

MSBCoaching Institute offers two coaching certification options.

The first is for organizational leaders. Through a twelve week process we will coach and train you in the coaching process. These techniques will give you the ability to coach, lead and empower your team to their own greatness. Leaders inspire through coaching managers tell others what to do.

Leading as Coach Summary:

- 12 weeks in lengths
- A summary of assigned readings due each week
- Two coaching/training sessions a month - all done via phone - these include going over your readings, role-play, how to: individual coaching, group coaching, leading as coach
- 25 hours of coaching
  - 10 of these hours must be recorded for us to coach you on your coaching - we can help you with this if need be
- Tuition - \$3,000

The second coaching certification option is for individuals desiring to build their own coaching business. Our goal is to train you not only to be a world class coach but to partner with you to be in a position to go directly into business with clients and referrals.

Coaching Certification and Business Development Summary:

- 24 weeks in lengths
- A summary of assigned readings is due each week
- Two coaching/training sessions a month - all done via phone - these include going over your readings, role-play, how to: individual coaching, group coaching
- Discover the difference between business, life, transition, leadership and career coaching.
- Set an action plan for establishing your business
  - Target audience
  - 30 second elevator pitch
  - select company name
  - registering company name
  - business cards
  - website - if you want it
  - Goals
  - Marketing plan - via GET CLIENTS NOW
  - Business Plan
- 50 hours of coaching - this is you finding clients to coach - you must have at least 5 clients to coach through this program - you can charge them if you want, but you do not have to - can be done in person or via phone
  - 10 of these hours must be recorded for us to coach you on your coaching - we can help you with this if need be
- You will complete the GET CLIENTS NOW program in this training