

Letter from Newfield Network founder, Julio Olalla

Dear Reader,

I am thrilled to hear of your interest in joining the Newfield Network by considering one of our programmes. You will join the thousands of graduates, worldwide, who have successfully completed coursework and gone on to share it with their clients, organisations, and communities.

There are many directions to take your learning, and being in conversation with a Newfield staff member is one of the best ways to find out which is best for you. We are proud to offer programmes on four continents, and in different languages to make it easy for students to learn in an optimum environment.

Please consider this information packet as a resource for:

- ▶ *Learning what Newfield stands for*
- ▶ *Finding the history of the coaching profession*
- ▶ *Discovering how Ontological Coaching can be applied*
- ▶ *Evaluating our programmes*
- ▶ *Seeing how Newfield fits your objectives for learning*

There are many ways to discover Newfield Network. We are looking forward to meeting you in a future programme to share in your transformation.

In gratitude,

*Julio Olalla
Founder, Newfield Network*



Newfield's Certified Coach Training Programme October 2012, Amsterdam, The Netherlands

Newfield Network, one of the world's leading coach training organisations, is offering its globally recognised, International Coach Federation (ICF)-certified programme in Amsterdam, The Netherlands, beginning October 10, 2012.

This programme is targeted primarily at professional coaches, those planning to enter the field, and internal executive coaches working full-time for large, multinational companies. Many coaches who already have an ICF qualification attend Newfield's training to take their coaching to the highest level.

The upcoming European programme is structured around three in-person conferences in 2012 and 2013 in Amsterdam, The Netherlands.

Opening conference: October 10-13, 2012,

Middle conference: February 6-9, 2013,

Closing Conference: June 19-22, 2013.

Tuition: € 9825,-

This does not include travel, meals, and lodging.

Save € 250 if you pay in full.

We offer a monthly discount rate. The sooner you book, the less tuition you'll pay.

We do offer payment plans.

Discounts are available for groups.

For more information, please email laura.vantuin@newfieldnetwork.com, telephone +31 85 744 00 09, or visit our website, www.newfieldeurope.com.



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Why Newfield?

The Newfield Coach Training Programme will appeal to people who care passionately about contributing to others, and who are willing to invest the additional time and effort in understanding how human beings operate at the most fundamental level and how they change. It is not for everyone, however. People who simply want to get the rubber stamp of accreditation will find more convenient and cheaper programmes that can be done over the Internet or by telephone. The Newfield Coach Training Programme is deeply grounded in multi-disciplinary research and is meant for those coaches who want to be leading practitioners in the field.

Our founder, Julio Olalla, worked closely with Fernando Flores, a leading proponent of the personal development movement of the 1970s and one of the world's most outstanding philosophers. Julio is considered among the founding fathers of the coaching movement itself. He has over 30 years' experience in training and coaching and has trained more than 50,000 individuals, over 300 companies (e.g., Nike, Citibank, NASA, World Bank), as well as government leaders, including the current president of Chile and her team. He is one of the best-known ICF keynote speakers around the globe.

Our Europe programmes are facilitated by a senior team led by Aboodi Shabi. Aboodi has worked in the field of personal development for over twenty-five years, and in coaching since 1996. In that time, he has worked with thousands of coaches across the world. Aboodi was also the founding co-President of UK ICF, and has served as Director at Large on the ICF Global Board. Aboodi runs, and teaches in, workshops and seminars for coaches across Europe and Asia and the USA, as well as presenting on leadership issues and presence across Europe. He is also an invited facilitator on mastery in coaching for various European coaching schools, as well as being a regular speaker on the European coaching conference circuit.

Newfield employs a number of innovative learning best practices such as learning groups, tele-seminars, mentor coaching, recommended readings and assignments, web-enabled distance learning, and more, so that participants get a rich experience throughout the nine months. After your graduation, our vibrant and active alumni web portal enables you to share resources and coaching tools as well as network with over 2500 of the finest coaches in the world. This provides a highly conducive environment for continuous development and along with our regular events, allows you to stay at the cutting edge of the coaching profession.

Begun in 1991, Newfield was one of the first coach training schools in the world. Thanks to its world-class faculty, cutting-edge, research-driven content, innovative learning methodologies, and vibrant alumni community, Newfield has evolved into a coach-training institute regarded by many as the best in the world, with offices in North America, Latin America, Europe, and Asia.

History of Coaching

The term “coach” originated in the sports field in the late-1880s, and has been a well-known profession within the sporting arena for years. However it has only been in the last 40 years or so that coaching has emerged as a distinct profession with applications to all walks of life.

1950s & 1960s

After the second great depression of the 1930s and the Second World War in the 1940s, America entered a period of sustained economic growth, coupled with relative peace and security. This gave people the space to explore other aspects of their lives apart from their daily subsistence needs.

At the same time, many famous scientists, psychologists, writers, and philosophers from Europe had crossed the Atlantic during and immediately after the war where they were able to collaborate with their American counterparts. In addition, academia and college students were being increasingly exposed to the Hindu, Taoist and Zen philosophies of India, China, and Japan. The air was palpably bursting with fresh ideas.

It was in this concoction of demand and supply that the “human potential movement” took off, especially in California in the 1960s, to explore what humans were really capable of if they lived life to the fullest.

Psychologists such as Abraham Maslow, Carl Rogers, and Fritz Perls, singer-songwriters like Joan Baez, writers such as Aldous Huxley and George Leonard, anthropologists like Gregory Bateson, as well as experts in Daoism (Gia Fu Feng), Zen (Alan Watts), and Hinduism (Haridas Chaudhuri), explored this question in great depth and often in close collaboration. This led to a multidisciplinary synthesis, the likes of which had perhaps never been seen before.

1970s

In the 1970s, many of these ideas and principles were aggregated, codified, and made available to a much wider audience through self-awareness courses run by highly charismatic trainers. Fernando Flores, with whom Newfield Network founder Julio Olalla worked for many years, was a key architect of these courses.

There was an increasing number of people who had done these self-awareness workshops, but, despite understanding many of the principles on an intellectual level, they were finding it difficult to apply them practically to their daily lives in a sustainable way.

This was a problem looking for a solution. This came in 1974 when W.T. Galway, a tennis coach, wrote his famous book, *The Inner Game of Tennis*. It was based on humanistic and transpersonal principles and the concept that “the opponent within is more formidable than the one outside.” According to many people, this was the first major transition from the sports coaching model of control and teaching to what initial practitioners, such as Julio Olalla and other leading lights, developed and fine-tuned, to what eventually became personal coaching.

1980s

Not all coaches were as talented, however. In the 1980s, there was a profusion of people calling themselves coaches” in this rapidly developing field. But there was no formal training or qualification of coaches. As a result, although there were many excellent coaches, many clients had substandard coaching experiences.

1990s

At the turn of the decade, the first widely respected professional coaching schools came into operation. Thomas Leonard (Coach U Inc.), James Flaherty (New Ventures West), Julio Olalla and Rafael Echeverria (the Newfield Group, which preceded the Newfield Network) were among the first to go about turning the “coaching industry” into the “coaching profession.” An increasing number of books started treating coaching as an independent field of study, the first of which was John Whitmore’s *Coaching for Performance* in 1992.

In 1995 Thomas Leonard formed the International Coach Federation (ICF), which provided a certification for coaches that has become the worldwide standard. This meant that clients could be assured of a high level of competence from coaches, provided the coaches were qualified.

As a result of increasing professionalism, coaching found wider acceptance in the business world. Executive coaching as a discipline that blended personal coaching with organisational behavior and management studies took off.

Famous CEOs and MDs such as Jack Welch (GE), Meg Whitman (eBay), Sam Palmissano (IBM), Alan Mulally (Boeing/Ford), Mark Tercek (Goldman Sachs), and Joe Katzenbach (McKinsey) appreciated the value generated from having an executive coach. The latter part of the decade also saw the rise of superstar coaches such as Tony Robbins and Marshall Goldsmith.

2000s

Coaching is now a well-established profession in America and Europe. The number of companies employing the services of professional coaches has gone up substantially, not just for their CEOs but also for their high potential managers. Companies regularly employ full time internal coaches. IBM has over 60 of them. Even space exploration organisations like NASA send select employees to Newfield to become certified coaches.

2010s and Beyond

We are already seeing in certain countries a demand for certified coaches that far outstrips supply. Over the next few decades, coaching is likely to be an exciting, fulfilling, and lucrative profession for people who love contributing to others, and who are willing to invest in their own development so that they can do so effectively. These people will become the “brand ambassadors” for the coaching profession and will establish themselves as the “figureheads” and “knowledge experts” of the coaching industry and influence the evolution of the profession.

In the future, executive coaching will reach far more deeply into an organisation than it does now. Already there are companies that send hundreds of their most senior executives for executive coaching. As the number of certified coaches increases, it is likely that companies will hire coaching firms to do much larger interventions. Indeed, the day when companies do a full-scale coaching intervention is not far away.

Progressive companies will build their own in-house coaching knowledge expertise by employing full-time executive coaches or by having handpicked employees trained up as ICF coaches. As a result, they can embed a coaching culture within the organisation in a way that augments and complements existing structures (appraisals, bonuses, development plans, corporate learning web sites, etc.).

For large companies, the CEO is likely to have an external CEO coach as per current practice. However, there will be internal or external coaches coaching a much larger number of managers in the company, and the methods employed will be far more innovative and cost-effective. Traditional coaching will be combined with elements of peer coaching, web based learning, group tele-seminar coaching, etc.

What is Ontological Coaching®?

One of the key differentiators of the Newfield Coach Training Programme is that it is grounded in a rigorous and substantive theoretical framework—ontology, the study of “being.” When a leader is said to have “presence,” it is his or her “way of being” that is being referred to.

To clarify what “being” is, let us contrast the conventional paradigm of “Have-Do-Be” pushed by marketing executives all around the world with the “Be-Do-Have” paradigm that Newfield coaches use. An advertisement may show a guy riding a racy bike that impresses an attractive girl who falls for him. The message being pushed is that only if you “have” the bike (by buying it) will you be able to “do” certain things (like attracting good-looking women) and therefore “be” a certain kind of person (i.e., cool and sexy). However, our understanding is that the order is completely reversed. Bill Gates needed to “be” a risk taker in order to “do” certain things like quit college and start his own company. Only then was he able to “have” fame and fortune. It all originated with his “way of being.”

A person’s way of being refers to how that person perceives the world. It determines the actions he would consider taking, which ultimately determine the results he creates.

The results we create, therefore, provide feedback on our way of being and how we observe the world. So for example, if a person were working in a safe but boring job—it would indicate that he perceived the world as a risky place and placed a premium on security. He would only be able to become a successful entrepreneur if he fundamentally shifted the way he saw the world—as a place primarily full of opportunities rather than threats. He would have to shift his way of being.

A person’s way of being can be understood more clearly by breaking it up into three areas—the way he uses language, the mood he generates, and the way he uses his body.

Language

If a boss asks a subordinate whether he will be able to complete a project on time, there is a big difference between the answers “yes” and “I’ll try.” By being conscious of the different uses and abuses of language, we can become far more effective in creating what we want to achieve with others. The problem is that we are so used to the language we habitually use (including the internal conversations in our head) that we don’t realise what we are generating. Language has long been considered an inert tool that describes reality. But Newfield coaches understand that language is actually highly active and in fact generates reality, as we perceive it. Newfield coaches are highly sensitised to the various distinctions and can help their trainees learn to employ language far more effectively.

Moods and Emotions

Many times we have fights with a loved one and know on some level that we should apologise or make a peace offering. However, we are unable to take that action because we are stuck in the emotion of stubbornness. Our moods and emotions also determine our “way of being” and the results we create. A coachee who is predominantly in the mood of anger will produce very different results from one who is predominantly in the mood of gratitude. This is an area that most basic coaching models completely miss. Newfield coaches understand the importance of practices that will help their coachees learn to stay more consistently in a mood that is effective for creating what they want.

Somatics

The way a person uses his body also determines how he perceives the world. The simple act of deliberately uncrossing one’s arms facilitates a more open way of being. Standing up straight can increase a person’s confidence. Newfield coaches become adept at coaching people on how to shift their body so as to create shifts in their way of being. In our coach -training programme, we have two trainers, one of whom works exclusively on showing participants how to use their body to generate the appropriate non-verbal presence for the situation they are dealing with.

Language, moods, and body are all coherent. A shift in one can produce shifts in the other two, and so this creates multiple entry points into shifting a person’s way of being which, as we’ve discussed, determines the results they create.

ICF Core Coaching Competencies

We teach our coaches the ICF core coaching competencies which include how to build rapport and trust, how to enter into a coaching agreement, how to work with the coachee to develop coaching plans, etc. However, we begin the Newfield Coach Training Programme by teaching frameworks, models, and practices that effectively facilitate the process of change in the participants before they try it with others.

Beyond learning coaching as a list of “to do” steps, participants deeply explore what it means to be a human “being.” Ontological coaching provides an extremely deep well of knowledge from which to draw to serve this purpose.

Research Foundations of Ontological Coaching®

Major developments in biology and philosophy in the 20th century have resulted in “ontology,” or “the study of being,” providing a deeply grounded view of human life. This is the Newfield basis of a rigorous, substantive, robust, and accessible theoretical framework for the development of professional coaches.

Fernando Flores

Fernando Flores was a key figure in the formation of the discipline of ontological coaching. It took shape in his multidisciplinary doctoral thesis at Berkeley, “Management and Communication in the Office of the Future.” He consolidated the ideas of Humberto Maturana, Martin Heidegger, and John Searle, among others, to produce a new understanding of language and communication. This work was later taken on and made accessible by his colleague, Julio Olalla, the founder of Newfield Network.

Maturana and “Structural Determinism”

Maturana was a neuro-physiologist who demonstrated through a series of experiments that humans and other living systems were “structurally determined.” This meant that it was their internal structure that determined their reaction to events rather than the events themselves. In one experiment, he surgically rotated the eye of a frog by 180 degrees. When a fly appeared in front of the left side, the frog stuck out his tongue to the right side to try to catch it. This was because the “internal wiring” of the frog was misaligned. To illustrate the principle, when you stick a key in the car ignition, the engine roars to life. However, when you stick the same key in the car door, it swings open. Exactly the same external stimulus produces completely different responses depending on the internal structure of the system being stimulated. In the same way, when someone says, “The exam is making me nervous,” it would be more accurate to say, “The way I am internally wired is making me nervous; the exam is simply activating my circuitry.”

Maturana emphasised that structural determinism did not mean that humans and other living creatures could not change their reactions. He found that neuronal systems have plasticity and can change. As the nervous system changes, so does the way the organism perceives reality, and this changes the actions the organism takes.

The relevance of these key ideas to ontological coaching is that the client is limited by how he is observing his world and that problems, possibilities, and solutions exist in the “eye of the beholder.”

John Searle and *Speech Acts*

At the same time, a major development was taking place in Western philosophy known as the “linguistic turn,” led by Ludwig Wittgenstein, Gustav Bergman, and others—the view that language is not an inert way of describing reality. According to this new theory, language “constitutes reality.” When someone spills ink on himself and thinks, “This is a disaster,” the language of the observation is itself the reality that is created. This had a strong linkage to Maturana’s work because, if language itself was in the “eye of the beholder,” then problems, possibilities, and solutions must lie in the way language is used.

John Searle, a professor of philosophy at Berkeley, synthesised earlier groundbreaking research on language by G.C.J. Midgley, P.F. Strawson, John Rawls, H. Paul Grice, William Alston, and, in particular, John Austin, the professor of moral philosophy at Oxford. Searle wrote the book, *Speech Acts*, in 1969, which laid down the distinctions in the different ways that language could be used and abused to empower or limit the user's ability to create the results desired. "Speech Acts" was later developed into "Basic Linguistic Acts," a fundamental model used in ontological coaching, as taught by Newfield.

Martin Heidegger and *Being and Time*

German philosopher Martin Heidegger's book, *Being and Time*, is considered one of the most important philosophical works of the 20th century. In it Heidegger explored what it meant to be a "being," a subject considered so obvious that it had never really been explored. He concluded that a "being" was something that "experienced" or interpreted the world. He also emphasised the importance of moods in our interpretive existence when he said: "The foundation of any interpretation is an act of understanding, which is always accompanied by a state-of-mind, or in other words, which has a mood." He felt that moods were a "predisposition for action." The mood one is in determines what actions one can or cannot take. Based on the work of Heidegger and the even more famous philosopher, Nietzsche, a model called "Basic Moods of Life" has been developed by Newfield and is used by coaches to help clients develop new ways of interpreting events and generating new, more effective habits.

Julio Olalla and Newfield

Julio Olalla had served in the Chilean government of President Salvador Allende before a coup sprung by the military dictator, Augusto Pinochet, forced him to flee to Argentina. Olalla later moved to America and studied with many great thinkers to develop the theoretical framework for Ontological Coaching®. In order to take ontological coaching to the widest possible audience, Julio set up one of the first professional coaching schools in the world, The Newfield Network, where the work has continuously been refined and developed.

Syllabus for Newfield Coach Training Programme

All sessions are highly interactive with some lecture, group exercises, and individual reflection. The flow is open and, since discussions are significantly driven by participants, the actual content may vary from programme to programme. The following should be considered a rough guide.

Conference 1 – Foundations

Day 1 – Conf. 1	
Morning session <i>Models and philosophical underpinnings of ontological coaching</i>	An overview of what ontological coaching is. An introduction to the three “doorways” of change (language, mood, body) and the Observer-Action-Result (OAR) framework of coaching. An exploration of the barriers to learning and change.
Afternoon session <i>Working with language to generate change</i>	An introduction to the five “acts of speaking”: Assessments, Assertions, Declarations, Requests and Promises.
Day 2 – Conf. 1	
Morning session <i>Working with language to generate change</i>	Dialogue and exercises for working with each type of “speech act” to maximise impact.
Afternoon session <i>Constitutive conversations for action</i>	Understanding and practicing the different types of “constitutive conversations” for change and action: Possibility, Action, Complaint, and Conversations themselves.
Day 3 – Conf. 1	
Morning session <i>Working with moods and emotions</i>	An introduction to how moods and emotions impact our capacity for action; Newfield’s model for working with moods and emotions.
Afternoon session <i>Listening for deeper awareness</i>	A new understanding of listening; a review of the programme elements and participation requirements.
Day 4 – Conf. 1	
Morning session <i>Ontological coaching; historical discourses and their impact on action</i>	Understanding the influence that cultural and historical discourses have on our capacity to take new actions.
Afternoon session <i>Conference wrap-up</i>	Integrating the somatic learning of the past three days and generating new practices for yourself and others; weaving together all the learning from the conference and formation of study groups.

Between conference 1 and conference 2

(4 months)

Between conferences, participants have plenty of learning opportunities. They will involve about four to seven hours per week.

Exploration Guides

Four exploration guides will be downloaded from the Newfield website (roughly one guide per month). Each guide consists of reading exercises, somatic exercises, and a short writing assignment (no more than three pages). Each assignment is submitted to the Newfield coach assigned to the participant and to the rest of the study group.

Study Groups

Participants organise themselves into small study groups who will speak to each other once or twice a month to discuss material from the learning guides. This provides an opportunity for participants to learn from other ways of looking at the same material and to clarify their own understanding.

Learning Groups

Each participant needs to share their learning from Newfield with a group of people from outside the Newfield Coach Training Programme. A recommended group size is six to ten participants. The best way of learning something is by explaining it to others. Although many participants are daunted initially by the prospect of arranging such a group, many end up finding this the most rewarding part of the programme. The learning group can involve friends and family, members of an organisation, or perhaps a church or civic group. It is possible for up to two participants to co-design and deliver these learning group sessions. There will be roughly four meetings with the learning group (once a month).

Group and Individual Coaching

As part of the curriculum, students participate in six 2-hour group coaching sessions that will focus on topics from the learning guides. Students also receive two hours of one-on-one coaching from their group coach. For those students who plan to go into coaching or who wish to expand their current coaching skills, it is important to experience what it is like to be coached from an ontological perspective. Students are encouraged to bring their own personal experiences as opportunities to learn and grow both personally and as part of their study group.

Conference 2 (Foundations – cont'd)

Day 1 – Conf. 2	
Morning session <i>Working more deeply with moods and emotions to create change</i>	Welcome back. Lessons learned since last workshop. Models, framework, and exercises to work more deeply with shifting your own (and your clients') moods to enable capacity for action.
Afternoon session <i>Somatics and coaching</i>	Practice of integrating moods/emotions with somatics; exercises to shift moods.
Day 2 – Conf. 2	
Morning session <i>Ontological coaching; cosmology and its relationship to coaching</i>	Understanding cosmology, epistemology, and ontology and how they influence and impact the world we see, the actions we take, and the results we get. Using <i>linguistic reconstruction of emotions</i> to get at underlying issues.
Afternoon session <i>Wrap-up of Foundations course – move to coaching</i>	Continuation of exercises from previous afternoon. Wrap-up of first half of programme; preparing to move into coaching using the learning of the past four months.

Conference 1 and the first two days of conference 2 comprise the “Foundations” part of the programme, which deals with the underlying theory around creating sustainable, behavioral change.

The second part of the programme is “The Art and Practice of Ontological Coaching” (TAPOC) which deals with applying this knowledge to coaching others. TAPOC comprises Days 3 and 4 of conference 2 and the whole of conference 3.

Conference 2 – The Art and Practice of Ontological Coaching

Day 3 – Conf. 2	
Morning session <i>Working with the ICF core coaching competencies</i>	An introduction to the ICF core coaching competencies. Exercises working with each competency. Getting started with coaching. Developing a coaching presence.
Afternoon session Programme review	Somatic exercises: learning to coach using movement. A review of the programme elements and participation requirements. Formation of coaching groups.

Day 4 – Conf. 2	
Morning session <i>Building relationship</i>	Getting to the underlying concerns in coaching; deep listening beyond the words; generating trust in a coaching relationship.
Afternoon session <i>Getting client in action & Wrap up</i>	Learning to design actions and practices to support your client's success. Managing accountability. Working with coaching plans. Workshop wrap-up and debrief.

Between conference 2 and conference 3

(4 months)

Coaching Guides & Exam

Three coaching guides need to be downloaded from the Newfield web site. These are similar to exploration guides except they pertain specifically to coaching. Each guide consists of reading exercises, somatic exercises, and a short writing assignment (no more than three pages). Each assignment is submitted to the participant's study group. After the three coaching guides, the final download is the Newfield Coach Training Exam.

Study Groups

Participants will form new study groups. Again, they will speak to each other once or twice per coaching guide.

Coaching Practicum

Participants are required to participate in six practicum telecalls and two ethics telecalls. These calls cover various aspects of coaching, including best marketing and sales practices for coaches.

Coaching Others

There is no learning group in TAPOC, but each participant must complete at least 15 hours of coaching a minimum of two people (not fellow participants, Newfield alumni, or coaches).

Mentor Coach

The participant's Newfield coach will listen to six of the coaching calls (via conference call) and provide mentoring and feedback. (These six hours are in addition to the 15 non-observed coaching hours mentioned above.)

Workbook

Participants also receive a comprehensive workbook which walks them through how to articulate their offer, price their coaching, and do general marketing activities.

Conference 3 (The Art and Practice of Ontological Coaching – cont'd)

Day 1 – Conf. 3	
Morning session <i>A review of the models and philosophical underpinnings of ontological coaching</i>	Welcome back. Lessons learned since last workshop. Coaching demos and exercises. Weaving all your learning, models, distinctions and experience together to be an effective, ontological coach.
Afternoon session <i>Coaching demos</i>	Student-led coaching demonstrations and exercises.
Day 2 – Conf. 3	
Morning session <i>Coaching exercises and practices</i>	Practice coaching and demos continued. Deepening your capacity to ask great questions.
Afternoon session <i>Demos, certification</i>	Student-led somatic coaching demonstrations and exercises. A discussion regarding certification requirements and process.
Day 3 – Conf. 3	
Morning session <i>Coaching exercises and practices</i>	Practice coaching and demos continued; a review of the key elements of ontological coaching.
Afternoon session <i>Coaching demos</i>	Student-led coaching demonstrations and exercises Designing your next steps in your learning and coaching path.
Day 4 – Conf. 3	
Morning session <i>Weaving it all together; coaching practices</i>	Practice coaching and demos continued. A review of the top mistakes new coaches make.
Afternoon session <i>Wrap-up and celebration</i>	Programme wrap-up. Closing ceremony and graduation.

At the completion of the programme, you will be awarded a Newfield Certified Coach Training Programme diploma which reflects successful completion of 125 hours with an International Coach Federation, Accredited Coach Training Programme.

Coach Certification

Coach certification is becoming increasingly important to clients since it assures them that a coach meets a certain minimum level of competence. According to a study carried out by PriceWaterhouseCooper, 52 percent of surveyed coaches said that their clients expected their coach to be certified. The percentage is only likely to get higher over time. For those coaches who aspire to coach top management in professional companies, coaching certification will soon be a minimum requirement.

Newfield Certified Coach Application

Upon successfully graduating from Newfield's Certified Coach Training Programme, there is an additional step before you become a Newfield Certified Coach®. You will need to submit an application with the following:

1. Copy of your Newfield's Certified Coach Training Programme diploma.
2. A written paper on the Newfield coaching models and ontological coaching.
3. Two recorded coaching conversations displaying your proficiency in ontological coaching and ICF and Newfield competencies.
4. Letters of permission from the coachees regarding use of their recorded conversations.
5. Signed copy of the ICF Code of Ethical Conduct and the Pledge of Ethics.
6. Coaching log with at least 60 hours of coaching others (only 25% of which can be *pro bono*); must be with at least 10 different coaching clients.

Applications can be submitted anytime during the year. It takes eight to 12 weeks for the application to be approved. If the application is made more than two years after the end of the programme, an additional fee of \$350 will be charged.

The International Coach Federation (ICF)

The International Coach Federation (ICF) is a nonprofit organisation formed by individual members—professionals who practice coaching from around the world. Formed in 1995, today it is the leading global organisation with over 14,000 members in almost 90 countries. It is dedicated to advancing the coaching profession by setting high, professional standards, providing independent certification, and building a network of credentialed coaches. It advances the coaching profession through programmes and a standard supported by members, and is the most authoritative source on coaching information and research for the public.

ICF Coach Certification

You can become a Newfield Certified Coach® after 60 coaching hours on your coaching log. After 100 coaching hours you become eligible to apply to become an Associate Certified Coach (ACC), and after 750 coaching hours you become eligible to become a

Professional Certified Coach (PCC). If you choose to get these ICF coach certifications, you need to submit the following to the International Coach Federation:

	Associate Certified Coach (ACC)	Professional Certified Coach (PCC)
Application form	ACC application form	PCC <u>application</u> form
Diploma	Newfield diploma and Newfield Certified Coach letter	Newfield diploma and Newfield Certified Coach letter
Coaching log	100 hrs (max 25% pro bono)	750 hrs (max 25% pro bono)
Coach references (must have heard you coach)	2 references (PCC/MCC coaches)	2 references (PCC/MCC coaches)
Payment	\$100	\$300

Although other bodies exist that offer coaching qualifications, the ICF certification is arguably the only universally recognised one in the world. It is also considered the most rigorous and the most prestigious.

In order to get certified, you need to have undergone a minimum number of hours of coach-specific training from an ICF-accredited training company and have a minimum number of hours of coaching experience (coaching clients).

There are three levels of coach certification:

Coach Certification levels	Coach specific training	Coaching experience
Associate Certified Coach	60hrs	100hrs
Professional Certified Coach	125hrs	750hrs
Master Certified Coach	200hrs	2500hrs

* ACC is valid for four years. PCC and MCC are valid for three years and have to be renewed.

How do you get coach-specific training hours?

Coaching companies that certify coaches have to undergo a rigorous audit of their material, processes, and trainers before ICF recognises hours spent in their programmes as coach-specific training that will count towards getting a coach certification. Please use the “Find a...training programme” tool on the ICF website to ensure that companies that claim they are accredited are actually listed (www.coachfederation.org).

ICF-accredited training companies can provide three types of coaching programmes:

1. Accredited Coach Training Programmes (ACTP)

- Minimum of 125 hours of coach-specific training
- Training on ICF Code of Ethics and ICF Core Competencies

- Six sessions where they coach their own coachees and are observed by their mentor coach
- Final examination

The quality of ACTP programmes is considered sufficiently high that students applying for certification do not have to sit for the ICF exam (The coach training programme at Newfield Europe is ACTP). They can apply for a PCC qualification as soon as they get the requisite number of hours of coaching experience (coaching clients).

2. Programmes with Accredited Coach Specific Training hours (ACSTH)

- Minimum of 30 hours of coach-specific training in a programme
- Training on ICF Code of Ethics and ICF Core Competencies

Students can use these accredited coach-specific training hours to apply for ICF certification via the portfolio track (as opposed to the ACTP track). There is a live examination for those applying via the portfolio track for ACC. For those applying for PCC/MCC, there is also a written examination and client evaluation. Training with a better training company will obviously give you a better chance of passing this exam and getting certified.

3. Continuing Coach Education Programmes (CCE)

- Number of hours can be less than 30 hours. They are usually used by qualified coaches to satisfy minimum requirements to renew their qualification.
- Provide further education.
- Provide accredited coach-specific training hours, but these are usually not enough to lead to certification by themselves.

Applying for ICF Certification

You can apply for ICF certification by the ACTP route (do an ACTP programme; no additional exams) or by the portfolio route (accumulate required ACSTH and pass an additional ICF exam). You do not have to be an ICF member to apply for ICF certification.

Application	ICF members	Non-ICF members
ACC ACTP	\$100	\$300
ACC Portfolio	\$225	\$425
PCC/MCC ACTP	\$300	\$500
PCC/MCC Portfolio	\$425+\$150 exam fee	\$600 +\$150 exam fee

ICF Membership

Annual membership fee is \$195 and is subject to change. The membership runs till March 31st every year. If you apply for membership in January, February, or March, the prorated amount will be charged for those months in addition to a yearly membership fee. The membership will last till March 31st before it needs to be renewed.

Note: Please check the ICF website for latest details.