESSIONALS



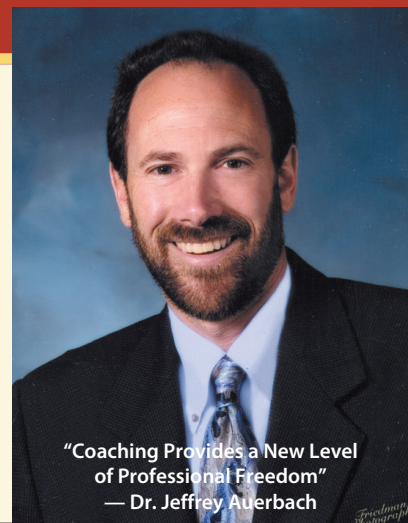
44 - 50 CE Hours for Psychologists, MFTs, Social Workers, Counselors, RNs and Other Professionals Who Hold Graduate Degrees

## INTENSIVE PROGRAMS

- |                     |                        |
|---------------------|------------------------|
| ■ Santa Barbara, CA | Mar 18 - Mar 24, 2012  |
| ■ Dallas, TX        | April 29 - May 4, 2012 |
| ■ Philadelphia, PA  | May 19 - May 24, 2012  |
| ■ Santa Barbara, CA | Aug 6 - Aug 12, 2012   |
| ■ Washington, DC    | Oct 17 - Oct 22, 2012  |
| ■ Santa Barbara, CA | Nov 8 - Nov 14, 2012   |
| ■ Las Vegas, NV     | Dec 5 - Dec 10, 2012   |

100% DISTANCE LEARNING OPTION AVAILABLE

This training is a portion of our ICF Accredited Coach Training Program



"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



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

## Benefits of a Coaching Practice

- High per hour rate
- Coaching – You help healthy clients achieve their full potential – not treat DSM-IV disorders
- Coaching is convenient – appointments are often conducted by telephone
- Increases your freedom and life satisfaction

## See what our graduates say:

"Overall, excellent! The resources, assessments and role-playing were extremely beneficial. I have a better sense of my lifetime goals and understand how coaching will play a part in that. I'm excited going forward. Thank you CEC for this positive, interactive, and fulfilling experience."  
- Priscilla Clark, Ph.D.

"I HIGHLY recommend this in-person six-day seminar to anyone who wants to become a coach as it provides the essential foundation needed. I feel ready to begin coaching as I continue with more courses through CEC to become credentialed." - Kat Rosemond, MA, LPC

"I endorse this workshop for anyone looking to develop real, practical and useful skills in the shortest time possible. The instructors were first rate and highly supportive." - Kevin Byrnes, MA

"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



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*, and is the research director of the State of the Coaching Industry Project. He serves on the Global Board of Directors of the International Coach Federation; is the Past President of the Association of Coach Training Organizations; is an Editorial Board Member of *Coaching: The International Journal of Theory, Research and Practice*; 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 R. Schwartz, MA, PCC



David Peterson, Ph.D.



Diane Foster, MA, MCC



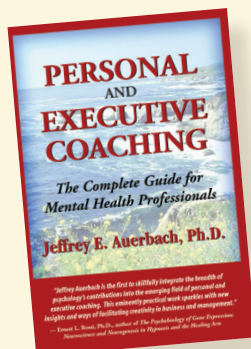
Randy White, Ph.D.



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)

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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 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)

## 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 Advanced 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. Board of Registered Nursing: Provider approved by the California Board of Registered Nursing, Provider Number 15517 for 44 or 50 contact hours, respectively. ICF: College of Executive Coaching’s “Advanced 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:** \$2,790 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"/> Mar. 18 - Mar. 24, 2012	Santa Barbara, CA	7-Day Program, includes #'s 101, 102, 103, 104, 105, 106, 108, 145	(50 CE Hours)
<input type="checkbox"/> April 29 - May 4, 2012	Dallas, TX	6-Day Program, includes #'s 101, 102, 103, 104, 105, 108, 145	(44 CE Hours)
<input type="checkbox"/> May 19 - May 24, 2012	Philadelphia, PA	6-Day Program, includes #'s 101, 102, 103, 104, 105, 108, 145	(44 CE Hours)
<input type="checkbox"/> Aug. 6 - Aug. 12, 2012	Santa Barbara, CA	7-Day Program, includes #'s 101, 102, 103, 104, 105, 106, 108, 145	(50 CE Hours)
<input type="checkbox"/> Oct. 17 - Oct. 22, 2012	Washington, DC	6-Day Program, includes #'s 101, 102, 103, 104, 105, 108, 145	(44 CE Hours)
<input type="checkbox"/> Nov. 8 - Nov. 14, 2012	Santa Barbara, CA	7-Day Program, includes #'s 101, 102, 103, 104, 105, 106, 108, 145	(50 CE Hours)
<input type="checkbox"/> Dec. 5 - Dec. 10, 2012	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) ..... \$ \_\_\_\_\_

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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: \_\_\_\_\_

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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

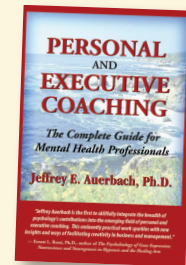
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## Order the Book

### EASY REGISTRATION

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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)

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