



CONTINUING PROFESSIONAL DEVELOPMENT

BUSINESS DEVELOPMENT

FOR COACHES

BUILD YOUR COACHING BUSINESS

Coaching is an incredibly fast-growing profession and many people calling themselves coaches are operating in all aspects of the marketplace. Over the years, one of the key differentiators regarding those coaches whose business develops well over time and those whose coaching practice doesn't quite "take off" is approaching the set-up of your coaching practice as a business venture. We've found it's important to take the appropriate and necessary steps to establish a foundation for success. This programme will give you that foundation!

You will be able to log up to 6 hours of coaching for your client hours log as part of the inter-module peer coaching aspect of this programme. For coaches already holding an ICF credential, your certificate will also note 12 CCEs (Resource Development) for your credential renewal log.

"I am now ready to move my small coaching business forward with vigour and determination — All progress takes place outside the comfort zone!"

- Sue Till, Executive Coach

RECOMMENDED FOR:

New Coaches

Coaches wanting to focus on establishing their coaching practice in a sustainable way that meets their goals and expectations for success.

Recently Trained Coaches

The programme is particularly helpful to coaches who are completing or have just finished their coach training.

COURSE OBJECTIVES:

The programme comprises 2-days spread across four-half day virtual sessions which will cover the following areas and give you the kick-start you need to launch your coaching business!

Marketing:

- Getting clarity what you want from your coaching practice, your vision, and goals and how you can most effectively articulate them.
- Identifying your marketplace and how your offering fits in.
- Developing a marketing strategy.

Sales:

- Identifying your audience and their needs.
- Exploring how you will reach them, engage with them and share your offering.
- Clarifying how you will ask for business and ask for fees.

Financials/Legal:

- Exploring how much you want to work and how much you want or need to earn.
- Establishing a fee structure and what kinds of coaching packages you might offer.
- Drafted the framework for your business plan.
- What the legal considerations you must factor in?

Documentation:

- Identifying the core content for your coaching contract.
- Considering what tools and/or assessments you might offer.
- Establishing what other documentation will you provide:
 - Pre-/Post-Coaching session.
 - Induction package.
 - Chemistry session info.
 - What is coaching and how to get the best from your coach.
 - How to hire a coach.
 - Wheel of life, etc.

INTERESTED? LEARN MORE!

For the upcoming programme dates, session fees and registration links, visit coachadvancement.com/programmes/business-development-for-coaches



WHY CHOOSE COACH ADVANCEMENT?

We are devoted to excellence in teaching, learning and developing coaches and leaders. We develop best-in-class professional coaches and leaders who can foster a better experience, workplace and society. Coach Advancement has been developing leaders around the world for more than 25 years. We support our international alumni community with a wide array of exclusive benefits including coaching clinics, coaching opportunities, discounts and so much more.

“Being part of the alumni community has brought opportunities I’d never imagined. ... it’s a wonderful home for fellow coaches to feel they belong.”

Gillian Gabriel, ACC