

Wildflower-Consulting

Knowledge Based Coaching in the Workplace



149 direct coach training hours

A cost effective, intelligent, and *efficient* coach training program

Program Vision and Learning Outcomes

People across the globe are seeing the benefit of applying a coaching approach to create skilful interaction in these times. The value of coach training--for managers, educators, doctors, independent professionals, even parents--has become increasingly evident.

The essential principles of coaching are not complicated. Listening to people is more powerful than talking at them. Giving advice is less likely to help someone move forward than asking the right question at the right moment. And it is important to get oneself out of the way. However, to acquire a deep understanding of these principles, and to learn how to put them effectively into practice takes time and study.

This program is designed to teach professionals and interested individuals both the theoretical underpinnings of coaching (through an online course), and the skills that are needed to conduct coaching sessions (through face-to-face and web training). Once you have completed the program, you will have everything you need to successfully apply for certification by the International Coach Federation at the ACSTH level.

Program Components

- **Three days face-to-face skills training**
- **12 week online course delivered through a Moodle platform with 4 skills training sessions via zoom**
- **Seven 90 minute skills training/coaching supervision sessions over a 3 month period via Zoom**
- **Three individual mentor coaching sessions**

Face-to-Face Skills Training on site: 3 days

Curriculum

- Establishing the coaching agreement
- ICF ethical conduct
- The role and function of coaching
- Establishing trust and intimacy
- Issues of internal coaching
- Self-management as a coach
- Coaching presence
- Active listening
- Powerful questions
- Goal setting
- The OSCAR coaching model
- Direct communication
- Designing actions
- Coaching clients through change
- Observed coaching practice

Delivery

This three-day module can be delivered anywhere in the world, on the premises of a participating company or organization, or somewhere convenient to a group of 6 individuals seeking certification.

Online Training: Knowledge-Based Coaching

This course explores the major theories and frameworks that underpin what we now call executive or business coaching, and the application of these theories to a coaching engagement. We believe that to be an effective coach requires not just a set of skills, but also an understanding of the theoretical underpinnings and protocols of coaching. The primary aims are to enlarge your coaching toolkit and explore connections between theory and practice.

Curriculum

- Week 1: The self as an instrument of change
- Week 2: Creating effective goals in coaching
- Week 3: Theories of humanistic and behavioral psychology—and their application to coaching
- Week 4: Theories of adult learning and adult development—and their application to coaching
- Week 5: Managing change and transitions in coaching
- Week 6: The importance of skilful communication when coaching
- Week 7: The relationship between coaching and leadership
- Week 8: How coaching is impacted by organizational behavior and organizational culture
- Week 9: Conflict management and coaching
- Week 10: Issues of culture and gender in coaching
- Week 11: Traditions from self-help movements and spirituality and coaching
- Week 12: Personal and course reflections

Delivery

The module is delivered online over a period of 12 weeks through a Moodle platform. The approach is very flexible-- study when and where works best for you. Participation, which involves reading and posting online, takes approximately 2 hours per week.

Seven 90-minute skills training/coaching supervision sessions and three individual mentor coaching sessions

These sessions are designed to enhance skill in using the ICF core competencies and to supervise the coaching skill of the participants. (required for certification by ICF) Delivery is via webinar.

Cost:

Individuals: £4,250; \$5,500

Groups/companies: tbd

Cost includes required training books, program manual, and assistance in applying for ICF certification.

Payment plans are available

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Leni Wildflower has 30 plus years experience as an executive coach, author and educator working in the US, UK, Europe, China and Latin America. Her passion as a coach is to inspire clients to reach new levels of clarity and effectiveness. She is one of the ‘thought leaders’ worldwide on coaching as a profession, a discipline and a craft. She is an innovator - designing, developing and delivering the ground-breaking programme of coach training, Evidence-Based Coaching, at Fielding Graduate University, Santa Barbara, and directing it from 2004 to 2009. This programme offers graduate credit at Masters and PhD level as well as certification from the International Coach Federation.

Leni is an expert on blended learning and on-line instruction as well as on how to combine theory with coaching practice. Leni’s corporate clients have included Sony PlayStations, WhiteWave Foods, Getty Images, Whirlpool, Prudential Life Insurance Company, Cowan International BP, HBO Films, Center For Creative Leadership, First Data Corporation, Walt Disney Productions, CNN, US Investigations Services, California Association of Independent Schools, Prince of Wales Trust, Laura Ashley Foundation, Goldcrest Pictures (UK), and Santa Barbara County Management.

With former ICF president Diane Brennan, Leni co-edited *The Handbook of Knowledge-Based Coaching: From Theory to Practice*, which was published by John Wiley and Sons in 2011 and is now used in coaching schools throughout North America. In her latest book *The Hidden History of Coaching* (McGraw Hill, 2013), she pursues her interest in the theories and movements that formed the basis of coaching.

Leni’s qualifications include a Bachelor’s Degree from the University of California, a Master’s Degree from the University of Hawaii and a PhD from Fielding Graduate University. She also has certifications from William Bridges and Associates in Change Management and from Harvard University on the *Immunity to Change* process and follow-up coaching, and motivational interviewing. She is a qualified MBTI practitioner.

What past participants say about this program

Knowledge-Based Coaching was taught for all executives in my global team, and guided selected leaders to qualify for the ICF exam. As a reliable collaborator and mentor Leni is depended upon to produce high quality educational experiences and training to meet our coaching goals. We first met Leni as a coach, and based on her expertise she was then called on to deliver a coaching curriculum for our global team in order to create a coaching culture among our managers. She is an accomplished teacher, well-versed in course design.

Charles Connoy

VP Global Platform

Sony Computer Entertainment Worldwide Studios

Knowledge Based Coaching in the Workplace is essential for anyone serious about becoming legitimate in their coaching practice. This program takes the science and art of coaching to a new level by combining theories of human development with the pragmatic and practical skills needed for creating a powerful partnership with coaching leaders for awareness and change. Working with Leni is both challenging in the rigor she requires for perfecting one's practices and revealing in coming to know one's own capacity for learning, changing and growing themselves as professional coaches.

Hank Provost

Past Senior VP of HR, WhiteWave Foods

Current: President, Organizational Strategies

Leni Wildflower is a fabulous teacher, mentor and human being. I enrolled in her *Knowledge-Based Coaching in the Workplace* course to enhance my ability to work with my adult students. Leni provided excellent skill based information in a clear and enjoyable way. She digs deep in her teaching. Leni has moved me from simply advising to becoming a coach, and I learned much about myself through her training as well.

Cantor Nancy Abramson

Director, H.L. Miller Cantorial School

Jewish Theological Seminary

Leni Wildflower and her team are a delight to work with! As part of learning and development for my HR team, we hired them at Getty Images to conduct in-house International Coach Federation certification training, *Knowledge-Based Coaching in the Workplace*. An experienced trainer, Leni is attentive to the various levels of coaching experience on a team and makes herself available for follow up calls and discussions to keep everyone focused and on track. She has deep knowledge of the ICF content and coaching theory and practices, and brings many years of academic and practical experience to the program. I highly recommend Leni for coaching/training for ICF certification.

Lisa Calvert

Senior VP, Human Resources

Getty Images Inc.

I have been coaching for over 20 years and felt incredibly experienced in this area, In 2014 my husband/partner and I went through Leni's program and I can't tell you how much we learned and how it has enhanced our coaching practice, which is our reason for partnering with Leni. You will not find a program that provides you so much personal attention and is customized to meet your needs.

Janice Drake, MBA

Executive Director, Hope 360 Consulting