

WELCOME TO THE INTERNATIONAL BUSINESS COACHES ASSOCIATION

Business Coaching Certification Program

A business coach certification can open up a world of opportunity for someone looking to make a career out of helping others. As a certified business coach, you will have the skills and knowledge to help business owners and entrepreneurs tackle their challenges and reach their goals. You will be able to provide them with valuable insights and guidance, while also helping them identify and develop their strengths. This can be a very rewarding career path, as you will get to witness the positive changes your clients make as a result of your guidance. Plus, you will gain a sense of purpose and accomplishment from helping others realize their vision.

Core competencies of business coaches

1. **Strategic Thinking:** the ability to identify, analyze and develop a plan of action for a business.
2. **Communication Skills:** the ability to effectively communicate with clients and other stakeholders.
3. **Interpersonal Skills:** the ability to work with different types of people and build relationships.
4. **Problem-Solving Skills:** the ability to identify problems, develop solutions and make changes as needed.
5. **Analytical Skills:** the ability to interpret data and draw meaningful conclusions from it.
6. **Business Acumen:** the ability to understand the business environment, recognize opportunities and capitalize on them.
7. **Leadership Skills:** the ability to motivate, guide and direct people in a meaningful way.
8. **Coaching Skills:** the ability to help individuals and teams reach their goals.

Levels of Coach Certifications

COACH



MASTER COACH



SENIOR COACH



How it Works

STEP 1

Application Process

You will submit an application to be accepted into the business coaching certification program. A board of certified business coaches will review your application and vote on allowing you to enter the program.

- Consider DISC, Myers Briggs or Strength Finders in the application process



STEP 2

Application Acceptance

Upon acceptance, you will receive a formal letter of acceptance. At which point you will begin your certification course.

STEP 3

Competency Testing

A successful business coach needs to have a good understanding of many different categories of business. These include: financial planning, marketing, customer service, operations management, personnel management, business development, organizational development, and strategic planning. Additionally, they should have an understanding of the different legal and regulatory requirements that businesses must comply with. Knowing the basics of business management, accounting, and finance is also important for a business coach. Finally, a business coach should have a good understanding of the industry they are working in, as well as the latest trends and developments in the sector.

During this phase you will be tested in a live interview format on your competency in the following major areas:

- Marketing
- Sales
- Process
- Culture
- Work Efficiency
- Risk Management
- Customer Experience
- Management Team
- Financial Metrics
- Financial Report Reading
- Infrastructure & Software
- Financials
- Administration
- Quality Management
- Time Management Training
- Communication Training
- Personal Leadership Training
- Vision Planning
- Goal Setting
- Knowledge
- Innovation
- Accountability
- Cash Flow Management
- Delegation Planning
- And Many Other Topics



STEP 4

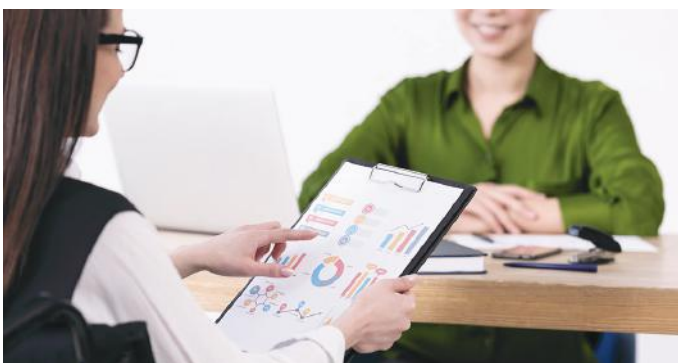
Apprenticeship

Sitting in with other coaches over a period of 10 sessions enables you to see the types of things that you will experience in your coaching.

STEP 5

Logged Coaching hours

After logging 10 hours of coaching you will qualify for the Coach level certificate. This can include your volunteer coaching that you do during your apprenticeship.



STEP 6

Coaching survey

You will have 3 people review your coaching through a survey where they critique your coaching and provide valuable feedback.

STEP 7

Advisory Board Panel Approval

You will be required to sit in front of a panel of coaches of which they will ask you questions to ensure you have the following:

- Required knowledge to successfully coach a client
- Proper level of confidence and proficiency
- Ethical Standards Compliance and review
- Review of client surveys and comments
- Proficiency in differences between coaching, counseling, consulting and mentoring
- You will present your coaching services to the panel in pitch deck sales pitch format
- Roleplay coaching showcasing your realtime abilities
- Review of all online representations of you to ensure consistency in your messaging



STEP 8

Accreditation / Certificate Presentation

We will hold an event where you receive your certification. You will be given the certificate, have a recorded video discussing your new certification (to share on social media) and also will receive a logo with your name on it showing your level of certification.



Levels / requirements for business coaching certification

Level 1 - Coach

- 10 Hours of Coaching (Paid or Complimentary)
- Sit in on 10 coaching sessions with a master coach
- Apprenticeship / orientation complete
- Advisory board review - 2 hrs of asking questions and assessing against the core values and knowledge
- Coaching survey review completed by coachee's

COACH



Level 2 - Senior Coach

- 100 hours of coaching completed
- All Assigned Studies Completed
- 50% of reading list
- All Coursework completed
- Sold one client at \$500+ more a month
- Has one client actively coaching for at least one year
- Coaching survey review completed by coachee's
- Has maintained 3.9+ star rating

SENIOR COACH



Level 3 - Master Coach

- 250 hours of coaching completed
- 100% of reading list
- Coached at least one coach
- Sold one client at \$2500+ more a month
- Has had one client actively coaching for at least 18 months
- Coaching survey review completed by coachee's
- Has maintained 3.9+ star rating

MASTER COACH



****If you are part of the Higher Impact Turnkey coaching system, All required studies must be complete*

Pricing

Coach

\$997

Senior Coach

\$1997

Master Coach

\$2997

****Annual Renewal and Certification Update Required*

What's Included

1. Framed Certificate
2. Custom Certification Logo with your name / logo on it to be used on your website, email signature, etc
3. Certification Process
4. Advisory Board Review
5. Private Portal of Coaches from all over the world
 - a. Resources
 - b. Connection with coaches
 - c. Problem Solving
 - d. Idea Generation
 - e. Events



What kind of time commitment does this require?

1. Proficiency Testing
2. Reading Requirements - 10-15 books
3. Logged Coaching hours completed
 - a. Coach - 20 hours
 - b. Senior Coach - 100 hours
 - c. Master Coach - 250 hours
4. Annual requirements
 - a. Quarterly review from your customers (3x) - 1-3 hours
 - b. Annual review from advisory board - 1-3 hours
 - c. Optional - Annual 2 day Awards Ceremony



Coach's Commitment to Excellence

Each coach will be held accountable to a standard of excellence. Failure to comply could void your certification and all fees that have been paid to date. We will need to recreate this, but we will want something like the ICF coaching requirements along with business acumen requirements.

1. Respect the privacy and confidentiality of clients.
2. Provide accurate, up-to-date information.
3. Be professionally competent.
4. Provide services with integrity.
5. Track your progress and results
6. Take accurate notes
7. Provide clear communication between sessions
8. Always do what is best for the client
9. Build Trust through listening and understanding.
10. Respect clients' right to make their own decisions.
11. Provide coaching that is in the best interest of clients.
12. Refrain from taking advantage of clients.
13. Respect clients' right to terminate the coaching relationship.
14. Ensure that all coaching activities are conducted in accordance with the ethical standards of the profession.
15. Refrain from giving advice outside of the scope of the coaching relationship.
16. Avoid conflicts of interest.



Complaint Management

We understand that it is impossible to please everyone. So each complaint will be handled on a case by case basis. The customer of the coach may be contacted to gain increased understanding of the situation. If the advisory board deems that an infraction of the coaches creed has occurred, disciplinary action may be taken including probation and / or the loss of your certificate within our organization.

Experience requirements in order to become a coach

We understand that everyone has different professional experience and knowledge in their lives as it relates to business coaching. So we invite you to apply to see if you qualify. We find that someone with a degree in business or equivalent real world experience can often become a business coach quite easily. Leadership or corporate management experience can also transpose into helping you become a business coach. For those who have little or no experience in business but have the desire to become a business coach, we have business courses that will prepare you with the knowledge necessary to be successful. We invite you to apply today!