



INTERNATIONAL  
INSTITUTE  
*of* COACHING  
PRACTICE

# Master of Coaching Practice





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In today's demanding environment, leaders have limited opportunities to devote time and energy to their development. Coaches go beyond the need to correct a problem or resolve performance issues to help their clients address high-level skills, mindsets and growth needs that impact the entire organization.

Coaches guide executive learning, improve corporate performance, increase leadership effectiveness and facilitate positive work environments and relationships. In the process, the clients not only improve themselves but have a substantially greater impact on their organization.

The Master of Coaching Practice focuses on coaching as a methodology and process for creating planned and purposeful change. It explores individual skill-building, critical thinking, behavioural psychology, emotional intelligence and the application of action frameworks to performance and leadership.

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## Program structure

Coaching practice is a very young discipline, and the profession is made up of a wide variety of practitioners from different backgrounds, experiences and perspectives. The scientific foundation that underpins the work of all coaches is broad and incorporates an equally wide variety of basic and applied research, theories and models. The Master of Coaching Practice examines this scientific foundation in-depth and explores the ideas, practices and methodologies that inform coaching practice while taking you through your own coaching program. The program provides participants with the advanced coaching qualifications and the skills required to become effective organizational coaches and leaders.

Recognizing the experience and abilities of the leaders that pursue a Master of Coaching Practice, the program is structured in consultation with the participant to ensure that it meets their needs and areas of professional interest.

Central to the program is an ongoing coaching relationship with the Program Supervisor that challenges the participant's perspectives, experiences and biases.

Timeframes vary depending on the experience and commitment of the participant. Still, participants can expect a tailored program encompassing approximately 120 hours of instruction, reading, exercises and personalized coaching. The exact structure of the course is decided in consultation with the participants, so it matches their individual learning style and fits in with their other responsibilities.



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## Components

The Master of Coaching Practice includes instruction and exploration of the following:

- Coaching theories and models including Self-Determination Theory, Transtheoretical Model, Subject-Object Theory, Motivational Interviewing and Positive Psychology.
- Coaching research, protocols, and outcomes papers in leadership and executive, career, team, health and wellness, life and performance coaching.
- Human Performance Science including mindfulness, resilience, emotional intelligence, empathy, positive emotions, goal setting, strengths and positive psychology interventions.
- Neuroscience in coaching contexts including emotional agility, neuroplasticity, organized mind and mindsight.
- A personalized coaching program for each participant to advance their skills further and ensure that their study is as relevant as possible to their own personal needs and aspirations.
- Additional reading and exercises

## The personal benefits of coaching

Numerous professionals report the positive impact of coaching on their careers and lives.

It helps them to:

- Establish and take action towards achieving goals
- Become more self-reliant
- Gain more job and life satisfaction
- Contribute more effectively to the team and the organization
- Take greater responsibility and accountability for actions and commitments
- Work more easily and productively with others (managers, direct reports, peers)
- Communicate more effectively

Coaching requires a systemic, solution-focused and results-oriented approach where the coach provides the client with tools, processes, operational and planning methodologies and 'third party' insight to enhance their client's overall performance, productivity and effectiveness.



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## Where it can lead

Accreditation as a Master of Coaching Practice is an important step in your coaching career. It will make you qualified to guide leaders in their responsibilities, influence meaningful change within organizations and become part of an international community dedicated to assisting others to make positive and lasting changes in the real world. Our graduates work across a range of disciplines and industries, and many have been able to successfully transition from the C-suite to owning and running thriving coaching practices of their own.

## About the International Institute of Coaching Practice

The International Institute of Coaching Practice is the world's premier advanced coaching, training and certification authority. We select, train and certify individuals in a variety of business and executive coaching disciplines providing the global credibility, authority, capacity and confidence they need to operate a valuable, rewarding and personally meaningful coaching practice. Our proven approach of 'self-awareness, self-acceptance and self-assurance' provides coaches with the skills and character they need to influence meaningful change.

### Take the next step

If you are ready to devote time and energy to your own development as a leader by exploring the value of coaching practice, please contact us to speak with a member of our faculty.

**Contact us:** [info@theiicp.com](mailto:info@theiicp.com)

