

CERTIFIED LIFE COACH PROGRAM



*Kingdompreneur
Business Institute Certification
Program*



Dr. Shirley K. Clark
Instructor

PROGRAM OUTLINE

I. The Coaching Business

- A. History of coaching
- B. Is it right for you?
- C. Why do you want to become a coach?
- D. Benefits of becoming a coach

II. Types and Categories of Coaches

- A. Corporate
- B. Non-profits
- C. Arts & entertainment
- D. Political
- E. Religious

III. Why People Hire A Coach

- A. Accountability
- B. Need help in clarifying things in their life
- C. Assistance in achieving goals
- D. Specific timeframe objective to meet

IV. Coaching, Mentoring, Counseling and Consulting

- A. The Difference between them
- B. Why it is important to know the difference when assessing prospective clients
- C. Myths and misconceptions of coaching

V. Characteristics and Protocols of A Coach

- A. Qualities and traits of a successful coach
- B. Establishing professional boundaries
- C. Competency and Confidence in coaching
- D. The importance of operating in great listening skills

VI. Models Of Coaching

- A. Common models used by coaches
- B. How to effectively execute a coaching session
- C. What are the differences, strengths and weaknesses as well as the similarities between all of them
- D. Evaluation Process

VII. Methods Of Coaching

- A. Your idea client
- B. Pre-screening and discovery process (the power of asking)
- C. Protocols and best common practices used in the coaching business
- D. Understanding the needs of clients and preparing a tentative strategy to move forward
- E. How do you get your first paying client?

VIII. The Business Aspects of Coaching

- A. Establishing a business
- B. Office and operations need for your business
- C. Developing a coaching contract
- D. How to create coaching packages and determine your fees
- E. Branding and marketing your business