



# Coaching Foundations Certificate

Help your coaching clients develop quickly using a trusted coaching process.



## Use coaching skills to enable employees and clients to succeed by leveraging their own natural strengths.

Coaching is one of the most powerful leadership skills. When used effectively, coaching can help the individuals, teams, and organizations you support grow, develop, and achieve their potential. This foundational coaching course introduces the ATD Coaching Model, a six-phase process that you can apply to formal organizational coaching engagements, or to your everyday communication toolkit.

In this two-day program, you will learn core coaching competencies, skills and tools, and have an opportunity to apply them in practice coaching conversations, receiving feedback from an expert facilitator and your peers. This course will improve your ability to assist your coaching clients, internal or external, to set goals and take action to achieve them.

The Coaching Foundations Certificate is a two-day version of the comprehensive three-day Coaching Certificate. Fundamentals programs are ideal for participants and organizations who need to upskill quickly on the basics of core talent development concepts.

## Earn the Coaching Foundations certificate after:

- Attending all program days and sessions
- Actively participating in and completing course activities

Successful participants will earn the ATD Coaching Foundations Certificate and the following credits:

- 14 Learning Hours
- 1.4 CEUs
- 14 ATD CI
- 14 HRCI
- 14 PDC (SHRM)
- 14 CCE (ICF)





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## Derived From ATD Research, Backed by the Talent Development Capability Model™

The ATD Coaching Foundations Certificate program covers the core coaching competencies, skills, and processes defined in the coaching capability of the Capability Model. The concepts covered in the course are reflected in the *TDBoK Guide™: Talent Development Body of Knowledge*, the definitive resource for the talent development profession, covering 23 capability areas.

This program is for individuals who want to explore coaching and its many applications in employee development. Practitioners new to coaching or those who want to enhance and validate their current coaching skill set will benefit most from attending this program. Whether you are an internal coach (or talent development professional), an external coach, or a manager wishing to work with your team more effectively, this program is for you.

### Why you should attend:

- Explore core coaching competencies, skills, and strategies and hone your ability to apply them to coaching conversations.
- Determine how to leverage coaching as part of your talent development ecosystem.
- Practice coaching skills in a safe and collaborative learning environment.
- Gain a comprehensive skillset and coaching certificate through an accelerated program.

### After this program, you will be able to:

- Discuss the purpose of coaching and how it can be applied for individuals, teams, and organizations.
- Identify the factors that influence your own approach to coaching.
- Apply an ATD-exclusive framework to facilitate coaching conversations.
- Use a variety of coaching skills and tools to facilitate coaching conversations.
- Articulate the importance of ethical practices in coaching.
- Apply the six phases of the ATD Coaching Model in initiating, working through, measuring, and ending coaching relationships.

### Related Learning Opportunities:

#### Coaching Certificate

Help others develop, take action, and reach their goals.

#### Change Management Certificate

Become a change leader, facilitator, and communicator.

#### Consulting Skills Certificate

Build your credibility as a trusted consultant.



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## Course Overview

### Topic 1: Coaching Basics

- Coaching Definitions and Roles
- Coaching Readiness

### Topic 2: Understanding Yourself as a Coach

- The Coach's Purpose and Presence
- Recognizing Bias
- Self-Discovery

### Topic 3: Strengthening Language and Conversations

- What Is Dialogue?
- Intentional Listening
- Powerful Questioning
- Coaching Techniques
- Coaching Tools

### Topic 4: Initiating the Coaching Engagement

- Coaching Tools
- Coaching Agreements
- Coach and Coaching Client
- Create a Partnership

### Topic 5: Moving Through the Coaching Engagement

- Collect and Analyze the Data
- Construct a Development Plan
- Collaborate and Challenge

### Topic 6: Ending the Coaching Engagement

- Complete and Acknowledge

### Tools and Resources

- Participant Workbook
- Reference Manual
- ATD Coaching Model
- Coaching Agreement Checklist
- Coaching Competencies Checklist
- Coaching Readiness Checklist
- Coaching Wrap-Up Conversation Checklist
- COACH Process
- Essential Coaching Tools
- Guiding Questions for Coaching—Action Plan
- Self-Reflection Questions for Coaches
- Tips for Establishing a Professional Coaching Presence

### What Participants Are Saying

“[The facilitator] was a wonderful instructor and provided an abundance of practice opportunities—role-playing, case studies, peer coaching activities—which allowed me to truly internalize the coaching techniques and feel confident applying them in real-world scenarios.”

— Gaby Nazario Ramos,  
Sr. E-Learning Consultant



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## Resource Sample

# Coaching Agreement Checklist

Use this checklist as a guide when creating coaching agreements with new clients.

Depending on the parameters, you should customize pertinent topics for your situation and craft an agreement that reflects the topics that will work best in your coaching engagement.

We will hold regular coaching meetings based on our mutual schedule.

We will hold a minimum of six coaching meetings beyond the data feedback meeting. Each meeting will be 45–60 minutes.

We will communicate outside of coaching meetings using a combination of phone and email, within reason.

We will use an agreed-upon protocol for postponing or canceling meetings.

The client will identify the areas they want to work on during the coaching process.

The coach will conduct a meeting with the sponsor or leader and client to discuss or confirm coaching focus.

We will use an action plan format for documenting objectives, actions, and progress.

The coaching partnership is based on the performance expectations of the coach and client.

The coaching partnership will employ methods for measurement of results both before and after coaching.

We will go beyond superficial talk to explore desired outcomes, fears, and feelings.

We will set a protocol for handling problems in the coaching process or steps.

The coach will not take on the role of a therapist, psychologist, medical, legal, or other qualified professional.

Either party has the right to terminate the coaching relationship at any time.

Both the coach and client will uphold commitments stated within this agreement as well as other accountabilities determined through coaching sessions.

The client is ultimately responsible for and will be held capable for their growth.

The coaching partnership is confidential.



# Why Choose ATD as Your Professional Development Resource?

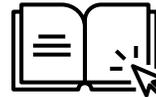
During the last 80 years, our mission has been to empower talent development professionals with the knowledge and skills they need to be successful and remain competitive. We accomplish this by providing learning that sticks and leads to measurable results in your on-the-job performance.

## What You Can Expect From an ATD Course

- Research- and capability-based learning with applied adult learning principles
- Hands-on practical activities
- An engaging environment that builds confidence and makes learning personally relevant
- Actionable take-home materials to ensure real application back at work

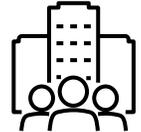
**200+**

Courses



**1,000+**

Organizations  
Have Trained  
With Us



**120+**

Countries  
With  
an ATD  
Presence



**160,000+**

Professionals  
Have Learned  
With ATD  
Education

