NACE 60-Hour Coaching Certification Program

Program Description
The NACE Coaching Certification Program (CCP) is a training program designed for career services members wishing to demonstrate their success as a career coach using proven ethical and professional standards in their pursuit of the Board Certified Coach (BCC) credential offered through the Center for Credentialing and Education, Inc. (CCE).

The BCC credential is a mark of distinction for credential holders and a source of credibility for their clients. A BCC has met professional coaching competency standards established by CCE and subject matter experts.

The BCC certification demonstrates to the public that a professional coach has:
• Met educational and training requirements.
• Passed a psychometrically sound coach-specific examination.
• Obtained experience in the field of coaching.
• Professional peer references.
• Accountability to an enforceable ethics code.
• Commitment to continuing education.

The achievement of the BCC credential solidifies the professional identity of the coach. The BCC credential is attractive to professionals who would like to provide independent third-party verification that they have achieved certain coaching competency standards.

Board Certified Coach Certification Prerequisites
Candidates must meet all prerequisites as established and mandated by the CCE.

BCC Certification Prerequisites for completion of the 60-hour training program: Candidates must meet all prerequisites to sit for certification exam through the CCE.
• Have obtained a master’s degree or higher in Social or Behavior Sciences*; and
• Have completed a minimum of 60 hours of professional coach training; and
• Have obtained 30 hours of post-degree coaching experience working with individuals, groups, or organizations.

*Automatically accepted fields are business, management, social work, marriage and family therapy, psychology, medicine, health and wellness, education, and law. Other related fields will be considered on a case-by-case basis.

Questions regarding the BCC Certification Prerequisites are to be directed to cce@cce-global.org or 336.482.2856.

Program Formats
Formats vary by module and can include: direct instruction, virtual learning, roundtable discussions, and case study reviews.

Program Frequency
On-demand virtual offerings are available for purchase on the NACE website for all of the virtual components of the 60-Hour Coaching Certification Program. Each live workshop will be held at least once each calendar year at designated locations throughout the US.
PROGRAM OVERVIEW

Facilitator Information
NACE Coaching faculty have completed a stringent application and training process. All coaching faculty meet the following requirements:

- Hold an advanced degree which aligns with their professional acumen for career coaching;
- Have at least 10 years of coaching experience;
- Are certified career coaches or are seeking approval through CCE;
- Have successfully completed the NACE Train-the-Trainer program; and
- Have demonstrated advancement of the coaching profession through writing, projects, and/or professional collaborations.

NACE CCP Assessment and Criteria
Upon successful completion of each module, the named registrant will be provided instructions post event to complete the NACE Knowledge Assessment. Candidates must score 88% or better to receive the designated NACE CCP certificate of completion for the appropriate module. Candidates may test up to three (3) times per module. If the candidate is unsuccessful following three (3) attempts, the candidate must retake the module in its entirety.

The candidate must complete each of the thirteen (13) modules, successfully pass each module’s NACE Knowledge Assessment with 88% accuracy, and have obtained each NACE CCP certificate of completion prior to submitting his/her application for the Board Certified Coach to the Center for Credentialing & Education, Inc.

ADA Statement
NACE and its testing vendor comply with the provisions of the Americans with Disabilities Act (ADA) and Title VII of the Civil Rights Act in accommodating disabled candidates who require special accommodations to complete assessment. Candidates requiring special accommodations must notify NACE of their request prior to testing.

The process for notification is as follows:
1. Notify the NACE Professional Development Department at educationrequest@naceweb.org of your intent to request an accommodation. Please write “ADA Request” in the subject line.
2. Once your request is received, a copy of the Request for Special Accommodations Form will be provided to you.
3. The completed Request for Special Accommodations Form should be returned to NACE at educationrequest@naceweb.org. If reasonable accommodations can be made, NACE will notify candidate within five (5) business days to determine the testing date.
4. There are no fees associated with accommodation requests.

Continuing Education Hours
NACE is an approved provider by the Center for Credentialing and Education, Inc. for the Board Certified Coach Credentialing.

NACE is also an approved provider for Continuing Coach Education clock hours through the International Coaching Federation.
MODULE DESCRIPTIONS

NACE Orientation to Coaching
This webinar series provides researched based strategies to define client roles as well as examine key considerations to the coaching process. Additionally, you will learn the ins and outs of helping your clients set and achieve appropriate goals.

Part I: The Coaching Process
• Differentiate between coaching and counseling;
• Define coach and client roles;
• Describe measures to establish the coaching process; and
• Create an environment that supports mutual respect and trust.

Part II: Coaching Considerations
• Define informed consent;
• Use effective communication strategies to coach diverse populations; and
• Describe characteristics that contribute to a safe coaching environment.

Part III: Coaching in Action
• Describe methods for identifying a client’s motivational level to construct appropriate goals;
• Identify factors affecting client goal achievement, including client disposition, life experiences, existing support systems, and social factors; and
• Establish client goals that are specific, measurable, attainable, realistic, and timely.

NACE Career Coaching Basics
The Career Coaching Basics webinar series provides recommendations for conducting a coaching session and includes strategies for establishing client goals, measuring client progression toward goal attainment, and providing development resources that contribute to client’s success. Career coaches will assist clients in mitigating individual risk using a strategic decision making approach.

Part I: Career Focused Coaching Approach
• Assist client in establishing short and long term goals and develop an individual action plan for positive outcomes;
• Describe methods for monitoring client progress; and
• Analyze decision making models that reduce client risk and promote positive progression toward achievement of goals.

Part II: Career Focused Resource Development
• Use strategies to leverage client’s ability to successfully transition into a new role;
• Describe elements of the professional portfolio and benefits of client use; and
• Evaluate availability of services and resources for long term and independent client development.
MODULE DESCRIPTIONS

NACE Coaching Fundamentals
The NACE Coaching Fundamentals workshop provides coaching strategies and best practices to establish and conduct effective and ethical coaching sessions for clients. Attendees will learn strategies to create an environment that supports mutual respect and learn methods to communicate effectively during a coaching session. Attendees will use empowerment and positive reinforcement to create a coaching alliance.

Following this program, you will be able to:
• List commonalities between coaching and counseling;
• Identify structural components of a comprehensive coaching plan;
• Examine factors impacting the coaching process;
• Maximize client outcomes through goal setting;
• Determine post-session activities for goal attainment;
• Analyze client feedback regarding effectiveness of coaching and goal attainment; and
• Create an approximative timeline for coaching services and establish a comprehensive plan.

NACE Assessments for Coaching Intensive I
The NACE Assessments for Coaching Intensive I workshop provides attendees the opportunity to dive deep into the world of coaching assessments. Learners will explore assessments and applicability in higher education, businesses, and organizations to gain a solid understanding of how assessments can enhance the coach/client relationship resulting in positive outcomes. Attendees will examine the coaching process, and gain strategies to provide specific and purposeful feedback as part of a comprehensive coaching plan.

Following this program, you will be able to:
• Identify existing factors affecting the coaching process: client support system, attitude, and social factors;
• Establish appropriate career goals based on client preferences and assessment results;
• Evaluate assessment tools for purpose, appropriateness, and accessibility;
• Assist the client in correlating stated goals and current state; and
• Select appropriate assessments based on the client scenario review.
NACE Coaching for Businesses and Organizations

The NACE Coaching for Businesses and Organizations webinar series provides skills and strategies for professional practitioners to leverage employees’ understanding of mission resulting in positive change, increased productivity and employee development. Using best practices and effective communication skills, leaders will identify measures for serving as a change agent within their organization.

**Part I: Coaching for Positive Change-Why?**
- Use effective communication strategies which align with organization vision;
- Describe benefits of organizations adopting a coaching model for change; and
- Recommend appropriate coaching strategies that enhance productivity and address organizational issues.

**Part II: Coaching for Positive Change-How?**
- Identify specific coaching skills necessary for serving in the role of a spokesperson, advocate, and negotiator;
- Define change agent characteristics and impact within the organization; and
- Discuss mentoring role and impact on an individual and group level.

**Part III: Coaching for Positive Change-When?**
- Analyze organizational styles and use of effective communication;
- Gain employee buy-in using effective decision making techniques; and
- Describe coaching strategies which contribute to resolution.

NACE Ethical and Professional Practice in Coaching

The Ethical and Professional Practice in Coaching webinar series defines ethical standards and expectations for professional coaches. Learners will identify individual barriers affecting the coaching process and gain strategies to increase awareness, competencies, and increase competencies related to working with diverse and culturally diverse populations.

**Part I: Mentoring**
- Describe individual challenges that coaches face and examine techniques to overcome to obstacles;
- Differentiate between apprentice, competency, and reflective mentoring models; and
- Use effective strategies and processes to enhance the mentoring relationship.

**Part II: Client Advocacy**
- Discuss legal and ethical considerations when acting as a client advocate;
- Describe situations that exist which hinder client growth and progress where acting as a client advocate is appropriate; and
- Justify appropriateness of referral in review of client profiles.

**Part III: Continuing Education**
- Review the BCC Code of Ethics and expectation for adherence;
- Identify outlets for continued development;
- Describe best practices for informing clients of ethical and legal aspects of coaching; and
- Recognize benefits of professional collaboration for support and leadership.

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**FORMAT**
Three-part webinar series

**LENGTH**
3 hours

**CAREER LEVEL**
Basic- and intermediate- career services professionals and URR professionals

**CAREER SERVICES COMPETENCY**
Management and Administration-Staff Development and Supervision

**FEE**
$207 (member); $357 (nonmember)

**CONTINUING EDUCATION CLOCK HOURS**
BCC - 1 clock hour per session
ICF - 1 clock hour per session

Visit www.naceweb.org/events to view our full course schedule.
Contact NACE Professional Development at educationrequest@naceweb.org or 610.625.1026
NACE Career Coaching Intensive

Gain the skills and tools you need to help your students reframe their thinking about their careers.

In this two-day program, you will learn effective coaching techniques to use with both with groups and individuals, learn how to select and apply the technique best suited for your client, and gain insight into the latest trends and tactics in career coaching. Appropriate for practitioners at all levels, the Career Coaching Intensive will empower you to empower your students in their career development and job search.

Following this program, you will be able to:

- Define career coaching;
- Describe the foundation of coaching;
- Examine the history of coaching;
- Develop an understanding of coaching competencies and ethical standards;
- Explore key concepts of the coaching process;
- Differentiate between coaching and counseling;
- Explain the impact of language in the coaching process;
- Examine the structure of coaching;
- Use coaching strategies for individuals and groups; and
- Identify areas for continued development as a coaching practitioner.

Note: NACE Career Coaching Intensive Refresher is available to Career Coaching Intensive (CCI) alumnus.

NACE Ethics Coaching Roundtable

Coaches will closely examine ethical guidelines from The Center for Credentialing and Education and the International Coaching Federation exploring scenarios where ethical considerations must occur. Through facilitated conversation, coaches will explore standards for professional coaching, strategies for managing the client/coach relationship, and avenues for continued professional development as a coaching practitioner. Topics of discussion include unconscious bias, the coaching process, ethics in coaching, coaching agreements, and confidentiality in coaching.

Following this program, you will be able to:

- Describe ethical guidelines, standards, and policies related to ethical coaching practices;
- Identify strategies that contribute to establishing trust using ethical standards as a foundation for relationship management;
- Explain confidentiality aspects within the coaching process; and
- Examine methods and resources for continual professional development.
NACE Group Coaching Roundtable

Coaches will develop an understanding of the benefits of group coaching while also recognizing limitations through examination of competencies and ethical frameworks. Coaches will identify appropriate communication strategies and best practices while engaging in group coaching sessions as both the coach and the client. Topics of discussion include impact of group coaching, limitations, program design, and group coaching skills.

Following this program, you will be able to:
- Describe the benefits and framework for group coaching;
- Articulate the limitations and ethical considerations of group coaching;
- Apply effective coaching techniques appropriate for group coaching; and
- Use appropriate communication skills as both a client and coach.

NACE Assessments for Coaching Intensive II

The NACE Assessments for Coaching Intensive II expands on fundamental skills gained during the NACE Assessments for Coaching Intensive I. Using knowledge and understanding of reliability and validity of assessments, coaches will examine client support systems for specific student populations identifying strategies to leverage client’s progression toward goal attainment.

Attendees will examine impact of unconscious bias as it relates to the coaching process and client goal attainment. Coaches will construct a coaching plan and demonstrate effective coaching skills using results of client assessment.

Following this program, you will be able to:
- Identify existing factors affecting the coaching process: client support system, attitude and social factors as they relate to specific student populations;
- Evaluate and identify assessments based on client preference and appropriateness to the coaching plan; and
- Create a coaching environment that is conducive to exploration and discovery.

Please note that completion of NACE Assessments for Coaching Intensive I is a prerequisite.
NACE Coaching for Diverse Populations

The NACE Coaching for Diverse Populations workshop examines the specific needs of diverse student populations with the understanding that coaching strategies must be appropriate for the population served. Specific student populations include veterans, students with disabilities, alumni, international students, and LGBTQ student populations. This workshop will provide a theoretical framework of coaching fundamentals and strategies coupled with interactive exploration of student scenarios and case studies.

Following this program, you will be able to:
- Summarize steps to establishing an effective coaching session;
- Use helping skills to promote coaching alliance;
- Create an approximate timeline for coaching services and establish a comprehensive coaching plan; and
- Identify existing factors affecting the coaching process: client support system, attitude, and social.

NACE Examining the Coaching Culture

The Examining the Coaching Culture three-part webinar series analyzes the increased use of coaching strategies by organizations that yield significant impact and positive results in employee engagement, motivation, and high performance. Attendees will differentiate between the role of the internal coach and the external coach while expanding their knowledge of the change process.

Part I: Coaching and Organizational Impact
- Explore behavioral based coaching approaches used by organizations;
- Describe components of a coaching culture leading to positive change; and
- Explain the benefits of a shared organizational vision which results when a coaching culture has been established.

Part II: Coaching in Organizations
- Identify barriers that exist within organizations and strategies for mitigating obstacles;
- Describe components of organizational models and the coaching role; and
- Provide a number of coaching strategies that can be used to resolve conflict management issues.

Part III: Coaching for Change
- Define components of organizational change process;
- Describe methods for identifying employee’s motivational level; and
- Employ effective coaching strategies that support employees through times of transition.
NACE Communication Strategies for Coaches

The Communication Strategies for Coaches three-part webinar series takes a deep dive into the essential communication skills needed to initiate a coaching plan with a client. Attendees will learn how to question for understanding and listen for meaning so they can identify factors that can impact the coaching plan and client progress. Having a better understanding through use of effective communication skills, the coach will be prepared to identify the client’s motivational level, stage of change, and obstacles, and use direct communication to empower the client’s progression through the stages of change.

Part I: Questioning for Understanding
- Explore questioning techniques that contribute to establishing the coaching plan;
- Provide examples of powerful questions to identify client obstacles;
- Identify motivational stage using the GROW model; and
- Establish coaching expectations for the coach/client relationship.

Part II: Listening for Meaning
- Provide the strategies used in developing a coaching presence to establish a client-centered agenda;
- Identify barriers to active listening using client-based scenarios; and
- Describe the three levels of listening within the coaching context.

Part III: Direct Communication
- Provide steps to clearly and directly articulate the client’s objective for a coaching session prior to initiating the coaching plan;
- Discuss the act of reframing to empower the client’s understanding and support self-discovery;
- Explain the impact of language as it relates to the client’s progress through the stages of change; and
- Describe how the use of language can affect the coaching environment.
TRAINING OPTIONS

Based on a blended learning model, the 60-Hour Coaching Certification Program offers a combination of live and on-demand modules.

LIVE WORKSHOPS

• NACE Coaching Fundamentals*
• NACE Assessments for Coaching Intensive I*
• NACE Career Coaching Intensive*
• NACE Assessments for Coaching Intensive II
• NACE Coaching for Diverse Populations

*Available as on-site workshops. Let the NACE Coaching Faculty bring training to you and your staff. Visit www.naceweb.org > Professional Development > On-Site Training to learn more.

ON-DEMAND WEBINARS

• NACE Orientation to Coaching
• NACE Career Coaching Basics
• NACE Coaching for Businesses and Organizations
• NACE Ethical and Professional Practice in Coaching
• NACE Examining the Coaching Culture
• NACE Communication Strategies for Coaches

Visit www.naceweb.org > Store > Certifications to find out how you can save by purchasing them all together in the 60-Hour Coaching Certification Webinar Bundle.

LIVE ROUNDTABLES

• NACE Ethics Coaching Roundtable
• NACE Group Coaching Roundtable

SCHEDULE

Visit www.naceweb.org/events to view scheduled dates, times, locations, and module fees.
## MODULE FEES

### 60-HOUR COACHING CERTIFICATION PROGRAM MODULE FEES

<table>
<thead>
<tr>
<th>MODULE NAME</th>
<th>FORMAT</th>
<th>MEMBER FEE</th>
<th>NONMEMBER FEE</th>
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<tbody>
<tr>
<td>NACE Orientation to Coaching</td>
<td>3-Part Webinar (On-Demand)</td>
<td>$207</td>
<td>$357</td>
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<td>NACE Coaching Fundamentals*</td>
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<td>BCC application and examination fee**</td>
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<td><strong>$3,777</strong>*</td>
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*On-site training is available for groups of 10 or more people at a lower rate. See On-Site Training Fees below for reference.**

**BCC application can be submitted once all thirteen (13) modules are completed and certificates of completion are issued. Other requirements may apply.

***Total cost can vary based on live, on-demand, or on-site format. E-mail educationrequest@naceweb.org to discuss your options.

### ON-SITE TRAINING FEES

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<th>MODULE NAME</th>
<th>Level 1 (up to 10 people)</th>
<th>Level 2 (more than 10 people)</th>
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Pricing effective July 1, 2019.

Questions? Contact NACE Professional Development at educationrequest@naceweb.org or 610.625.1026.
ABOUT NACE

Established in 1956, the National Association of Colleges and Employers (NACE) connects more than 9,100 college career services professionals at nearly 2,000 colleges and universities nationwide, more than 3,400 university relations and recruiting professionals, and the business affiliates that serve this community.

NACE is the leading source of information on the employment of the college educated, and forecasts hiring and trends in the job market; tracks starting salaries, recruiting and hiring practices, and student attitudes and outcomes; and identifies best practices and benchmarks.

NACE provides its members with high-quality resources and research; networking and professional development opportunities; and standards, ethics, advocacy, and guidance on key issues.

Inclusion is a core value for the National Association of Colleges and Employers, which fosters and supports individual and organizational diversity and inclusion to advance equity in all facets of the association.

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