



# BA Coaching Academy

BA International Coaching Academy 2023/2024

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# World class executive coaching

Our course is suited **for leaders who want to receive a world class executive coaching education** – and who seek true personal transformation.

- 🌀 The course was established specifically for a global business clientele seeking new horizons.
- 🌀 At an ACTP level, this program has the highest international accreditation by ICF.
- 🌀 Designed and facilitated by top international executive coaches and trainers
- 🌀 The course itself is concise and short, yet covers a broad range of coaching approaches.
- 🌀 Throughout the course you gain access to state of the art insights and methods from internationally acclaimed executive coaches
- 🌀 This course prepares you well for whether you want to start a career as a professional coach or extend your repertoire as a leader.



# The BA International Coaching Academy

This course is suited **for leaders who want to receive a world class executive coaching education – and who seek true personal transformation.**

The program has the highest international accreditation by ICF.

The course is concise and covers a broad range of coaching expertise in a short and dense format. It is designed and facilitated by top international executive coaches and trainers. Throughout the course you gain access to state of the art insights and methods, preparing you to start a career as a professional coach or extend your repertoire as a leader.

## Benefits offered throughout the course

Understand core competencies, skills, tools and processes of professional coaching of executives. Integrate your business and leadership experience with coaching skills.

Create a positive impact for your coachees, helping them realize crucial insights. Understand the human source code to drive change for individuals, teams and organizations.

Extend your own self-awareness by being coached and by coaching yourself during the program. Work with the resources of your clients instead of your own resources when helping others.

**Profound  
skills**

**Positive  
impact on  
clients**

**Self-  
development**

## The leader as a coach

Coaching skills are key for leading: you will foster growth and ownership in the adults you lead.

Leading people needs coaching skills more than ever before.

In times of artificial intelligence, work becomes more focused on human skills.

Coaching can be done as part of the job as much as besides the job.

## The professional coach

For working with individuals, teams or organizations you always need to know the source code of human behavior and how to alter this positively which you learn in your coach training

Many start their second career as coach only years after their training. Your previous experience supports your USP and your market entry.

### Personal development

In order to truly help others, see their biases and inner belief sets, firstly we have to be aware of our own values and beliefs sets.

Barriers in supporting others will be visible soon and can be worked on during the course, supported by our hand picked external partners.

# Why become a coach?



# State of the art coaching training

## Education by multiple master coaches

World class education is guaranteed through learning from four senior executive coaches (PCC accredited).

You will learn from two ends: one of your trainers is a Gestalt therapist while the other has a strong business background.

## Condensed set-up of workshop content

Only three intense, on location workshops of four days each (Thursday-Sunday) - the rest of the program is self-organized and virtual.

The set-up makes it possible to participate in the program besides full-time, demanding jobs.

## ACTP accredited program

Fast track to personal accreditation with the ACTP program: Exam at PCC level long before the 500 hours of experience that it usually takes to get to that skill-level. International Coach Federation (ICF) as biggest global certification institute.

## Work in a modern way

Coaching over video call is trained as one of the most common channels for coaching nowadays.

An online learning community is created.

Practice coaching in English (and your mother tongue).

## Learn with great peers

International executives are your peers: you learn to coach with your future target group. You will be surrounded by ambitious learners and enjoy an environment of high learning intensity.

## Room for development

The 8 month period allows participants room for their own personal development and allows them time to master all the learned skills.

90% pass the exam at PCC level: practice and self development counts.

# Your journey to become a coach

Becoming a coach entails much more than learning professional coaching techniques. It requires the careful study and application of the techniques. Over time you develop a true coaching mindset – one of deep respect for each and every coachee.

This non-judgemental attitude opens yourself to inner freedom.

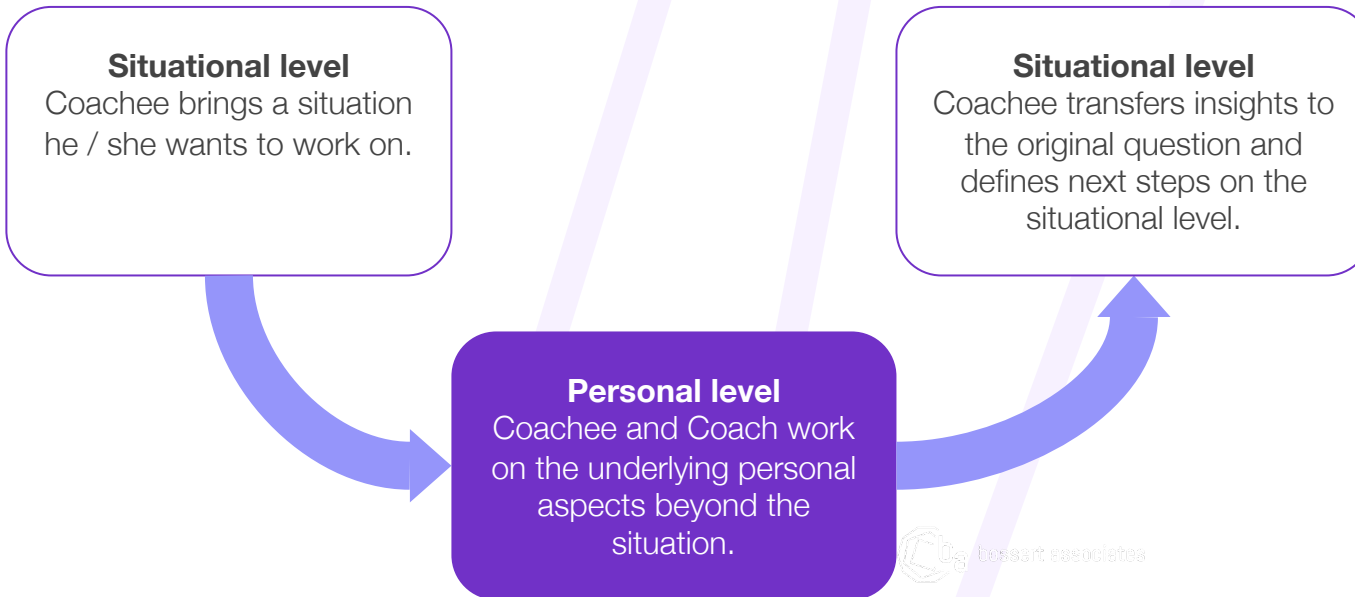
Most alumni say the program has had a transformational effect on them personally and professionally.



# Our philosophy - true development of the individual

Our coaching approach lifts the situational issue to the personal level. We drive a true personal development that enables the coachee to master the current situation and to learn about himself as a person.

By doing so, the coachee is prepared for new situations. This approach requires a true interest in the person you are coaching and an extended understanding of inner dynamics.





# Practice is key - we support you getting started

A key part of our course is gaining experience from real coaching relations. Finding coaching clients might be challenging in the beginning - we support you getting started!

Through our close cooperation with several high profile partners and pro-bono initiatives we support you in getting the interesting coachees, collecting your hours while supporting great causes.

## Some of our selected partners...



Technische Universität München



...and many more



# Exclusive online resources

## Easy access to digital coaching platform CoachHub

CoachHub is Europe's leading solution for virtual coaching and management of coaching programs. The digital coaching provider offers transforming, progressive companies access to global, holistic employee development.



## Take advantage of the fast track access to CoachHub entrance exam.

Due to the outstanding quality of BA training, you will have fast track access to the exam.

You normally need at least 5 years of coaching experience and a PCC level certificate, to qualify for the exam - the current average waiting time for non Bossert Coaches is 8 months.

Once you graduated from BA Academy you gain direct access to the CoachHub exam and your waiting time is reduced to 8 weeks on average.

### Quick Facts

#### Exklusive online resources

##### Fast track access



to digital coaching platform CoachHub

##### BA student-portal



for continuous learning next to your workshops

##### Slack team space



for the exchange of participants in their peer groups





## Our alumni say ...

"Very intense. Very professional.  
Very demanding. Extremely much fun."

"Everyone is talking  
about efficient solution  
finding. Here is a very  
successful one."

"What is my biggest takeaway from this  
course? Rediscovering myself with great  
teachers in an extraordinary team."

"Man says time is  
money. Then,  
attending this course  
was one of my best  
investments in the last  
few years."

"Great, concise, and clear program. Instant  
classic, New York Times Bestseller."

"Highly professional school with outstanding trainers, going the extra mile  
because they personally fully believe what they are doing. In addition to the  
pure diploma, you get a personal journey with eye-opening experiences that  
are very valuable. Great process, great personal experience."

# Course timeline - 125 hours of training in total

6 weekdays in  
total

Month

1

3

8

## Workshop 1 Foundations



6 hrs peer coaching.  
Deliver 1 recording, 1 transcript and 1 self-assessment.  
Experience at least 6 hrs in peer coachee role.

Peer Study  
Group

2 hrs GMC

Self Study  
(student portal)

0,5 hrs IMC

## Workshop 2 Science, art and practice



Min. 6 hrs Business coaching.  
Deliver 1 recording, 1 transcript and  
1 self-assessment + contacts of your business  
clients and all dates of your coaching sessions.

2 hrs GMC

Essay

0,5 hrs IMC

Peer Study  
Group

2 hrs GMC

Self Study

## Workshop 3 Business / exam



## Post Course Coaching Practice (optional)



88 hours  
classroom

37 hours  
remote,  
self-organized

# Course content

Month

1

3

8

## Workshop 1 Foundations



- Skills and roles in coaching
- Listen to understand
- Trust in relationship
- Coaching presence / EQ
- Coaching agreement
- Powerful questions
- Self reflection as learning method

## Workshop 2 Science, art and practice



- Neuroscience in coaching
- Creative tools
- Actions, planning, goal setting
- Responsibility, accountability, boundaries
- Managing progress

## Workshop 3 Business / exam



- Executive and business coaching
- Coaching in organization
- Your coaching identity and brand
- Final exams at PCC level

## Post Course Coaching Practice (optional)



- Coaching client, collecting 500 hours
- Once 500 hours collected, apply for PCC with ICF

88 hours  
classroom



# Workshop contents in detail

Workshop #	Content delivered
<b>Workshop 1</b> Foundations	<p>Definitions of coaching, Roles in coaching, Active listening            EQ, the GROW Model, Transactional analysis, Integral Framework IT WE I (after Ken Wilber), Carl Rogers, Gestalt, Brief, Relational coaching.</p> <p>Overview on coaching competencies by ICF. Practice in detail on Coaching Agreement, Trust and Presence, Ethical code (cases), Powerful Questioning, Direct Communication.</p> <p>Other: Group contracting, observed coaching practice for all, Peer study group formation, demo coaching by 3 master coaches.</p>
<b>Workshop 2</b> Science, art and practice	<p>ICF Competencies: Creating Awareness and Designing Actions, Planning and Goal Setting (tools). Managing Progress and Accountability.</p> <p>Brain science: the brain and stress (performance curve), left brain and right brain, creativity tools in coaching, neuroplasticity, brain and body- tools in coaching.</p> <p>Coach maturity by Clutterbuck, coach identity and coaching styles, your Why-What-How (Sinek)</p> <p>Other: coaching practice with brain science tools. One day of supervised coaching practice. Mindfulness practice with link to brain science. Demo coaching from 4th master coach.</p>
<b>Workshop 3</b> Business / exam	<p>Review of all Coaching competencies and PCC markers</p> <p>Group coaching and team coaching. Coaching in the context of organisational development. Executive coaching (cases)</p> <p>Other: 1 day of supervised coaching practice with external clients</p> <p>Summative performance evaluation (final exam)</p> <p>ICF credentialing process and how to start your business, your USP. Closing Ritual (practice group coaching)</p>

# Bossert International Academy trainers



**Katja Bossert**



- Founder of the BA Academy, MDP of Bossert Associates
- Board member at ICF Germany
- Executive coach
- Specialist in leadership development
- Recognized for developing female leaders and supporting them in fulfilling their career potential in large corporations



**Dora Hegedus**



- Co-founder and trainer of the Coach Academy ACTP
- Executive coach, assessor, mentor coach and gestalt therapist
- President of the Federation of Hungarian Coach Organizations
- Received in 2012 the ICF President's Award



**Kriszta Madai**



- Executive and career coach, spiritual coach
- Co-creator of the ECVision European Coaching and Supervision framework
- Co-designed and delivered major cultural change programs for Ericsson Hungary which was finalist in the 2016 ICF Prism Award

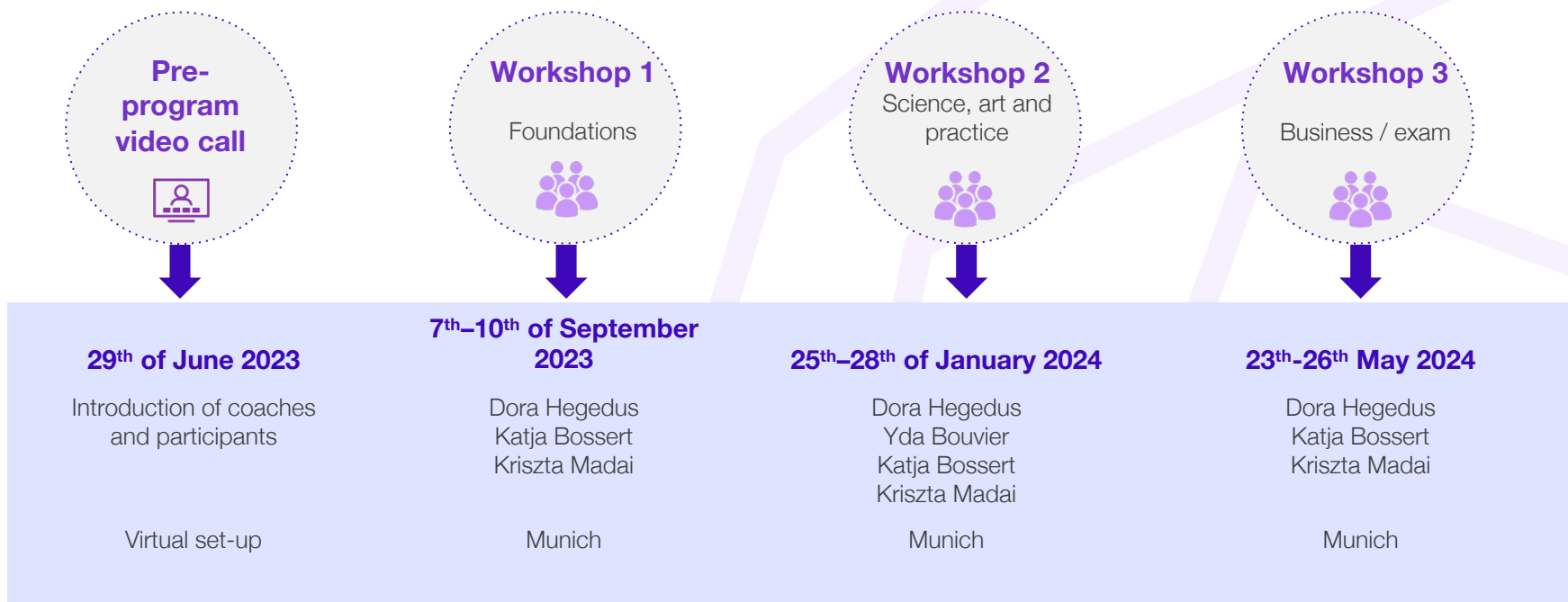


**Yda Bouvier**



- Senior executive coach at Yda Bouvier Ltd
- Specialist in neuroscience and how insights from this field can be translated into practical application for leaders
- Deep business background, MIT Sloan alumna

# Workshop dates and investment



**Training Fee:** EUR 12.800 net\*  
No VAT will be added\*\*

**Training fee to be paid before 16<sup>th</sup> of August 2023.** Further expenses like travel and hotel fees are to be carried by the participants. A minimum of 75% attendance is mandatory.

\*Special conditions are possible (payment in installments, academic discounts, special arrangements)

\*\* According to § 4 No. 21 a) bb) UStG we are exempt from sales tax for these courses by the Government of Upper Bavaria, subject area 21.



# Workshop dates and investment

**+ + + Register here + + +**

**Or email us to *coordination@bossert-associates.com***

Please do not hesitate to contact us should you have any further questions; we look forward to hearing from you!

Thank you !



bossert associates