

THE COACHING HUB

Podcast Episode 58 - What do coaching qualifications actually mean?

Hello. Welcome to the coaching hub podcast with me, your host, Ruth Kid feet. If you're a coach or your coaching, curious, this is the place for you. We're going to be talking all things, coaching personal development and business development in a really fun way. You're going to have live coaching sessions and you're going to come away with tools and techniques that you can practically use and take away. If you enjoy this podcast, I would love you to subscribe. And if you really enjoy it, give me your practice as a coach. So I suppose

You heard about this before, and it's no secret that I'm a huge, huge fan of accreditation. And that I believe that if we are to truly serve our clients, we owe it to them to do the appropriate training and to make sure that what we're doing is the right things to help them move forward. So when I'm talking about the right things as a coach and as a professional coach, it's about understanding our boundaries, understanding how to operate in an ethical way, realizing that coaching is not about us as a coach, however much we might enjoy the sound of our own voices, which I do a little bit, but coaching is not about us as a coach. It is about how powerfully we are able to hold space for others to enable them to really think differently, to create new neural pathways, to create new ways of being to create new ways of feeling about themselves.

Coaching in itself is completely transformational. And I am of the opinion that as a skillset, we need to honor it as we honor other skillsets. So often when we're looking at quite a station, people are looking at the gold standard. And I would say that the gold standards are the most widely recognized accreditation body or regulatory body is the ICF. The international coaching Federation they've been around for the longest. They definitely are innovators in the way that they approached coaching only this year, only last year, but they're bringing them in from this year. They've actually changed the competencies. So it's looking at more of the client within the wider context, their environment, their experience, their beliefs, their values, and exactly who they are. And I think that this is quite a pioneering to the way that we look at coaching, because actually the way that we hold space for our clients may be different depending on the context that they are in and depending on what is going on for them.

And as a professional, we need to have the understanding of what is the most appropriate way to support those clients. So why is ICF then the place where I believe, and I know that there are going to be people out there who are going to say, no, I think this one's better, but the place where I believe you need to look for, for coaching qualifications, well, it is the most highly regarded. And within that, there is a range of different things that they look for. I think one of the things that really struck me and my program is not only accredited with the ICF and I have done a lot of research is the ICF plays a big onus on listening to coaching. They do that for the training courses. So the training course that I run, we listened to people's coaching at least eight times and give them feedback for those times it's rest and feedback.

One of those times it's an assessment of written feedback. And then at least three instances during the course, we'd give them additional feedback. So giving feedback on coaching, making sure that coaching is happening and that it is coaching, which is relevant to the ICF competencies and it's coaching, which is non-directional and client focused to me is what any robust coaching qualification needs to do. So not only with the qualification, but also when you put in the qualification to be assessed by the ICF, because they have to assess it, it meets the standard. Then they listen to not only the final assessments and they look at the feedback that you've given those assessments and they look at if that feedback is consistent with what they would have given it as to experienced assessors. So you submit the feedback when you submit to recorded sessions from the final assessment, with the feedback that you gave and they get to of their master coaches, which I am, but they are more experienced master coaches for me to listen to them blindly and to then give their own feedback.

And they're looking for an agreement. They also look at having recordings of the sessions and the feedback that you've done before. Now, this is not a requirement for every other coaching qualification and coaching body. And for me, that is really, really important to understand because actually it, isn't only about being a coach is about being a great coach. It's about making sure that when you are signed up to a coaching program, that program is a program that ensures that your coaching is the focus. So it doesn't matter if you can write an essay about coaching. Yes, of course, understanding how the brain works, understanding the context of the individuals that you are coaching or the teams or the groups is really important. But when we're looking at qualifications, surely as we're looking at practical scale, we want qualifications where that practical element is out the center and equally qualifications where not only is that moderated in the qualification organization, the person who is giving that qualification.

So for my example, the Kinsey coach Academy, but also outside of the organization with a body like the ICF. So that is one of the main reasons that I really believe in this training now, in terms of the ICF training, not all training is created equally. So there are three different levels of training that you can have with the ICF. The complete and full coach

training is called the AC TP. And this training is like the training that we offer in the professional coaching diploma. And it's training that gives you the opportunity to go directly to ACC or PCC accreditation with the ICF. So if accreditation is important for you, if you're wanting to work in corporate, if you're wanting to have that rubber stamp, this is a great place to go. It includes mentoring and it includes support and feedback on your coaching. It is a robust and comprehensive qualification.

It's got over 125 hours of training. And I think to meet that standard, it shows that you have had a depth of training, which I believe means that you are going to be a better coach because you've committed to that depth. And you have part of the reason that I think coach training is amazing, is it, you do all of the things on yourself and you practice those things that we do in mind. Anyway. So you practice doing values or beliefs or perceptual repositioning. You look at the Parma model from Seligman, you use these things and you start to build up your repertoire of tools, resources, and skills, so you can use them with your clients. So that is your full diploma. You also have something called an ACS T H and that is, it is still based on core competencies from the ICF. It's still a coaching diploma.

However, if you want to then become a credited with the ICF, you have to pay for mentoring on top and you may have to pay for additional training. So when you're comparing qualifications, if you've got them side by side, then often the ACS THS are more expensive overall because you have to pay for additional support. If you want to be accredited, and then you have CCS and we're going to be running some CCS in our business. And these are really for people who may have already done the HTTP or the ACS T H and they want some additional training, maybe it's to get the accreditation, or maybe it's because they want to build their skills, because this is the thing about coaching. Even if you do a professional coaching diploma, like the one that I offer, there is always more that you can do. I know that one of the CCAs that we're developing with somebody who works for the organization is that we're looking at actually using even more psychodynamic approaches and coaching, and really looking at in more depth things like transference and countertransference and projection.

Now we talk about them in my coaching course, but there's always more so often people use CCS to supplement what they've already learned. Maybe they look at a in team coaching. And again, that's something that we're going to be offering in their school, or maybe they look at somatic coaching, or they look at it even more in depth and specific neuroscience-based coaching. So the thing is with the ICF is they provide a stable of different accreditation's that support coaches, wherever they are in their journey, whether they're starting out and they want that first accreditation, or whether they're already qualified and they want to develop. So it's really important. I know it's confusing with the acronyms to understand what you're looking for and why, and to really consider how this is going to support you in your journey and what your goals are, how you really want to

develop as an individual and as a coach and what you need. So I hope that this is beneficial to you. And if you are considering joining a coach training program, I would love you to come on over and check us out. We are doing a coaching experience week starting on the 18th. So come and check that out or click the link

Below and book a call to talk about our coaching diploma. We start again in mind. Thank you for listening to the coaching hub podcast with me, Ruth curtsy. If you enjoy this, I would love you to join my Facebook group, the coaching community for more of the faith.

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