

# Certified Business Coach Training Program



*A Transformational Training  
Experience That Leaves You  
Empowered To Coach Businesses!*

"The goal of coaching is the goal of good management: to make the most of an organization's valuable resources."

—Harvard Business Review

"Between 25 percent and 40 percent of Fortune 500 companies use executive coaches."

—Recent survey by The Hay Group, International

The heart of our BusinessCoach.com training program is our 4-day "LIVE" Business Coaching Course, along with 5 weeks of group training via conference call format. The program is delivered in person by our founder, Gary Henson, along with other elite trainers on our staff. The completion of this course results in certification as a business coach through BusinessCoach.com.

## **Course Materials Include:**

### **Business Coach Training Manual**

This manual is full of BusinessCoach.com secrets for a coach to launch and create a successful coaching practice. There are examples, handouts, client contracts, tips, tricks, and techniques and much more. They have been proven by working years with clients of multiple industries and varying sizes—they work!

### **Client Workbook: Strategies to Future-Proof Your Business Today!**

**By Gary Henson**

This business coaching workbook contains nineteen plus years of our research and implementation of what works in business. Included are thirteen chapters of articles, quotes, charts, and handouts that can be a robust resource for the active business coach or inspired beginner.

### **Essential Business Coaching Books**

Each Participant will receive several essential books that are key to our methodology of business coaching.



Areas of competency you will acquire:

- The primary role and what it takes to be a business coach
- The unique approach of a business coach
- Who your target client is
- What it takes to build clients
- Creating "client buy-in" to accountability ("coachability")
- The value of being transparent with clients
- The 26 distinctions unique to our methodology
- The specific curriculum and approach we use with our clients
- Understanding the art of "engagement"
- Being able to see what's missing in an organization
- The use and customization of our training programs
- The BusinessCoach.com client timeline of coaching and projects
- Getting clients from point A to point B
- The difference between business "consulting" and business "coaching"
- Design living documents that define cultures in organizations
- Define and transform the business and organizational culture
- How our assessment tools interrelate with our business coaching services
- Custom design of your strategic marketing plan with BusinessCoach.com President and Staff

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Program Directives...

## 4 Day "Live" Training

### Day 1

- Who is BusinessCoach.com?
- The primary role of a business coach
- What does it take to be a business coach?
- What is the approach of a business coach?
- Who is your target client?
- What it takes to build clients
- Creating "client buy-in" to accountability ("coachability")
- The value of being transparent with clients
- The 26 distinctions unique to our methodology
- Q & A with BusinessCoach.com President & Staff

### Day 2

- How to acquire new clients using our methodology
- The specific curriculum and approach we use with our clients
- Understanding the art of "engagement"
- Learning to look for what is missing
- The use and customization of our training programs
- The BusinessCoach.com client timeline of coaching and projects
- Getting clients from point A to point B
- Completion of discussion of the 26 distinctions of our methodology

### Day 3

- The difference between business "consulting" and business "coaching"
- Learning to design living documents that define cultures in organizations
- Defining and transforming the business and organizational culture
- Developing team leaders
- Explanation and use of BusinessCoach.com's assessment tools
- How our assessment tools interrelate with our business coaching services

### Day 4

- Custom design of your strategic marketing plan with BusinessCoach.com President and Staff
- Q & A with BusinessCoach.com President and Staff

## 5 Week TeleTraining Follow-On

### Week 1

- Complete a Marketing Action Plan for your Business Coaching practice
- Complete a "live" role play with other participants over the phone playing both Coach and Client
- Complete feedback questions on your role play
- Read 3 chapters in the Client Workbook and answer assigned questions

### Week 2

- Participate in a "live" conference call with all other participants on "The Power Of Networking"
- Discover your own personal powerful network
- Learn how to identify a "Power Player" and connect with them authentically
- Complete a "live" role play with other participants over the phone playing both Coach and Client
- Complete feedback questions on your role play
- Read 3 chapters in the Client Workbook and answer assigned questions

### Week 3

- Participate in a "live" conference call with all other participants on "Creating a Powerful Mission and Vision"
- Discover how to create a Mission and Vision within 30minutes
- Learn why the Mission and Vision is the central key in Business Coaching
- Complete a "live" role play with other participants over the phone playing both Coach and Client
- Complete feedback questions on your role play
- Read 3 chapters in the Client Workbook and answer assigned questions

### Week 4

- Participate in a "live" conference call with all other participants on "Creative Business Planning"
- Discover how to create a powerful Business Plan
- Learn why the Business Plan is central to your work as a Business Coach
- Complete a "live" role play with other participants over the phone playing both Coach and Client
- Complete feedback questions on your role play
- Read 3 chapters in the Client Workbook and answer assigned questions

### Week 5

- Participate in a "live" conference call with all other participants on "Using Assessments For Profit"
- Discover how to use Assessments in your Business Coaching practice
- Learn about the most used Assessments for Business Coaching
- Complete an Assessment Worksheet to demonstrate your understanding of using Assessments
- Complete a program feedback survey

