



ESCUELA
EUROPEA DE
COACHING

Executive Coaching Certification Program



Approved by ICF



Index

Intro

What is coaching and what is its purpose?

Who is this program for?

What will you achieve?

Accreditation and qualifications

Program goals

Duration

Content

Methodology

EEC Team

Support and resources

Entry requirements

Requirements for success

What they say about us

Why at EEC?

EEC ALUMNI, a learning community

EEC, generating a great network of people.

Information and registration



EEC

EEC, the European School of Coaching: experts in consulting and training in coaching, partnering with people and organizations since 2003.

At EEC, we are experts in coaching, corporate training and empowering people and organizations to strengthen their future by innovating with in house methodology and humanizing processes. We are a team of brave agile professionals with a boutique spirit committed to the sustainable development of people, teams, systems and organizations. EEC is growth, transformation, evolution, and future.

More than 4,500 certified coaches.

More than 17,000 students worldwide and more than 400 client companies.

Spain, Andorra, Italy, Mexico, Chile, Argentina and Colombia.

**EEC.
Expanding Futures.**



Intro

Welcome to this hands-on experiential program based on practical training and coaching practices. 200 hours of exercises and dynamics to become a coach, start a new career and expand your future.

Our Executive Coaching Training Program is Accredited by the International Coaching Federation (ICF), the largest global coaching organization which main goal is to set the standards of professional coaching.

As meeting the highest requirements of the ICF, at program-end you will be awarded the title "Executive Coach by EEC, trained in an ACTP program by ICF".



What is coaching and what is its purpose

Coaching is a discipline that empowers and develops the skills and talents of a person or group of people in line with the objectives and results they want to achieve. Through conversation and powerful questions, the coach facilitates self-knowledge, reflection and new views on the client that allow them to respond to their challenges through an action plan.

In the executive field, the coach seeks to inspire their client's desire to develop in depth those skills that allow them to strengthen their leadership, communication with their teams, the quality of their relationships, the management of their emotional intelligence and, indirectly, the impact on their results.

The coach does not give advice or offer solutions. We work from the perspective of Transformational Coaching from which the coach focuses on the mental models and/or beliefs that could be limiting or conditioning the client's way of acting so that the results are long-lasting and sustainable. The results are maintained in the long term, since it involves a process of change in the professional's outlook and ways of doing things.

As coach we optimize the way people communicate by facilitating the flow of their relationships. We accompany the effective management of emotions in order to have a positive impact on the environment. Coaching promotes, to a great extent, the alignment of people with their objectives and the achievement of a more effective coordination of actions.

At EEC, we want to help you be the creator of the future you want.



Who is this program for?

- Executives, Middle Management, Team Leaders who want to enhance their self-leadership, their ability to influence, the quality of their relationships and the leadership of their teams and environment.
- HR professionals who want to acquire more competencies focused on people in order to increase their influence in the organization and results.
- Head-hunters, consultants, who seek to expand their portfolio of services and/or acquire new skills for their professional field.
- Liberal professionals: teachers, communicators, lawyers, etc. looking to expand their resources and skills to grow in impact and results.
- Psychologists, therapists who want to incorporate new tools and approaches to accompany their clients.
- Non-certified coaches seeking to obtain a recognized and prestigious title in the market.
- People who want to grow as individuals and professionals from a more conscious look with oneself and with the impact on others and the environment.





What will you achieve?



New techniques and skills to enhance your professional and personal development.



To lead in a more effective way and put into practice the tools of coaching in your organization and in your environment.



Greater self-knowledge that allows you to expand your individual capacity to use your own talents and resources now and in the future.



Start a new professional career as an executive coach.

A career in coaching

Coaching training, as we understand it at EEC, begins with the ACTP Executive Coaching Certification Program. It is the pillar for training as a coach. Once you complete it, you can continue your training at EEC with programs that work on specific competencies.





Accreditation and qualifications

Our Executive Coaching Certification Program LEVEL 2 follows the standards set by the International Coach Federation (ICF), the largest federation of coaches and the body that regulates the coaching sector worldwide.

Our comprehensive training guarantees you the possibility of practicing as a professional coach the day after completing the program.

At the end of the Program, you will receive the title of Executive Coach by EEC and a certification as a participant at a training approved as LEVEL 2 by ICF that allows you to access the professional credentials at ICF: ACC (Associate Certified Coach), and PCC (Professional Certified Coach).



From zero to **COACH** at EEC

- 1** LEVEL 2 PROGRAM = Theory-based training + Coaching with professional coaches + Practical training + Mentoring
- 2** PROFESSIONAL COACHING HOURS WITH CLIENTS
*To be completed according to ICF requirements for each ACC / PCC level.



PROGRAM GOALS

To train professional coaches.

To train key skills and competencies defined by ICF for professional practice.

To offer a reference qualification in the market that opens the doors to a growing profession.

To train leaders.

In the incorporation of coaching skills and tools in the professional work of the manager, his team and his organization.

To train leaders in the incorporation of coaching skills and tools in the professional work of the manager, their team and organization.

To train the participant as a leader-coach and in the capacity of influence, communication and leadership.

||

«Coaching helps the client review what is, at any time, the best action available to achieve their goals»



Duration



143h synchronous theory-based training sessions and experiential dynamics.



33h assignment and homework.



10 h mentoring.



6h individual coaching with a PCC coach from our team.



4 hours of career planning.

196 hours

+

You will incorporate theoretical ideas and concepts of coaching through practice, classroom exercises and experiential dynamics.

+

You will integrate the coaching skills in your own skin through experiential dynamics and practice. Learning is not about “knowing”, but about “knowing how to do”.

+

You will grow as an individual by working on your self-knowledge and by learning the tools of coaching through your own experiences.

+

You will have an individual coaching process (three sessions) with one of our coaches at EEC that is at least PCC coach by ICF. This process will help you increase self-knowledge, develop as a person and as professional, and empathize with the role of a coaching client.

+

Supervised individual coaching practice. You will put into practice what you’ve learned by stepping into the role of a coach during individual coaching processes, and you’ll be individualized supervised by supervisors and mentors certified at EEC and accredited with ICF’s credentials.

+

We focus on each student as an individual, who learns on their own strengths and will growth as a coach based on their particular skills.

+

You can lean on our online platform, EEC Campus, for additional materials, assignments, videos, reflections, and also as a space for coach-student interaction.

Content

Concepts

- **TRANSFORMATIONAL LEADERSHIP**
Key leader competencies | Empowerment and Trust | Responsibility and commitment.
- **APPROACHING COACHING**
Beliefs supporting our actions | Identifying beliefs to achieve new results.
- **QUESTIONS AS BASE OF COACHING**
Clarifying questions | Questions to open up new possibilities | How I influence with questions.
- **CONVERSATIONAL MODEL**
- **LISTENING AS ESSENTIAL SKILL**
Listening to transformational leadership | The previous listening and empathetic listening.
- **NON-VERBAL COMMUNICATION**
Acknowledging language, emotions, body language | Identifying how our communication leads to certain actions.
- **PERCEPTION AND REALITY**
Awareness to provide effective responses | Coordinating with others to gain effectiveness .
- **DECISION-MAKING MODEL**
Understanding decision making | Distinguishing facts and opinions.





BUILDING RELATIONS

Labelling – Influencing | Feedback and feedforward | Transforming relations to become productive | Awareness of public image and identity to change relations.

DESIGNING VISION

Achieving extraordinary goals | Team commitment – shared vision | Effective monitoring for a sustained changed | Commitment – Action – Result model.

DEVELOPING AN ACTION PLAN

Transforming SMART goals into actions | Essential areas – identifying key conversations to reach goals.

MODEL TO COORDINATE ACTIONS

Designing effective conversations for the possibility, opportunity and coordination of actions | Making requests and offers to achieve successful results | Vulnerability as strength.

ANALYSIS OF A CONVERSATIONS

Identifying elements | Facts - Opinions | Statements | Commitments | Requests | Offers.

JUDGEMENTS

Grounding judgements | Language as building reality.

VISION BUILDING

Leadership skills to accompany in team vision | Training vision alignment – expectations – commitments | Challenging the future and building commitment.

EMOTIONS IN LEADER-COACH

How emotions play in successful actions | Awareness | Decision making – managing emotions | Leadership and team emotions.





DEALING WITH EXTREME CIRCUMSTANCES

Practice difficult conversations | How to use different tools to productive conversations | Practice with extreme characters | Leader as most valuable tool.

GAINING AWARENESS OF PRESENCE AS STRONG LEADER SKILL

Strengthening presence to hold effective conversations | Provide and receive authentic feedback | Reflect on personal resources and limiting obstacles.

Practical training - live online

- Work in small teams with a Mentor-Supervisor | Aim to gain abilities and practice coach competencies | Train at an individual level with a Mentor-Supervisor. | Learn to complete reports on each coaching sessions and receive feedback from a Mentor-Supervisor | Meet ICF's requirements: coach 12 coaching sessions, half of them supervised on the spot.

Mentoring - live online

- In-depth knowledge of ICF's core competency model | Analyze coaching sessions from competency perspective | Practice during live mentoring sessions and receive feedback on the spot from a Mentor-Coach | Learn to use an action plan to integrate all competencies' indicators in following sessions | Meet ICF's requirements: ten hours of mentoring.

Homework and Evaluation Exercises

HOMEWORK

Trainees will complete 3 assignments to work on with their assigned professional coach | trainees are to work on 2 assignments to receive feedback from their mentor-coach.

EVALUATION

Written exam to assess how concepts are being integrated | Written exam case-based to be completed at midterm, and final exam at program-end. Final exam, coaching session as required by ICF.

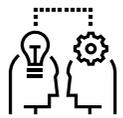
All Homework and Evaluations are ICF required for the ACTP.

Methodology



We understand coaching as an art and we believe that in order to practice as a coach it's not enough to master the theory and know the technique at a conceptual level. An executive coach must put into practice what they have learned and operate with the tools that allow them to achieve results.

Our teaching approach is based on the combination of lectures with permanent practices that guarantee a complete training and ensure a transformational learning, through:



COACHING SESSIONS

Each participant experiences firsthand the benefits of coaching during coaching sessions in different formats, as a client (coachee) and as a coach, with observation and feedback from supervisors-mentors.



EXPERIENTIAL TRAINING

The practices and experiential exercises that allow the concepts to be experienced in first person and incorporated little by little guarantee learning and that the participants handle them fluently at the end of the program.



LEARNING CULTURE

In the program, participants are part of working groups, small learning communities, which receive personalized support from our teaching team and allow you to feel how you lead your personal and professional development and achieve success.



BUSINESS APPROACH

The teaching sessions and case studies focus on the analysis of challenges, opportunities, areas for improvement and strengths to improve and stimulate the path to achievement.



EEC CAMPUS

The program is supported by our EEC Campus, a multi-device platform that will allow you to access material, documentation and academic proposals complementary to training 24x7, from any place and at any time. At the EEC Campus you will also be able to establish contact with your colleagues, facilitators and coaches to generate new learning from collaboration. This EEC Campus is developed with Canvas, the tool used by 9 of the 10 best Business Schools in the world.



SYNCHRONOUS CLASSROOM

Allows live online teaching and training. These live synchronous sessions take place in real time between colleagues and EEC trainers, coaches or supervisors. We use a specific platform for training and provide personalized technical assistance at every stage of the connection.

EEC Team



A highly qualified group of people. Facilitators and trainers at EEC are specialized in Executive Coaching and are certified by EEC. We have the maximum qualifications from ICF, ACC, PCC, and MCC, as well as extensive professional and business experience. We are backed by more than 18 years of experience and more than 17,000 professionals we have trained all over the world.

All our teaching team meets the requirements demanded by ICF:

- An evaluation and continuous training itinerary.
- We adhere to the ICF code of ethics.
- And in addition, supervisors have the Mentor Coach qualification approved by ICF.

The top management at EEC corresponds to its founding partners, Silvia Guarneri and Eva López-Acevedo, supported by a flexible and cross-disciplinary organization.



SILVIA GUARNIERI

Founding Partner and Academic Director of the EEC.
MCC Coach by ICF, certified as a mentor coach with a title endorsed by ICF.

Degree in Pharmacy from the University of Buenos Aires. Technician in Leadership and Ontological Design by the Training Institute of Buenos Aires. Co-author of the book 'No es lo mismo'.



EVA LÓPEZ-ACEVEDO

Founding partner and Executive Director.
PCC Coach by ICF, certified as a mentor coach with title endorsed by ICF.

Law Degree from the Complutense University of Madrid. Situational Leadership by the Center for Leadership Studies. Accredited in the use of Myer Briggs Type Indicator (MBTI) by Oxford Psychologist.



Support and resources

- Training material designed in compliance with ICF's requirements and in accordance with ICF's core competencies.
- Final exam validated by ICF.
- Diploma awarded by EEC and approved ACTP by ICF.
- Consulting with teachers, trainers and supervisors who are coachees MCC, PCC and ACC.

Entry requirements

- University education and/or a minimum of three years of work experience.
- Complete a registration form and submit a profile photo
- Send an updated curriculum vitae and a personal interview
- It is imperative to sign a confidentiality agreement at the beginning of the program, which guarantees a protected work context for the participants.

Requirements for success

Successful completion of the **Executive Coach Training Program** entails:

- Attend to at least 80% of all training sessions.
- Complete the Practical training, 12 coaching sessions, and submit all session reports.
- Complete and on-time delivery of Homeworks.
- Pass the Written Exam I and Written Exam II.
- Pass the Final Exam.
- Sign Confidentiality Agreement.
- Promise ICF Code of Ethics.



What they say about us



«At EEC I have learned that coaching is the art and science of becoming an instrument for others to emerge in fullness. I have found the Certification to be a well-designed program, with solid theoretical content and practical experiential exercises to integrate the learning that I have been able to apply to my own life. The help of the personal supervisor assigned to me was essential to perfect my own coaching style without losing sight of the ICF Competencies. I thank each and every one of the teachers for their dedication and passion for integral teaching and for their personal accompaniment in this beautiful development process».

MARÍA ISABEL DE MULLER



«This program gives you the possibility to learn essential issues for life».

VANINA FLORES

Executive & Team Coach | Specialist
in Communications & Intercultural
Management



«This program has personally transformed me completely. It has planted a seed in me that I feel will flourish and will serve not only to change me but also to transform my environment, society and to be able to contribute in some way to build a better world».

CRISTINA GUELBENZU

Co-founder at Uwill Coaching



«The Coaching Certification at EEC introduces you to continuous improvement once and for all».

IGNASI FAINÉ

Project Director at Limmat Stiftung

Why at EEC?

We inspire and partner with people to open up a universe of possibilities in their lives that maximizes their choices and releases their potential.

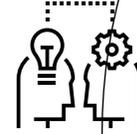
At EEC, you are at the beginning and the end of everything. People are the center of everything we do. Their futures are our greatest occupation.

Future is everything that your life can become and that is in your hands to obtain by being coherent with your vision. Future is a universe of possibilities, different for each person, wider from the moment the EEC crosses your path.

EEC.
Expanding Futures.



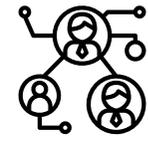
More than 35,000 hours of individual executive coaching.



Coaches certified ACC, PCC, MCC by ICF.



Team of consultant coaches with extensive in-company experience.



Supervisors accredited as Mentor Coaches by ICF.



Innovation tailored to each organization. Boutique consulting.



90% of clients and trainees are top executives.



60% of IBEX 35 companies have been our clients.



More than 400 team coaching sessions.



More than 4,500 certified coaches.



More than 400 client companies.



More than 17,000 students worldwide.



EEC is growth, transformation, evolution and future.



ALUMNI

EEC Alumni is a learning community for professionals who pass through the EEC's classrooms to achieve excellence in their professional practice as coaches. This R&D space offers training activities, value-added services and quality resources to respond to the concerns and needs of EEC students.

Being a member of EEC Alumni gives access to:

EXCHANGE OF EXPERIENCES AND IDEAS in a large learning community where teachers, supervisors and peers are present.

CONTINUING TRAINING ACTIVITIES: workshops, conferences and forums to keep coaching knowledge up to date. Many have SCC credits by ICF.

PROFESSIONALS of national and international prestige who offer new approaches to improve practice and expand our vision of coaching.

SOCIAL MEETINGS, recreational and cultural activities.

VIRTUAL SERVICES such as webinars, videos, analyzed bibliography, news of the sector about current topics and other interesting links.

EXCLUSIVE DISCOUNTS on the programs taught at EEC, as well as on products and services from different companies.

PARTICIPATION IN RESEARCH GROUPS on specific topics related to coaching.



EEC, generating a great network of people.

EEC is a network that makes us all better. A network that is built beyond the people we are in contact with today, including the EEC Alumni network and former clients. We all build an «us» that shares a vision and that is a potential for the future expansion for any of the nodes in the network.

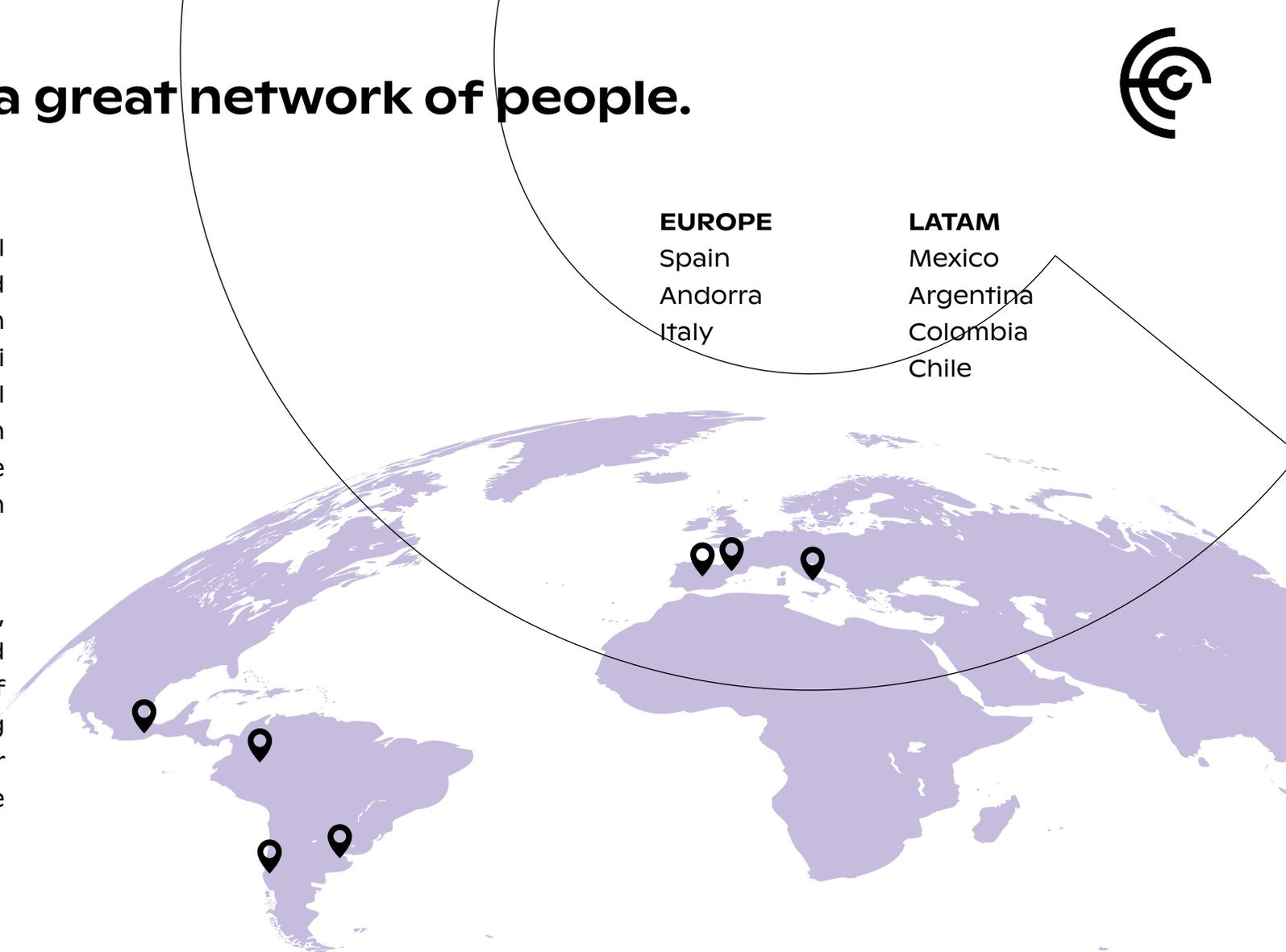
EEC is present in Spain, Andorra, Italy, Mexico, Chile, Argentina and Colombia and in any other part of the world through blended learning and 100% online formats of all our programs: digitalization is a bridge that bring us together.

EUROPE

Spain
Andorra
Italy

LATAM

Mexico
Argentina
Colombia
Chile



Information and registration

For more information, to register or to start a conversation as to learn more about us, please feel free to contact us.

EEC
info@escuelacoaching.com



**Expanding
futures.**