# PROFESSIONAL COACHING FOR LIFE AND WORK

Turn your passion for helping others into a career



Continuing and Professional Education

#### **COACHES MAKE A DIFFERENCE**



If you are longing for a fulfilling career, meaningful service and a life-changing experience, professional coaching may be the career for you. As a professional coach, you become a **partner with your clients in a thought-provoking, creative and collaborative process** that will inspire them to maximize their personal and professional potential—a particularly important asset in today's uncertain and complex environment.\*

By helping others develop awareness and realize possibilities, you will transform their experiences, both in work and life, and help them become more successful in their careers. Learn to engage and connect with others in ways that also expand your own sense of self.

\* International Coach Federation (ICF)

### WHY BE A COACH?

### **1. GROWING FIELD**

The coaching profession is flourishing, and the future looks even brighter. During the past five years, the internal coaching market has grown rapidly. The International Coach Federation's (ICF) 2012 ICF Global Coaching Study notes that coaching currently generates \$2 billion U.S. in revenue/income each year.

The *Harvard Business Review* warns, however, that "the quality of coaches vary dramatically"\* and recommends working with someone who has been accredited by the International Coach Federation (ICF). The UC Davis program provides you with a solid knowledge base for ICF accreditation.

\* "Top 10 professional coaching myths," CBS MONEYWATCH, 20 Dec. 2011.

## 2. WIDE RANGE OF OPPORTUNITIES

Coaching is being used in many different industries to improve performance and engagement. Individuals can also choose to become an independent coach and design their own practice. Whatever path you choose, coaches help individuals and companies focus on what matters most in life and business.

## **3. POSITIVE IMPACT**

Coaching allows you to help and support others while building your career and gaining other tangible benefits, such as becoming a better manager, parent and partner.



"Hearing a client say, 'Oh, I hadn't thought about that!' or 'That's an interesting question!' is music to my ears."

-Marci Mortensson

### WHAT IS COACHING?

Professional coaches enter into partnerships with their clients, and become the catalyst for growth, change and development. Unlike consultants, therapists, mentors and counselors, coaches provide a pathway for *action, accountability and follow through* so clients can quicken their progress toward creating purposeful lives.

COACHES	OTHER CAREERS	
Support personal and professional growth based on <i>self-initiated</i> change Pursue <i>actionable</i> outcomes	<b>CONSULTANTS</b> Provide expert <i>advice</i> professionally <i>Suggest</i> solutions to problems Act to <i>fix the problem</i> – they do the work	<b>MENTORS</b> Are subject matter <i>experts</i> Train and <i>counsel</i> Share <i>their</i> experience
Focus on <i>future</i> Create feasible strategies for <i>achieving specific goals</i> in one's personal or professional life	<b>THERAPISTS</b> Deal with <i>healing</i> pain, dysfunction and conflict Resolve difficulties that arise from the <i>past</i> Improve overall <i>psychological</i> functioning Deal with the present in a more <i>emotional</i> way	<b>COUNSELORS</b> Very focused toward <i>short-term solution</i> of client's problems



*"I chose the UC Davis Professional Coaching program because it is a prestigious university, known around the world. The UC Davis Coaching program was the perfect formula: high quality + a recognized institution + accessible prices."* 

–Juan Pablo Victoria

"As a coach working with athletes as they transition out of athletics and into the workplace, I see how coaching can really change people's lives. I met great people in the program and gained a solid foundation to start my coaching career." —Erica Cenci



### **CAREER PROJECTIONS**

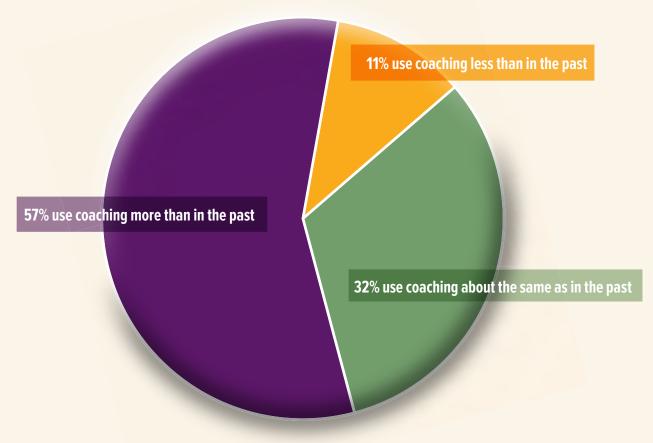
#### DEMAND FOR PROFESSIONAL COACHES IS STRONG... AMONG THE TOP 10 BUSINESSES FOR THE 2010s

More than half of companies around the world have actively incorporated coaching into their business practices. In fact, a study by the American Management Association reveals that external and internal coaches improve performance and profitability. The report also notes that coaching is particularly well-suited for the fast cycle and diverse challenges associated with today's global business environment.\*

In addition, among those organizations that have not yet integrated coaching into their policies, many are looking at how to implement teaching it in order to build and support the integrity and strength of their organizations.

#### **Coaching Is On the Rise**

Which of the following statements best describes your organization's use of coaching?\*



\* Source: Coaching: A Global Study of Successful Practices

### COACHING—A CAREER WITH MANY OPTIONS

Coach training provides you with a solid foundation for preparing others for personal, professional and financial success. If you are a manager, no matter what level, a human resources professional, want to transition into a new career or expand your leadership role in your current career, you will benefit from coach training.

Today, coaching is provided at every level of an organization, so there is a wealth of opportunity. As a professionally trained coach you can serve as:

- · An external coach with your own set of clients
- An internal coach within an organization



### UC DAVIS FIVE-MONTH PROFESSIONAL COACHING FOR LIFE AND WORK CERTIFICATE PROGRAM

#### **ABOUT THE PROGRAM**

Earn a UC Davis Professional Coaching for Life and Work certificate with this five-month, 15-unit program. Gain the practical skills needed to effectively coach others, and become experienced in the core coaching competencies as established by the International Coaching Federation (ICF).

#### **PROGRAM PHILOSOPHY**

The UC Davis *Professional Coaching for Life and Work Certificate Program* uses the ICF core competencies as its foundation. The ICF core competencies provide the essential framework coaches need to establish strong coach-client relationships and support clients through their process of gaining self-awareness, setting goals and ultimately becoming the dynamic, life-long contributors they aspire to be. The competencies you learn are simple, but require a lifetime of focused practice to master. They also provide a basic skill set coaches can apply to any other emphasis or methodology, as well as coaching practice that helps build relationships and self-awareness.

#### **ICF CERTIFICATION**

This Accredited Coach Training Program is considered an "all inclusive" pathway to ICF PCC certification. Program features include: 150 academic credit hours of coach specific training; and mentor coaches who provide feedback on your coaching skill development to support you through your educational journey. UC Davis will provide you with non-paying clients to jumpstart the coaching experience and performance evaluation process.

#### **DESIGNED AND DIRECTED BY TOP PROFESSIONALS**



Executive coach and management consultant **Carole Bennett**, MBA, PCC, specializes in Management and Employee Development for Sutter Health University. In her private practice, she focuses on partnering with leaders to realize their personal and professional possibilities, concentrating on integrative leadership and whole person development.



**Michelle Payne,** MCC, is recognized as a leader in her field with more than 10,000 hours of experience coaching leaders. She is in the top 1 percent of the coaching profession, and has had the honor of sitting on the Global board for the International Coach Federation and been an assessor for the ICF since 2006. As an internationally-recognized business adviser, Payne turned to coaching after a decade of executive leadership in the retail industry. She is a leader in not only the business world, but also the coaching industry.

#### **PROGRAM SCHEDULES**

We offer this program twice a year—from February-June (Winter program) and from July-November (Summer program).

Sample schedule*			
Coaching Essentials	Learn to develop coaching relationships that provide continued structure for progress and growth. Gain knowledge of coaching ethics and how to apply them in a variety of situations.	WINTER PROGRAM February (every other week) Fri. and Sat., 9 a.m5 p.m.	
		<b>SUMMER PROGRAM</b> July (every other week) Tues. and Thurs., 6-9 p.m. Sat., 9 a.m5 p.m.	
Coaching Skills	Increase your understanding of the common elements of listening effectively to your clients. Learn to identify preferred language, and how the type, timing and impact of a coach's questioning differs from typical conversation.	WINTER PROGRAM March (every other week) Fri. and Sat., 9 a.m5 p.m.	
		<b>SUMMER PROGRAM</b> August (every other week) Tues. and Thurs., 6-9 p.m. Sat., 9 a.m5 p.m.	
Personal Foundation for Coaching	Focus on the outer presentation "package" of your clients by learning to identify and eliminate some of their most immediate roadblocks to personal growth.	WINTER PROGRAM April (every other week) Fri. and Sat., 9 a.m5 p.m.	
		<b>SUMMER PROGRAM</b> September (every other week) Tues. and Thurs., 6-9 p.m. Sat., 9 a.m5 p.m.	
Coaching Conversation	Learn to structure a session and keep your clients on message and on track. Acquire the tools to help them develop effective strategies to accomplish their goals.	WINTER PROGRAM May (every other week) Fri. and Sat., 9 a.m5 p.m.	
		<b>SUMMER PROGRAM</b> October (every other week) Tues. and Thurs., 6-9 p.m. Sat., 9 a.m5 p.m.	
Establishing Yourself as a Coach	Step through the essential components of designing successful coaching strategies. Learn about the new client intake process and the hallmarks of achieving ongoing coaching success.	WINTER PROGRAM June (every other week) Fri. and Sat., 9 a.m5 p.m.	
		<b>SUMMER PROGRAM</b> November (every other week) Tues. and Thurs., 6-9 p.m. Sat., 9 a.m5 p.m.	

\* For exact dates, please visit our website.

#### PRICING

Tuition for the entire program is \$8,325 (includes all course materials, mentor coaching, client pairing, parking passes and lunches).

### IS THIS PROGRAM RIGHT FOR YOU?

If you are still undecided, please join us for a free information session to meet with the *Professional Coaching for Life and Work Certificate Program* faculty and staff, and review our program curriculum, content and focus.

Learn about International Coaching Federation (ICF) certification requirements and find out about career opportunities in this exciting profession. This program will prepare you for a career in this emerging industry by introducing you to the core coaching competencies and skills required to effectively coach others.

Visit us at cpe.ucdavis.edu/free and sign up today!



"The UC Davis Professional Coaching program teaches the ICF core competencies in-depth. My coaching business has been very successful and has exceeded my projections and expectations. It's been win/win proposition!" —Marla Collins

"The program facilitators are outstanding! Since graduating from the program, I earned my ACC credential through ICF and am working toward my PCC. I have coached dozens of individuals, helping them develop leadership behaviors, evolve as entrepreneursand improve their relationships." —Tina Shaw





"I chose the UC Davis Professional Coaching program because the program was offered as a certificate through an accredited and respected university. I was also able to take advantage of tuition assistance through my employer. I most appreciated the relationships built with others in my cohort, my teachers and mentor coaches. I now have deep, life-long connections" —Amy Andrew



#### **QUESTIONS?**

We're here to help. For more information about our five-month Certificate Program, visit our website or contact us at (530) 757-8895 or cpeinfo@ucdavis.edu.



Joanna Siebert Director



Crystal Babowal Public Education Specialist



Heather Ogle Program Assistant

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