



Nature Care College

Building Your Coaching Speciality

DESCRIPTION

This unit of study deepens and expands on the ideas and practices first introduced in 'Basic Marketing for Coaches'. More and more coaches today are discovering the real advantages of specialising. Trainees will explore their innermost values, passions, and vision in order to identify which area of coaching attracts them most deeply. Advanced strategies for practice building will be introduced and tested in the world, along with ongoing group coaching and peer support.

DURATION

24 hours

LEARNING OUTCOMES

By the conclusion of the unit, students should have:

1. A clear understanding of the power of having a coaching speciality.
2. Connected with the coaching speciality that resonates with them most deeply, as a vehicle for sharing their unique gifts with the world.
3. Tapped into their ability to express soul, spirit and essence through this speciality.
4. The ability to authentically articulate their coaching speciality, both verbally and in written form.
5. Discovered their soul-inspired way of marketing this speciality.
6. Developed and trialled their personal strategies for connecting with potential clients in their target market, as with potential collaborative partners and alliances.
7. Developed their initial marketing tools and a basic toolkit for their speciality.
8. A growing understanding of and connection to their immediate support and learning community, to the coaching profession, and to society as a whole.
9. Have a deep connection as a professional coach to their unique and sacred place in the whole.

KEY ICF COMPETENCIES

1. Meeting Ethical Guidelines and Professional Standards
2. Establishing the Coaching Agreement
3. Establishing Trust and Intimacy with the Client
4. Coaching Presence
10. Planning and Goal Setting

TEACHING METHOD

Written course material
 Class discussions and individual presentations
 Experiential learning and practical exercises
 Real-world research and trialling of marketing strategies

ASSESSMENT	<ol style="list-style-type: none"> 1. Satisfactory participation in class. 30% 2. Creative Assignment – see separate Assessment Information See separate Assessment Information and Guidelines document Due in the 4th class session. 500 words. 30% 3. Class Presentation of Coaching Speciality Marketing and Toolkit 40% See separate Assessment Information and Guidelines document Presentations to be made in the final 2 class session 1,000 words
<p>Results: Competent / Not Yet Competent This is in accordance with competency based guidelines.</p> <p>Each assessable component must achieve an assessment of 'competent' in order to gain an overall result of 'Competent'. No grades available.</p> <p>Note: To facilitate the return of your assignment you will need to provide a stamped addressed envelope. If no envelope is provided, assignments will be destroyed after results are recorded. Please also ensure you have a copy of your assignment before submission for your own records.</p>	
ATTENDANCE	80% minimum.
PRE-REQUISITES	Introduction to Transpersonal Psychology, Core Skills for Transformation, Coaching Presence, Transformational Coaching in Practice, Creating Awareness and Transformation, Basic Marketing for Coaches, Transpersonal Coaching in Practice, Advanced Coaching Skills and Tools, The Transpersonal Coaching Relationship.
CO-REQUISITES	Transformation in the Workplace, Transpersonal Coaching Integration.
MATERIALS REQUIRED	Notebook, pen.
TEXTBOOKS	<p>Required: Whitworth L, Klmsey-House K, Klmsey-House H, Sandahl P, <i>Co-Active Coaching: New Skills for Coaching People Towards Success in Work and Life</i>. Davies-Black, California (latest edition).</p> <p>Recommended Reading / References: Nil.</p>

WEEK-BY-WEEK OUTLINE

WEEK 1 Overview of course, and the highly practical, action-oriented and experiential real-world nature of the unit
Identifying individual desired outcomes for unit
Review of principles of spiritual marketing and attracting clients, and how you are integrating these principles in building your coaching business.
The power of specialising in coaching, and opening to your niche – your interests, motivation, and desire to serve the whole
Students presencing and committing to inspired action(s) for time between this class and the next

WEEK 2 Group sharing on action(s) taken and outcomes
Understanding the breadth and depth of the coaching profession, and its service to the evolution of the whole
Researching your chosen niche
Exploring the characteristics, qualities, needs of your ideal client, and connecting to them soul-to-soul.
Students presencing and committing to inspired action(s) for time between this class and the next

WEEK 3 Group sharing on action(s) taken and outcomes
Group sharing of research and resources
Authentically communicating your niche, both verbally and visually
Exploring and developing your coaching brand
Understanding your unique and sacred place in the whole as a professional coach.
Students presencing and committing to inspired action(s) for time between this class and the next

WEEK 4 Group sharing on action(s) taken and outcomes
Group sharing of research and resources
Exploring and developing the tangible elements of your coaching speciality
Understanding and connecting to your immediate support and learning community, to the coaching profession, and to society as a whole.
Students presencing and committing to inspired action(s) for time between this class and the next

Creative Assignment due

WEEK 5 Group sharing on action(s) taken and outcomes
In-class presentations of Coaching Speciality – Marketing and Toolkit
Students presencing and committing to inspired action(s) for time between this class and the next

WEEK 6 Group sharing on action(s) taken and outcomes
In-class presentations of Coaching Speciality – Marketing and Toolkit
Completion - weaving the threads together and presencing next steps

Please be respectful of your fellow students and arrive on time for classes. Please ensure all mobile phones are turned off prior to the commencement of class.

Nature Care College Pty Ltd ABN 77 105 282 264

46 Nicholson Street, St Leonards NSW 2065

Tel: +61 (0)2 9438 3333 Fax: +61 (0)2 9436 0503

email: info@naturecare.com.au website: www.naturecare.com.au