

announces

The Business Coaching CERTIFICATE PROGRAM

An intensive 10-month course that will provide you with guided hands-on experience and transform your leadership style.



Conveniently offered at NC State on these weekends:

- Thursday-Saturday..... November 10-12, 2011
- Friday-Saturday..... December 9-10, 2011
- Friday-Saturday..... January 13-14, 2012
- Friday-Saturday..... February 10-11, 2012
- Friday-Saturday..... March 9-10, 2012
- Friday-Saturday..... April 20-21, 2012
- Friday-Saturday..... May 18-19, 2012
- Friday-Saturday..... June 8-9, 2012
- Friday-Saturday..... July 13-14, 2012
- Friday-Saturday..... August 10-11, 2012

FREE! No-Obligation Information Sessions -
September 22, October 4, and October 25, 2011

Register By October 10, 2011 to
Save \$500!

“*The Business Coaching program at NC State University adds great value professionally to all who desire to assist and inspire others to greater heights. The weekend workshops are filled with class discussion, hands-on coaching, coaching supervision, honest feedback, guest speakers, teamwork, laughter/fun, and of course, great lunches. Lou Raye Nichol and Dave Gettles teach with experience, yet put a lot of heart into the process. I have successfully begun my own coaching practice as a result of this course and I am enjoying this new, rewarding career. I would highly recommend this program to all those who are driven to refine and build their coaching skills.*”

– Peggy Joy Payne, Cary, NC

Attendance is limited to 20 participants.

On-line at ContinuingEducation.ncsu.edu

Call **919.515.2261**

Fax **919.515.7614**

Complete and mail the enclosed registration form For more information email

ContinuingEducation@ncsu.edu

What

▶ About Coaching

Coaching is emerging as a major profession in today's business world. Increasing numbers of companies are using coaches in their leadership development programs. Internal coaching is on the rise. The International Coach Federation now has 14,000 members worldwide. In a recent study they reported the average annual salary of full-time coaches as \$82,671 and estimated the coaching industry globally is close to \$1.5 billion.

Companies and individuals use coaching because it works. Clients have reported that their experience with coaches have led to breakthrough business results along with significant improvement in personal performance and leadership effectiveness with their teams.

While anyone can call themselves a coach, the ICF survey reported that coaches who are certified, and therefore trained, are much more likely to coach full time, have a greater number of clients, and be business-focused.

▶ What Makes the NC State University Business Coaching Certificate Program Unique?

The North Carolina State University Business Coaching Certificate Program is a 10-month program that follows the International Coach Federation curriculum guidelines for the coach specific training you'll need for certification as a professional coach with the International Coach Federation.

The NC State program will give you a powerful training structure that ensures the transfer of skills from the classroom to the workplace. As a participant you will study the principles and techniques of coaching and practice coaching skills in the monthly workshops. You will be matched with experienced coaches and you will start your own coaching practice early in the program by recruiting two or three clients to coach between the monthly meetings. Your work with clients will be closely supervised by the program instructors.

These layered elements of training, theory, skills practice, supervision of your practice, and support from an experienced coach ensure the progressive development of your coaching skill.

Attend

▶ Why You Should Attend

The NC State University *Business Coaching Certificate Program* will prepare you to become an effective business coach.

This comprehensive course was developed for people who want to pursue coaching as a full-time occupation or want to make coaching skills a central part of their practice as a manager or business consultant. It's ideal for managers, human resource development and human resource management professionals, organizational development consultants, technical specialists, and other professionals who are moving into a coaching or training role.

▶ Attend and You Will

- Hone your coaching skills to a much sharper edge
- Become knowledgeable in the theories and principles of coaching
- Begin to establish a real coaching practice either as an internal coach or an independent practitioner

Our program follows the International Coach Federation's curriculum guidelines for the coach specific training required for a coach who wants to be certified by the ICF as a professional coach.

▶ What is the Program's Structure?

10-Month Program

The NC State Business Coaching Certificate Program is a series of 10 monthly weekend blocks, a total of 21 days. The program is largely experiential. A typical weekend will consist of coaching skills training, the theory and practice of business coaching, establishing a coaching practice, and the supervision of your coaching practice.

Your Coaching Practice

You will be expected to work with clients during the program. Your work will be supervised by an experienced coach in small groups during the monthly program.

Your Coach

You will be expected to work with a professional coach for at least three months. Three 30-minute coaching sessions a month for three months are included in the fee. The program directors have recruited a group of experienced coaches with whom you will be matched. The focus of this coaching is your personal development as a coach.

Course Project

As a participant you will complete a project related to developing your coaching practice.

▶ Attend and You'll Learn

Coaching Theory and Process

- Social science concepts that form the foundation for coaching principles, skills and techniques
- Coaching concepts and processes

The Coaching Relationship

- Creating a safe and supportive environment that produces mutual respect and trust
- Developing the capacity to be fully present and create a spontaneous relationship with the client

Coaching Skills

- Listening, empathy, questioning, summarizing, challenging, using intuition

Use of Self

- Appreciating the importance of one's continued development as a basis of building effective coaching relationships
- Using one's own internal processes as a source of information

Coaching Ethics

- Understanding and becoming committed to the ethical guidelines and professional standards of being a business coach

Developing a Coaching Practice

- Developing a strategy for a practice either as an internal coach or as an independent business coach

Business Coaching Background

- Understanding a range of business, organizational, and management concepts and their implications for business coaching

▶ Who Should Attend

- Consultants who want to develop the skills as executive and business coaches
- Executives and managers who want to develop a coach approach to leadership
- Human resource professionals who want to work as business coaches with their company's leadership team
- Managers who want to redirect their career towards becoming business coaches

▶ Program Fee

\$5,995 for the 10-month program, including individual coaching sessions. A \$500 deposit is due at the time of registration. The balance is due by the start of the program on November 10.

Register and pay by October 10, 2011 to save \$500.

▶ Course Schedule

Check-in will take place 30 minutes before the start of the first session on Thursday, November 10. Classes meet from 8:30 a.m. until 5:00 p.m. All classes will be held either at the JC Raulston Arboretum on the NC State campus or the Holiday Inn Express® Raleigh Southwest - NC State. Refreshment breaks and lunches are included in the registration fee.

Following your enrollment, you will receive a confirmation letter by email with detailed instructions, a receipt or invoice, and a map of the Raleigh area with driving directions. Your confirmation letter will also state the location and address of the first session. Depending on your Internet service provider and/or your personal email settings, emails from NC State University in regard to this registration process may be considered unsolicited and not be delivered to your in box. If you do not receive an email confirmation from NC State University, please check your spam file if you have one, or you may contact us at **919.515.2261** with any questions about your registration status.

If you are a person with a disability and desire assistive devices, services, or other accommodations to participate in this program, please contact us at **919.515.2261** or **ContinuingEducation@ncsu.edu** at least two weeks prior to the start of the program.

▶ Attend and You'll Receive

- 21 days of training in workshops - 7.0 contact hours per session - 147 total classroom hours - 14.7 CEUs!
- 136.5 credits for HR Certification Institute towards PHR, SPHR, or GPHR
- Professional instruction
- Your own coach
- Textbook and reference materials
- Supplemental materials
- A certificate of completion at the conclusion of the program

▶ Learn More About the Program at Free, No-Obligation Information Sessions

September 22, 2011 - 6:00 p.m. - 7:30 p.m. or

October 4, 2011 - 6:00 p.m. - 7:30 p.m. or

October 25, 2011 - 6:00 p.m. - 7:30 p.m.

All sessions take place at the JC Raulston Arboretum at NC State University, Raleigh, NC

For more information or to register for an information session, contact the Office of Professional Development by telephone at **919.515.2261** or by email at **ContinuingEducation@ncsu.edu**

Who

Program Directors

Lou Raye Nichol, M.Ed., PCC



Lou Raye Nichol has co-directed the Business Coaching Certificate program since 2002 and is an ICF Professional Certified Coach. She has broad experience in small business. She started and ran a training profit-center for a London-based company in northern England. As part of her work there, she developed and delivered numerous programs on coaching. In North Carolina, she headed a small non-profit for seven years and built the organization to sustain a full-time executive. In 2000 she and her husband founded the Business Coach Institute. In her coaching practice she works with managers to improve performance and enhance their careers and with individuals starting their own businesses. She was president of the International Coach Federation RTP chapter in 2006.

Dr. Brian Nichol co-founded the Business Coaching Certificate Program in 2002. He continues to work with the teaching faculty in a support role.

Dave Gettles



Dave Gettles has over 30 years of business experience and has held a variety of executive positions within the insurance industry with growth and profit responsibilities, including Regional Vice President for a billion-dollar branch that gained market share for all five years under his leadership. He has taken an active role in talent development and has implemented several leadership programs emphasizing coaching. Dave has a passion for partnering with others to optimize their talents while pursuing a healthy life balance. He brings first-hand experience with the challenges and opportunities in today's dynamic organizations. Dave is a graduate of The Ohio University and the Business Coaching Certificate program. He also serves as a consultant and coach with the Executive Service Corps and is an independent contractor specializing in executive onboarding.

For specific information about program content contact, either Dave Gettles at **919.757.6904**, email **dave.gettles@gmail.com** or Brian Nichol at **919.303.5848**, email **brian@businesscoachinstitute.com**.

Business Coaching CERTIFICATE PROGRAM – REGISTRATION FORM

MCOACH12

FEE:

- \$5,995 full program fee
- \$5,495 received by October 10, 2011
- \$5,395 for each additional registration from the same organization

PAYMENT ENCLOSED:

- \$500 deposit (balance due by November 10, 2011)
- Full payment
- I need more information before deciding. Please contact me with more details.

Please duplicate this form for multiple registrations. You may want to make a copy for your records.

First name _____	Middle initial _____	Last name _____	Date of Birth** _____	mm/dd _____
Full Title _____		Badge Name _____		
Company _____				
Work Address _____				
City _____	State _____	Zip _____		
Work Phone _____		Fax _____		
Email _____				
Name, Phone Number, and Email of Manager Approving Your Training _____				

**In lieu of SSN, your date of birth is required as a personal identifier for internal record keeping by this university.

Make check(s) payable to: North Carolina State University
Please write the name(s) of the participant(s) on the face of the check(s).

Submit payment and registration to: Registration Coordinator • NC State University •
Office of Professional Development • Box 7401 • Raleigh, NC 27695-7401 • Fax: 919.515.7614

F 1 1 1 1 W B

To help us serve you better, please enter the code from your mailing label. Enter this code even if label is addressed to someone else.
Thank You!

Deposit or full payment must accompany registration. Faxed registrations without a credit card # or a purchase order # will not be accepted. The easiest way to guarantee your place is to pay with a credit card.

Payor: Company Self

Payment Method:

Credit Card

Visa MasterCard AmEx Diners Club

Corporate Card? Yes No

Card # _____

Expiration Date (mm/yy) _____

Amount _____

Cardholder's Name (please print) _____

Cardholder's Signature (required) (seal) _____

Check (U.S. banks only) (do not fax)

If you wish to pay by purchase order, please submit your purchase order and this registration form by mail or fax them to 919.515.7614.

IDT (NC State University employees only)

OUC # _____

Project (FAS) # _____

Testimonials

▶ What Our Graduates Have Said About the Program

“ I have found the Business Coaching Certificate program very useful in my self-development as well as in my professional development as a business coach.”

– Madhuri Jarwala, Morrisville, NC

“ I got so much more from the course than I anticipated. I enjoyed the structure and content of the course. It was a great opportunity to build my confidence and network.”

– Ragini Yerragudi, High Point, NC

“ This course will give you all the tools necessary to become an internal coach and/or start a private coaching practice. It really doesn't get much more relevant than this.”

– Kris Koechling, Koechling Ventures, LLC, Cary, NC

“ The coaching certification program has allowed me to solidify my vision and put me on track to start my own business with clarified knowledge and ideas.”

– Carolyn Hriso, Keller Williams Realty, Littleton, CO

“ The theory, coaching practices and action – learning are worth every minute we spent. These three areas have given me exceptional tools in my toolkit to assist clients. I am empowered to pursue my life goal of starting my coaching business.”

– Maxine Phillips, Human Resources, Training Consultant,
Sony Ericsson Mobile Communications, Inc., Raleigh, NC

“ The Coaching Certificate course has grounded me in the fundamentals of coaching. I could confidently go out and coach – either internally or externally - with knowledge of how to do it.”

– Susan Acker-Walsh, SRA International, Inc., Durham, NC

“ The most valuable, personal and professional development activity in my career.”

– Terry Conlon, Consultant, Conlon & Associates, Raleigh, NC

“ Well developed, managed and implemented. I thoroughly enjoyed every part, and will use my new knowledge and skills to start a new direction in my life!”

– Stephen Stanko, Coach, AKA Coaching, Cary, NC



Madhuri Jarwala receives her certificate from Lou Raye Nichol and Dave Gettles.



Maxine Phillips receives her certificate from Lou Raye Nichol and Dave Gettles.



Terry Conlon receives his certificate from Lou Raye Nichol and Dave Gettles.