

# CERTIFIED EXECUTIVE COACH CURRICULUM

Our curriculum also includes our Business Development Intensive for Coaches, which provides the best guidance in the industry for coaches who want to develop their own external coaching practice. Contact us for more details about this program as well as for any questions about our complete curriculum. Our program stands apart in terms of our practical orientation, emphasis on getting results and delivering value, personalized support, and experience in the executive and leadership coaching field.

## 1 FOUNDATIONS

- Coaching defined
- Why executives hire coaches, and what they expect
- The orientations of the executive coach
- ICF Code of Ethics and Core Competencies

## 2 THE EXECUTIVE COACHING PROCESS

- The internal “talking shop” coaching process
- Your 3 or 4 part proprietary process & methodology
- The coaching plan
- The coaching contract
- Defining results and clear expectations for a return on investment up front
- Getting all stakeholders in the coaching process on the same page up front
- (Special session for internal coaches):  
Setting up an effective internal coaching group

## 3 THE KEY COACHING CONVERSATIONS TO GET RESULTS WITH CLIENTS

## 4 ASSESSING THE CLIENT & SITUATION

- 360-degree verbal assessment
- Off-the-shelf assessments
- The leader's dashboard
- Six other methods to assess the client

## 5 COACHING SITUATIONS FOR INDIVIDUAL EFFECTIVENESS

- Coach to change or develop a new behavior
- Coach to shift a limiting perception
- Communicate simply and powerfully
- Influence others
- Manage time and handle overwhelm
- Think comprehensively about an issue
- Develop leadership presence
- Coaching when personal issues overlap with work

## 6 COACHING SITUATIONS FOR STRONG RELATIONSHIPS

- Improve one's powerbase of professional relationships
- Engage and mobilize employees
- Manage up
- Resolve a conflict
- Foster collaboration inside and outside the organization
- Build a great team

## 7 COACHING SITUATIONS SUPPORTING ORGANIZATIONAL INITIATIVES

- Plan strategy
- Lead change
- Plan for succession
- Service excellence
- Create a high-performance culture
- Board development and effectiveness
- Why can't we execute effectively?

## 8 CAREER COACHING

## 9 COACHING METHODS FOR COACHING OWNERS OF THE SMALL TO MID-SIZED, GROWING BUSINESS

- Plan strategy
- Lead change
- Plan for succession
- Service excellence
- Create a high-performance culture
- Board development and effectiveness
- Why can't we execute effectively?

**LIMITED SLOTS. RESERVE YOURS NOW!**  
**GET GREAT CLIENTS. BUILD YOUR OWN BRAND. LIVE A FULFILLING CAREER.**

Reserve your slot via **+63 917 320 8819** or scan the QR code to register online: [bit.ly/COExLAppForm](http://bit.ly/COExLAppForm)  
If you want to know more, email us at [info@carlavmanas.com](mailto:info@carlavmanas.com) or book an orientation call via <http://bit.ly/COEXLDiscoveryCall>



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