

CURRICULUM

O V E R V I E W



Your Path to Success Starts Here!

Our Curriculum Roadmap

Our program stands apart in terms of our practical orientation, emphasis on getting results and delivering value, personalized support, and experience in the executive and leadership coaching field.

The core curriculum covers all the practical knowledge and skills needed to be a successful executive coach. It is **approved by the ICF** but goes beyond standard ICF-required coverage including:

- **Practical Focus:** Unlike other programs, our training emphasizes practical, measurable results for leaders, ensuring that our graduates feel confident and competent in their coaching roles.
- **Personalized Support:** As a boutique program, we provide highly personalized, ongoing one-on-one support to all participants.
- **Comprehensive Curriculum:** Our curriculum includes a Business Development Intensive for Coaches, offering top industry guidance for developing an external coaching practice.
- **Proven Results:** Our program stands out for its practical orientation, focus on results, personalized support, and extensive experience in executive and leadership coaching.
- **Global Reach:** Our graduates come from major organizations and work with executives, managers, emerging talent, professionals in career transition, and entrepreneurs in dynamic companies, government agencies, and non-profits.
- **ICF-Approved Training:** The Center for Executive Coaching offers an International Coach Federation (ICF) approved training program for executive and leadership coaches worldwide.



"The Center for Executive Coaching program packages and delivers an entire career-in-a-box. If you're passionate about the transformative and fulfilling nature of coaching, it gives you that as well. An extensive library of tools, excellent training, and enthusiastic support are all included in this exemplary program. Of all of the ICF trainings available, the Center for Executive Coaching is the clear leader and I'd recommend it without reservation to anyone who wants to be an exceptional coach!"

-Mark E.

MODULE 1: ACTIVE INQUIRY & FOUNDATIONAL COACHING CONVERSATIONS

Coaching is a conversation. Great coaches flow in the moment with clients, while listening, reflecting, observing, challenging, and asking powerful questions. Done right, the client has new awareness and insights, makes new commitments to move forward, takes action, and improves their leadership and impact.

In this module, you will learn about the fundamental coaching conversation, which we call Active Inquiry. You will also learn about how a coaching session flows and how to structure a successful coaching session.



Finally, you will learn about some additional coaching conversations to become even more skillful as a coach.

MODULE 2: THE EXECUTIVE COACHING PROCESS

In this module, you will learn about the coaching process. With these two modules completed, you will understand both the “what” of coaching – the conversations a coach has to move clients forward – and the “how” of coaching – the way to set up a successful engagement.



This module begins with the coaching process the way a coach might talk to another coach about coaching. While you wouldn't post this process on your website, it shows you the ins and outs of the overall client coaching process. It's a good model for teaching a new coach how to think about the process.

Next, you learn how to talk about the coaching process so that clients realize that you have an efficient, effective process to get results. We call this a market-facing coaching plan.

MODULE 3: THE KEY COACHING CONVERSATIONS TO GET RESULTS WITH CLIENTS

Executive and leadership coaches usually start an engagement with an assessment phase. This phase is an opportunity for the client to gain more awareness about their strengths and how they show up to others, and for coach and client to focus the engagement on key areas of opportunity. This module begins with a lesson about how to think strategically about the assessment phase. You want to be sure your assessments have a purpose, and are focused and efficient.

Next, we give a brief overview of off-the-shelf assessments, including those that the client fills out on their own (e.g., Hogan, ProfileXT, Birkman, MBTI, DiSC) and online 360-degree assessments that enable the client's colleagues to report their observations.

You also learn how to conduct a 360-degree verbal assessment. This is an effective way to meet the people that work with your client and get their candid impressions about how the client can be even better.

Next, you learn about development plans. Development plans can help you assess where the client is and where they want to go, and then you can coach the client to achieve their plan. The Leadership Dashboard is a proprietary tool that you can use that serves as a strategic development plan for more senior executives.



Finally, the point of the assessment phase is to focus the coaching on the key area or areas where the coaching can have the most impact.

A good assessment goes from the “what” – facts and data about the client -- to the “so what” – opportunities for the client to get better.

We conclude the module with a discussion about how to synthesize the assessment work you and the client have done.





"I recently completed the CEC Executive Coach certification program and couldn't be more satisfied. The program is very straightforward and pragmatic, and the faculty is readily available if students need help in their executive coaching journey. CEC provides a significant volume of proven content and tools to participants that helps ensure YOUR success. I highly recommend the Center for Executive Coaching."

-Andy S.



MODULE 4: ICF & BCC CORE COMPETENCIES

This module discusses the core competencies and code of ethics of two third-party organizations that provide designations/certifications.



The first is the International Coaching Federation (ICF), the largest professional coaching association in the world. Whether you are going to apply for your ICF designation or not, or aren't quite sure, you should become familiar with the ICF core competencies and code of ethics.

The Center for Credentialing and Education is a lesser-known, smaller body that offers the Board Certified Coach certification. This is an excellent option for coaches that have a Masters Degree or higher, and especially those with a background in psychology.

This module also reviews our training requirements for us to give you the documentation you need to apply to either of these bodies.

MODULE 5: COACHING CLIENTS TO INCREASE THEIR INFLUENCE & IMPACT AS LEADERS

Your coach training now moves to coaching situations that you are likely to encounter in your coaching practice.

This module explores approaches for situations related to individual leadership and effectiveness. You could think about a leader's areas of influence with three concentric circles radiating out: individual effectiveness, building strong relationships and relationships, and strengthening the organization. This module discusses coaching in that first, innermost circle.

You will start by learning about how to coach a client to change a behavior – whether a behavioral blindspot (like interrupting) that is holding them back, or an opportunity to choose a new behavior that will make them even better.

"I would recommend the Center for Executive Coaching's Certified Executive Coach training to any coach looking to expand their understanding or start off on the right foot.

The training covers tactical approaches to coaching and gives participants plenty of resources and practice. I feel prepared to coach almost anyone.

The teaching is direct and honest which is a welcomed attitude in the world of coaching."

-Devon D.



Next, you learn how to help client's shift pervasive limiting perceptions, such as "I can't trust people" or "everything needs to be perfect."

These perceptions could have served the client well in the past, but now they no longer do. You will learn a process to shift these perceptions without getting into therapy.

Other areas we explore in this module are coaching a client to:

- Have more communication flexibility and impact.
- Prepare for a high-stakes influence conversation.
- Deal with overwhelm and juggling too many priorities and planning one's use of time strategically.
- Develop leadership presence.
- Think comprehensively about an issue.
- Manage the personal domains outside of work.

The above areas are critical areas for coaching and will take you much farther as a coach than the fundamental coaching conversations.



**2 TO 4
MONTHS**

**Average Completion
Time for Certified
Executive Coach
Certification ***

MODULE 6: COACHING CLIENTS TO STRENGTHEN PROFESSIONAL RELATIONSHIPS & BUILD STRONG TEAMS

This module looks at a variety of challenges leaders face when working with other people.

By the end of this module, and with practice, you will be skilled at helping clients that face the following challenges:

- Strengthen relationships (what we call Powerbase) up, down, across, and outside the organization.
- Engage employees.
- Manage up, whether to one's direct manager or overall leadership.
- Resolve conflict.
- Collaborate more effectively.
- Improve team performance.



All of these lessons will continue to deepen and broaden your toolkit as a coach. As you go through each, give some thought to which of these coaching topics resonate the most for you. Perhaps you will find your niche as a coach by discovering which leadership coaching challenges you enjoy most.

****Full ICF Training is 5-6 months due to ICF requirements.***

MODULE 7: COACHING CLIENTS TO IMPROVE ORGANIZATIONAL EFFECTIVENESS

This module explores coaching situations that are focused on organizational challenges and opportunities. Some coaches love working on these issues, while others prefer to work with clients on individual and team challenges.

By the end of this module you will gain exposure to coaching clients about a range of challenges, including:

"The CEC's executive coaching training program balances the academics and the realities of becoming an excellent executive coach. The sessions are fast paced, thoughtful, and actionable. I am so glad to have signed up for this course and would encourage others to do the same without hesitation!"

-Suzy J.



- **Leading** change.
- **Making** succession planning part of the fabric of the organization.
- **Developing** a culture focused on providing outstanding service.
- **Coaching** before and during a merger.
- **Creating** a high-performance culture.
- **Executing** more effectively.
- **Planning** and executing strategy.
- **Developing** a board of directors.

As you review each module, think about which ones are most exciting to you as a coach. Where do you especially want to coach your clients?

MODULE 8: COACHING THROUGH CAREER PLANNING AND TRANSITIONS



This module focuses on coaching clients about career planning and transitions.

The introduction explores what career coaching is and how to position yourself strategically with career coaching.

Then we focus on a few key areas for coaching:

- **How to** create a career plan with your client.
- **Coaching** the client to create their personal brand.
- **Success** in a new role.

The module ends by challenging you to create your own career coaching package, as well as with some archetypical case studies about career coaching.

To us, career coaching is an area of executive coaching. Therefore, many of the coaching tools and processes covered in other modules of the CEC program apply here, especially: **assessing the client, coaching about one's professional relationships, influence, managing up, perceptual coaching, and overwhelm/time management.**

MODULE 9: BUSINESS COACHING: COACHING THE OWNERS OF GROWING BUSINESSES

This module teaches you about how to coach the owner of a growing business.

Business coaching adds a technical layer to executive coaching. Coaching the business owner to be an effective leader is primary. However, you also have the opportunity to coach the client to strengthen their business.

In the CEC program, we use the proprietary **CASTLE Model for Business Growth**. You will learn about each element of the model, starting with an assessment of the business.



Then you will learn how to coach the client to:

- **Get in control** of the financials, including setting and achieving goals.
- **Committing to tactics** that improve the business and financials.
- **Developing** a strong positioning and marketing strategy.
- **Becoming a true CEO**, so that the business is not dependent on the owner and so that the owner doesn't feel chained to the business.

Meanwhile, you will still coach the client about how to be a more effective leader, build strong teams, and strengthen the organization. In other words, executive and business coaching go hand in hand.

More Information About CEC

Since 2006, The Center for Executive Coaching has worked to establish itself as the leader in executive coaching training and certification, and the go-to choice for successful professionals. No other program matches our flexibility, tools, community, real-world application, and focus on results for clients. For those who aspire to launch their own practice, our business development advice, tools, and support are unparalleled.



THANK YOU!

We are an ICF-accredited Level 1 and Level 2 organization and are approved by the Center for Credentialing and Education to train coaches for Board Certified Coach (BCC) certification.

In 2023 The Center for Executive Coaching was acquired by Keystone Partners, LLC, a leader in executive coaching and consulting. We had previously trained and certified many Keystone Partners coaches and consultants—they found so much value in our content and approach that they acquired us. There is no better testimonial than that.

FACULTY

At the Center for Executive Coaching (CEC), our faculty is second to none. Our team excels because of their extensive experience, diverse backgrounds, and commitment to delivering practical, results-driven coaching strategies.

Our faculty members are not just educators but are also accomplished professionals actively shaping the coaching industry. This unique combination ensures that our training is unparalleled in quality and impact.

WEBSITE :

www.centerforexecutivecoaching.com