

ACCREDITED COACH TRAINING - LEVEL 2

# ART & ALCHEMY OF COACHING

## ADVANCED COACH TRAINING

**Deepen your coaching practice and understanding of coaching psychology and move from being a competent technical practitioner to an Alchemist—displaying artistry as you work with your clients in the dance of coaching.**

This programme will offer ~75 coach-specific training hours from the International Coaching Federation (ICF). Upon completion of the programme, participants will be able to progress from the ICF ACC to the PCC Credential.

“The level of experience, expertise and professionalism Tracy brings to her work is amazing. I feel blessed and thankful for the opportunity to train with her programmes.”

*Tracy Sinclair Coach Advancement Alumni*

### RECOMMENDED FOR:

#### **Trained and Experienced Coaches**

Art & Alchemy is perfect as a follow-up training to our Science & Art of Organisational Coaching programme.

Coaches who have already completed at least 60+ hours of coach-specific training and have logged at least 300+ hours of client work are ready for Art & Alchemy.

#### **ICF ACC Credentialed Coaches**

This programme is ideal for those looking to complete additional coach-specific training for their ICF PCC Credential application.

#### **Coaches moving from ICF PCC to MCC Credential**

This programme is also good for coaches looking for continuing professional development and advanced competency development towards their ICF MCC Credential application.



# PROGRAMME DETAILS

## MODULE 1

### The Doing of Professional Coaching

The first module is an advanced exploration and practice of the ICF Core Competencies that enables you to be confident of your coaching skills at the ICF Gold Standard Professional Certified Coach level. Curriculum includes:

- Deep Dive on ICF Core Competencies 3, 6, and 7
- Listening for the person through language (minimising, metaprograms, language and preferences, language and biases/filters, the 4th Level of Listening)
- Exploration of the fullness and richness of contracting, levels of contracting, partnering in contracting
- Partnering for psychological equality and a client-centred relationship
- Styles of Intervention
- Use of Challenge
- Reframing perspectives and perceptual positions
- Daily coaching practice with PCC+ level feedback
- Daily demonstrations of coaching at PCC+ level
- Daily exercises to explore the ICF Core Competencies at PCC+ level
- Daily exercise to explore the use of models and theories taught in coaching practice

## MODULE 2

### The Being of Professional Coaching

This module highlights the importance of the being of the coach in terms of your mindset, ongoing personal and professional development and coaching presence to underpin the professionalism and quality of your coaching practice. It focusses on coaching the person when working with clients and establishing the conditions for effective coaching practice through the deep trust and safety that is enabled through partnering. Curriculum includes:

- Deep Dive on ICF Core Competencies 1, 2, 4 and 5
- Cultivating Trust and Safety
- Time to Think
- The relevance of Client Context

- Openness and Transparency (navigating boundaries)
- Working with strong emotions and managing our own emotions
- Embodying a Coaching Mindset
- Being into Doing
- Silence is truly golden
- Ethical matters
- Deepening the “Being”
- Daily coaching practice with PCC+ level feedback
- Daily demonstrations of coaching at PCC+ level
- Daily exercises to explore the ICF Core Competencies at PCC+ level
- Daily exercise to explore the use of models and theories taught in coaching practice

## MODULE 3

### Art & Alchemy

The final module integrates the doing and the being of coaching into a natural, creative and transformative conversation that leads to client growth. You will transition from being a competent technical practitioner to an Alchemist—displaying artistry as you work with your clients in the dance of coaching. Curriculum includes:

- Deep Dive on ICF Core Competency 8
- Transactional vs. Transformational coaching
- Topic vs. Person
- Working with whole person
- From steps and actions to growth and potential
- How am I an artist when I coach?
- What does alchemy now mean for me in my coaching practice?
- Integration exercises
- Daily coaching practice with PCC+ level feedback
- Daily demonstrations of coaching at PCC+ level
- Daily exercises to explore the ICF Core Competencies at PCC+ level
- Daily exercise to explore the use of models and theories taught in coaching practice
- And more!

## YOUR INVESTMENT

*A deposit of £300 is payable upon registration to reserve your place.  
Payment options and instalment plans are available upon request.*

**£5,100**

## PROGRAMME DATES

Visit [tracysinclair.com/art-and-alchemy](https://tracysinclair.com/art-and-alchemy) for upcoming programme dates and registration information.



# FROM ASPIRATION TO *Reality*

## YOUR COACHES



### *Tracy Sinclair*

Tracy Sinclair is a Master Certified Coach (MCC) with the International Coaching Federation (ICF). She is also a trained Coaching Supervisor, Mentor Coach and ICF Assessor. Tracy trains coaches and works with managers and leaders to develop their coaching capability. She works as an international Corporate Executive and Board Level Coach, a leadership development designer and facilitator working with a wide range of organisations.

Tracy also specialises in working with organisations to support them develop coaching culture. Tracy has co-authored a book: *Becoming a Coach: The Essential ICF Guide* published in 2020 which provides a comprehensive guide to coaching for coaches at all levels of skill and experience, the psychology that underpins coaching and the updated ICF Core Competency Model. In this same year she founded *Coaching with Conscience* which exists to have a positive impact on society and our environment through coaching.

Tracy was named as one of the Leading Global Coach winners of the Thinkers50 Marshall Goldsmith Awards of 2019. Tracy was the President of the UK ICF Chapter from 2013-2014 and has been an ICF Global Board Director since 2016, serving as Treasurer in 2017, Global Chair in 2018 and Immediate Past Global Chair in 2019. She currently serves as Vice Chair and Director at Large on the International Coaching Federation Global Enterprise Board.

### **Education and Qualifications:**

- ICF Master Certified Coach (MCC)
- Certified Coach Supervisor
- Master NLP Practitioner
- Diploma in Counseling
- Hogan Certified



### *Hilary Oliver*

Hilary works as an executive and leadership coach, and as a facilitator, trainer, coach mentor and coach supervisor.

She is a Master Certified Coach (MCC) with the ICF and has been coaching professionally for over 15 years in the UK, Europe and world-wide and works with executives of small- and medium-sized businesses as well as large multinational organisations.

She has been a coach supervisor since 2009 when she trained under Trudi Newton and Hilary Cochran with Coaching Development. She also has been providing mentor coaching for ICF credentials since 2008. She believes very strongly that Coaches be professional in their work and that working on their development and obtaining their credential (qualification) is important for coaches and buyers alike. She is a former board-level director with more than 30 years of experience in a wide range of business sectors and executive positions.

She was the President of the UK ICF Chapter in 2012 and is a Past Chair of the ICF Global Board.

### **Education and Qualifications:**

- ICF Master Certified Coach (MCC)
- Certified Coach Supervisor
- Post Graduate Diploma in Strategic Training and Development
- Certified in Assessment tools including DISC, SDI®, PCI Verax, BARON-EQI, Criterion Management assessment tool