

GROW® is an advanced training program for coaches who have already attended a specialized coaching training course and who have gained previous field experience as a coach. The GROW is part 2 of our ACTP program “ROOT-GROW” that leads you to ICF certification on ACC or PCC level, without having to pass a separate exam at the ICF.

For Who ?

For experienced coaches, who already have a minimum of 50 hours of specific field coaching experience.

As a coach – you want to refine your coaching attitude in order to become ‘fully present’ for your client. To get to this stage, it is important that you feel good in the coaching process. We focus on your coaching attitude as a coach. You are the central tool in the growth process of the coachee.

In order To enhance other people’s learning process, we need to know ourselves well, our strengths and our development areas. Only then we can become fully present and deepen the true awareness of the client.

What can you expect ?

At the end of this journey, you will:

- Have developed your coaching competencies to a deeper level, using your 5 senses
- Have become a sharper observer and reflect more systematically and together with the coachee
- Observe the coaching process from a meta-position
- Discover the weight of emotions and true commitment
- Have worked with beliefs and values
- Have learned how you can stay flexible and yet balanced as a coach
- Have decided to engage in a life-long learning process
- Be capable to professionally reflect on your own developmental journey

A continuous learning process

Your continuous learning will be enhanced by:

- **Coach-the-coach** - 4 hours of personal coaching per participant
- **Group supervision** - 12 hours of intensive coaching exercises with video recording en feedback based on the 11 ICF coaching competencies
- **Assignments** – home work that will support your continuous growth
- **Support**– specific questions on your own business development as a coach will be answered till 3 months after completion of the program
- **Collegial coaching** – In-Between the training modules participants make peer groups to rehearse, to practise and to give and receive feedback.

Coach Competency Screening

- **A competency screening** of your coaching skills at the PCC level (International Coach Federation)
- A written competency based report on the 11 ICF competencies will be provided



Time frame

The face-to-face program runs over 12 days and is spread out over a learning period of 6-8 months. The modules are divided in blocks of 2 to 3 days and are non-residential.

Grow© Program topics

Theme 1: Coaching from comfort

Me, as the coach during the coaching process

- Using my 5 senses to become more alert during interactions
- Observing the process from the meta-position
- Be more centered and yet able to flexibly adapt to situations
- Checking my own commitment to life-long learning
- Use professional self reflection as a catalyst for my own learning
- Invite the client to live the reflection – action circle more consciously
- Use the coaching process as a mirror for my own development
- Systemic insights in the coaching contract and relations

Balancing between the process of the coach and the coachee

We believe a coach can comfortably coach his clients up to his own development level. That is why it is necessary to stay aware of the balance between both processes:

- Using “the fair witness” position to be connected and yet at a distance
- Authentic coaching: focusing on the essential strengths of the coachee

The coachee, the organization and the triangle with the coach

A coach finds an agreement on the objectives set by the organization, the boss and the coachee. Organizations can only grow through alignment of their objectives. That’s why the contracting phase is a very important “facilitator” in learning processes. Sometimes we discover blocks on the road and we need to be able to handle these:

Different starting point and hidden agendas

- Your boundaries as a coach
- Cases on ethical issues in coaching

Theme 2: Balance in the coaching process

Flexible focus and being alert

- A big part of the success in coaching is depending on the alertness of the coach and on his capability to focus.
- Focus and alertness go hand in hand in advanced coaching

Focus on boundaries of the coachee

- Development is possible if we set mental permeable boundaries to stay in balance during our transition.
- How to keep emotionally flexible and centered as coach
- Inviting and guiding the coachee to set his boundaries

Emotions

Coaching is a rational and emotional process. Having insights on what drives us when we become emotional is essential for a coach to support the client when he gets emotional:

- What is the meaning of emotions?
- What is the impact of emotions in coaching
- How do we recognize and name the emotion?
- The meaning of ‘resistance’
- Exploring resistance versus change
- Building commitment and drive together with the coachee
- Reframing moments of fear, anger, sadness, etc ...
- Evolve from ‘moaning’ to ‘developmental objective’

Decision processes

Movement and change only happen if decisions are made, consciously or unconsciously.

As a coach you win impact on decision processes if you know what steps are to be taken. The coachee acquires insights in how he goes along with taking decisions and responsibility.

Enhancing commitment

Achieving success means that you commit and that you stay committed. As a coach we stimulate the process of taking responsibility and ownership, by triggering external and internal resources:

- Discovering what touches you truly
- From “Yes, but ...” towards “Yes, and ...”
- Reading verbal and non-verbal signals to check ownership and commitment
- Anticipating on success during action planning
- Different methods to discover and explore resources
- Using scales to define next steps

As a coach we are very sensitive to organizational and contextual issues that might inhibit the growth of the coachee. Challenging other people also means that we challenge ourselves first ...

Theme 3: Reframing and confrontation

Fundamental change happens when we are really conscious of our (old) driving patterns and beliefs. Reframing is a technique to change the meaning of an experience in such a way that it opens new options for us. Reframing allows us to live experiences from another point of view, so that commitment increases again.

Reframing and confrontation

A coach will confront the coachee with drivers perspectives to enhance transition:

Evolution and revolution go hand in hand:

- Language patterns that confront
- Humor and energy in coaching
- Confrontations that link the here-and-now observations with the development theme of the coachee.
- Supporting the coachee to receive the feedback messages at the intended level

Metaphors that inspire

- Metaphors are very powerful tools to be used in coaching and align directly with the developmental issues in a respectful way
- Using metaphors to achieve goals

Theme 4: Coaching at the level of beliefs and values

We can choose together with the coachee to coach at single loop or at double loop level. If we want sustainable results and changes in long term patterns, we may choose the road of double loop coaching:

- Where do beliefs come from?
- How do we recognize beliefs, both empowering and limiting beliefs
- What is the link between our beliefs and our habits?
- Recognize patterns and question them systematically
- Changing Limiting beliefs into empowering beliefs
- Confrontation with our unconscious drivers

Theme 5: Coaching at identity level

- The link between personality, beliefs and competencies
- Being aware of projection, contra-projection in coaching
- Personality typologies and coaching projects
- Recognizing the role patterns of the coachee in the coaching triangle
- Staying in your role as a coach and remain consistent in not taking over the responsibility
- Recognize communication patterns of coachees from different roles

Your development as coach

- What are your next steps
- How comfortably/easily can you handle your own emotions?
- What inspires you and keeps you sensitive?

Theme 6: Transition processes

Transition means that we make a fundamental step in our development process and leave our limiting patterns behind by replacing them by empowering ones.

- The deeper levels of structural change in organization need single, double and triple loop learning (logical levels)
- What are the elements that influence our falling back to the old patterns?
- How do we recognize and influence the life-long beliefs that feed our patterns and personality?
- How do we challenge our ownership and responsibility for change at this level?
- Supporting coachees during the change processes to keep believing by using different tools and methods to sustain the changes

4 hours of coach-the-coach

Every coach has his own development themes that need attention because these limit the development of his full potential. Participants plan the coaching sessions with different coaches.

12 hours of group supervision

Each participant is requested to participate at 3 x 4 hours of group supervision, in which we give feedback on the acquired coaching competencies

Competency certification

During 1 day participants will demonstrate in a coaching session exam what competencies they have developed to coach at double loop level.

A reflection on the personal double loop learning process and a written open book exam will complement the oral exam.