

*Formerly held at North Carolina State University*

Due to **COVID-19**, this program will be held **virtually** for 2020-2021.



TRANSFORMATION EDGE  
COACHING & CONSULTING

# Business & Professional Coaching Certificate Program

Transformation Edge Business Coaching Institute is pleased to offer the leading coach training program in North Carolina that caters to accomplished professionals who are pursuing their development to become certified and/or credentialed coaches.

Graduates meet the educational requirements for the Associate Certified Coach (ACC) and/or Professional Certified Coach (PCC) with the International Coach Federation (ICF).



*Comprehensive  
10-Month Program*

**8:30 a.m. to 12:30 p.m.**

Thursday-Saturday..... Nov. 12-14, 2020  
Thursday-Saturday ..... Dec. 10-12, 2020  
Thursday-Saturday ..... Jan. 7-9, 2021  
Thursday-Saturday ..... Feb. 4-6, 2021  
Thursday-Saturday ..... March 4-6, 2021  
Thursday-Saturday ..... April 8-10, 2021  
Thursday-Saturday ..... May 13-15, 2021  
Thursday-Saturday ..... June 10-12, 2021  
Thursday-Saturday ..... July 8-10, 2021  
Thursday-Saturday ..... Aug. 5-7, 2021

*Register Today!*

Attendance is limited to **18 participants**.

Don't delay—this program fills up quickly.

**Register by Oct. 30, 2020**

**to save \$500!**

## Program's Structure

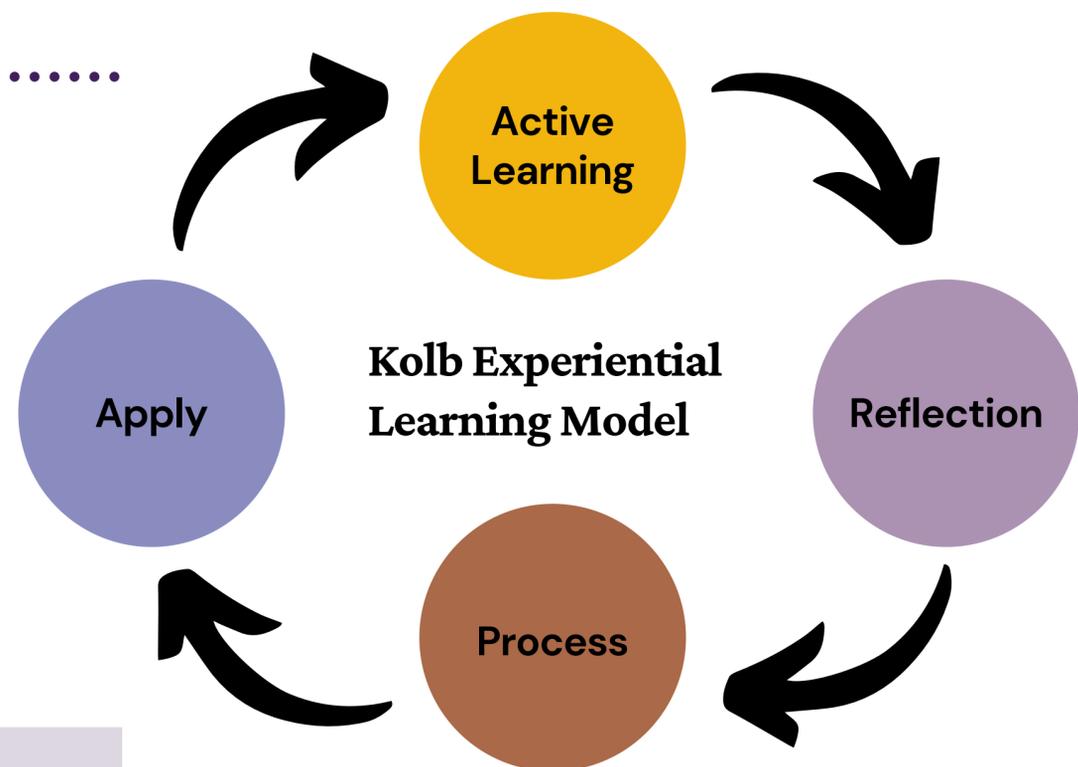
Class meets one weekend each month from November to August (Thursday - Saturday). The typical day begins at 8:30 a.m. and continues through 12:30 p.m. The sessions are highly experiential and follows the Kolb Learning Model. You can expect a balance of theory, reflection, practice and discussion preparing you for application outside of the classroom/session.

## Why Coaching Is Important

Coaching has become more than a special perk for executives, and is now realized to be the single most powerful development and empowerment option. It heightens awareness, defines strategic action, generates accountability, and accelerates the achievement of goals and desired results. Individuals and organizations face many challenges both personally and professionally. Coaching is a vehicle to reframe and overcome those challenges. The International Coach Federation (ICF) defines coaching as “partnering with clients in a thought-provoking and creative process that inspires them to maximize their personal and professional potential.” The need for coaching is recognized in all facets of life in organizations including: education, healthcare, manufacturing, technology, social services, finance, and government. As a result the professional field of coaching is growing. ICF now has over 30,000 members worldwide. Coaches who are trained in an ICF-approved program represent the highest quality of coaches, as they abide by a code of ethics, receive rigorous training, continuing education development, and periodic peer reviews.

## Who Should Attend

- Leaders seeking an encore career or who are wanting to integrate coaching skills into their leadership style
- Experienced human resource professionals, organization development professionals, and consultants who are seeking to expand their skill sets to include coaching
- Practicing coaches who are seeking professional certification and/or credentialing from ICF
- Counselors, psychologists, clinicians or therapists who want to develop a coaching skill set to expand their practices
- Professionals who are seriously interested in pursuing business or personal coaching as a profession
- Professionals who want to develop the capacity to create a more inclusive workplace culture.



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## The Uniqueness of Our Program

The Business and Professional Coaching Certificate Program is an ICF-approved program in North Carolina led by an ICF Master Certified Coach and a faculty of ICF credentialed coaches in partnership with Transformation Edge Business Coaching Institute.

- **Outstanding Faculty:** Lead facilitators are practicing coaches with executive business, entrepreneurial, and HR experience as well as leadership and organization development background. Our faculty will bring you cutting-edge learning and trends in the art, science, and practice of coaching.
- The program is both theoretical and practical. As a participant you will study the principles and models of coaching and develop coaching proficiency with real clients. Topics in both personal and business coaching will be addressed.
- This is a full-immersion program, where you will be provided an experiential environment that enhances your personal development as a coach: self-awareness and development as well as social awareness, strengths, and effective tools for personal growth and development.
- **Coaching:** The power of coaching is best understood through experience. This program will provide you the opportunity to coach and be coached. You will gain 40 hours of coaching experience with your own clients, in addition to peer coaching in small groups.

## Program Features

Participants form a cohort, in which each member is encouraged to listen, think deeply, and participate actively in discussions, coaching, and case study reviews. You will also experience:

- Vicarious learning, altruism and camaraderie
- A trusting environment that holds a safe place for learning, experimenting, and self development
- Being coached: You will be provided a personal coach, as well as give and receive peer coaching
- Personal development and transformation
- Supervision: space and support to reflect on your coaching practice
- Synchronous (in-person) learning that incorporates all learning styles: kinesthetic, visual, auditory, and verbal

## What You Will Learn

### Coaching Theory and Models

- Roots of coaching – influence of psychology, philosophy and social sciences
- Distinctions – clarify and respect the helping roles: coaching, therapy, consulting, mentoring and training
- Change model
- Coaching models and evidence-based theories
- The science of coaching – neurobiology

### Core Coaching Competencies and Ethics

- Ethical standards and guidelines that distinguish professional coaches
- The current and updated ICF Core Competencies
- Facilitating learning and results

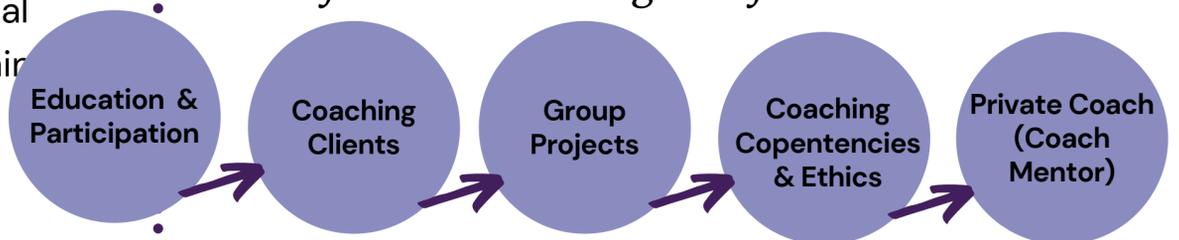
### Personal Development of the Coach

- Use of self – developing your signature presence
- Identifying blind spots and understanding your triggers
- Leveraging strengths and managing reactivity
- Emotional intelligence and cultural acumen
- Coaching around your clients' context & identity
- Establishing Agreements
- Co-Creating the relationships

## Certification and Credits

- 142.25 CCEUs for ICF coach specific training
- 125 credits for HR Certification Institute towards PHR, SPHR, or GPHR\* Pending
- Education credits to satisfy both ICF ACC and PCC credentialing requirements
- Certificate in Coaching – Certified Professional Coach

### *Professional Coaching Certification Path*



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## Program Fee

\$7,995 including individual coaching sessions .

**Special Price for 2020–2021 is \$7,500**

A \$500 deposit is due at the time of registration. The balance is due by the start of the program in November. Call 919.745.8944 for information.

Early Bird Special: Register and pay in full by October 30, 2020 and save \$500.

Also, an interest-free payment plan is available. Monthly payments may be made up until November 6, 2020; or pay 50% of full fee by November 6, 2020 and the remaining 50% by January 4, 2021. Please call for more information.

## The Business of Coaching

- Planning and launching your coaching practice
- Marketing and selling (internally and externally)
- Legal and operational practices
- Assessments and coaching toolkit
- Defining your niche by exploring topics on
  - Business and organizational
  - Executive and leadership
  - Personal and career
  - Transition
  - Team and group
  - Other specialties



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# Core Faculty & Facilitators



**Dr. Sackeena Gordon-Jones, MCC** is the president and chief coaching officer of Transformation Edge Coaching & Consulting, LLC. She works nationally and internationally with leaders as a coach, consultant and trainer. Sackeena has trained over 400 coaches and leaders across various industries, as well as, private, government and non-profit sectors. She has designed and facilitated highly successful leadership and coach development programs for clients and is the director of the Business, and Professional ICF Accredited Coach Training programs delivered privately for organizations, or as open enrollment virtually. When not training coaches, Sackeena provides executive and personal coaching to help leaders transform and play to their edge.



**Bronson L. Edwards, MSE, BSE, BS, PCC** is an executive and organization coach. Along with coaching, Bronson also is a leader in the coaching community and provides coach training and mentor coaching. Bronson serves as an ICF Credential Assessor and has over 15 years of cross-sector leadership development experience. Bronson brings practical and relevant knowledge and expertise into coach training sessions, as he draws on his experience in Defense, Military, Technology, Manufacturing, Supply Chain and Health Care.

## Faculty and Panelists

*Joe Diab, Cindy Domanowski, Krista Moore, Michele Hemric, Horace McCormick, Jr., Donna Coulson, Michelle Ambrose, Jim Tedrow, Divya Parekh, Brian Alvo, Susan McCandless, Teneisha Towe, Grace Thompson, Jennifer Paylor, Maureen Frazer-Monroe*



**Dr. Matthew Kersey, PCC** is a leadership coach and instructor who specializes in training accomplished professionals to be certified coaches, 2) coaching technical people who wish to excel in leadership roles and 3) coaching teams towards key goals. Matthew success- fully transitioned from bench scientist to leading cross-functional, global product development teams during his career in the pharmaceutical industry. He has developed a unique combination of leadership skills and coaching experience to meet the business needs of accomplished technical professionals. Matthew is president of Transition States Coaching and Training and is a graduate of the NC State University Business Coaching certificate program. He is credentialed through the International Coach Federation and has coached fascinating leaders in the U.S., UK, China, and Latin America as an internal coach within a multinational pharmaceutical company.

## For more information

on having us deliver a coach training program on-site at your organization, email us at

[admin@TransformationEdge.com](mailto:admin@TransformationEdge.com)



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# What Our Graduates Have Said About the Program



"This program has changed my perspective and the lens through which I approach my work and major life decisions."

**- Rebecca Simons, Director for Jewish Life,  
Duke University, Durham, NC**

"I truly feel transformed as a person and professional and now have the tools to help transform other."

**- Roderick Lewis, Sr. Associate Director for University Career Services,  
UNC-CH, Chapel Hill, NC**



"This program far exceeded my expectations in the thought process and practical application of developing a successful coaching business. The instruction is unbelievable, but the growth that I and each of my class-mates experienced was the greatest joy. To coach effectively, you have to gain an understanding of who you are to best service your clients."

**- Dale Smith, CEO, Smith Management Training and Consulting  
Services,  
Greensboro, NC.**



This has been the single most impactful learning experience I have had in my professional career. The personal growth has exceeded ANY expectations I had prior to coming into the course."

**- Maureen "Mo" Monroe, Project Director, Duke Corporate  
Education,  
Durham, NC**



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# 2020 Business Coach Certificate Program

## When are the sessions?

- Each Session will be held one week per month, from **8:30 a.m. – 12:30 p.m.**, for three days. The schedule dates are listed below.
- One Thursday, Friday Saturday each month

Nov. 12-14, 2020

Dec. 10-12, 2020

Jan. 7-9, 2021

Feb. 4-6, 2021

March 4-6, 2021

April 8-10, 2021

May 13-15, 2021

June 10-12, 2021

July 8-10, 2021

Aug. 5-7, 2021

\*Graduation on August 7th

## What are we doing to protect faculty , staff and students during the COVID-19 pandemic?

- The safety of our participants and faculty is a top priority. In response to COVID-19, we are offering our 2020-21 Business and Professional Coach Certificate Program in a virtual format and at a reduced price. While all learning will happen online, we will look for opportunities for the 2020 cohort to meet and network in person (outside, socially distanced, and with masks provided).

## Learn more:

- Email us for a link to the recorded information session at [admin@TransformationEdge.com](mailto:admin@TransformationEdge.com) or visit our [website](http://www.transformationedge.com).



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Contact us

6325 Falls of the Neuse Road Suite 35, #319 Raleigh, North Carolina 27615

+1 919-745-8944

[admin@TransformationEdge.com](mailto:admin@TransformationEdge.com)

[www.transformationedge.com](http://www.transformationedge.com)

# Coaching Inside Organizations

AN APPROVED INTERNATIONAL COACHING  
FEDERATION CERTIFICATION PROGRAM

This is a highly experiential coach training program built on adult-learning principles. It is competency based, organizationally relevant and intentionally practical. Theory is mixed with reflection, discussion and practice, allowing you to conceptualize, synthesize and apply learning in real scenarios. Coaches who are trained in an ICF-approved program represent the gold standard of coaches.

## Best in Class Faculty

This program is led by an ICF Master Certified Coach. All faculty and coaches are practicing ICF credentialed coaches, with internal coaching experience.

*Additional Faculty include: Jane Bishop, PCC, Brian Alvo, ACC, Matt Kersey, ACC, Maureen Frazer-Monroe, ACC, Bronson Edwards, PCC, Horace McCormick, BCC, et-al.*

## Curriculum

This is a full-immersion program, where you will be provided a safe, experiential environment that enhances your personal and professional development as a coach. The program also provides you the opportunity to coach and be coached. We subscribe to the principle of spaced learning, delivering the program in three modules that build on each other: The Coaching Essentials, Advance Coaching and the Capstone module.

## Who should attend?

Leaders, managers, professionals, aspiring coaches, and/or internal consultants/clinicians who want to increase their ability to create a climate for optimal performance, build a more trusting and empowering environment, as well as, to foster a culture of coaching.

Together these modules prepare the participant to engage in successful coaching conversations that, foster genuine connections and facilitate the development of potential. In addition to coaching skills, participants will learn various frameworks and techniques that can be put into practice immediately.

## COURSE LOGISTICS

**MODULE ONE** Coaching Essentials  
Fieldwork - Action Learning

**MODULE TWO** Advanced Coaching  
Fieldwork - Action Learning

**MODULE THREE** Strategic Internal Program,  
Fieldwork and Capstone

*Includes Virtual Group Supervision and Personal Individual Coaching.*

### CERTIFICATION

Upon completion of the program, including the practicum, participants will receive the designation of Certified Professional Coach.

### ICF MEMBERSHIP

Once enrolled in this program, participants are eligible to become members of the International Coach Federation (ICF).



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