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***The SeattleCoach® Professional Training***

***and Development Company***

***The Coach Training Agreement***

As we get off to a solid start, we invite you to spend some time with the following questions. Some of them will make you pause and reflect, while others will be easier to answer. Taking time to think about your life and the growth you’re starting to be ready for is the best starting point for people who are becoming ready to work with a professional coach—or to become one.

**Your Contact Info**

Your name

Your mailing address

City       Zip

Best e-mail address

Best phone number for calling/texting you       Today’s Date

**Your Life So Far**

As faculty members, we hold a steady focus on two things: First on helping you learn to the skills and presence required in the craft of coaching, and second to help you to understand and refine how you will bring yourself, your gifts and strengths to your own version of being a professional coach. What are the gifts and strengths and stories that have always been core to your identity? What are the gifts and strengths and stories that might be ready to emerge at this point in your life?

What would you say have been your three greatest accomplishments to date?

1.

2.

3.

If you’ve been accepted into this program, you are already a seasoned leader. What do you see as your existing “craft” or area of true mastery? Write a little about how you can imagine using that expertise or understanding as you build competency as a coach or coaching leader.

What major transitions have you had in the past two years? (Entering or approaching a new decade, a new relationship, leaving a soul-sucking job, moving towards a better one, a new role, a new residence, a loss, change in children’s ages/stages, becoming an “elder” in your professional world, etc.)

In our experience, part of your development as a great coaching leader is having or beginning to build a strong support system of people who know you and what you’re up to, and with whom you can share your progress.  Who are the people in your life who will be tracking with you as you develop your coaching skills and presence, and with whom you can share your insights and discoveries (managers, family members, friends, mentors, etc.)?

**As we begin, we ask that you let these people know about your coach training and development, and your membership in this Cohort. Then, at the half-way mark of our training, we’ll invite you to ask them to comment on what they see in your experiments, changes and even improvements.**

**Potential and Possibility**

What are some of the goals and outcomes you are beginning to envision as a professional coach? What kind of coach would you like to be? Internal? Entrepreneurial? Is there a coaching niche or specialty that you are aiming to serve? Include any other aspirations you have as a coach-in-training.

Much of the richness of coaching, and of developing as a coach, comes in finding a balance between reflecting and doing. For some of us, this is where our spirituality is a resource. As you move into coach training, write a little about how you take time to reflect on your life and work. How do you course correct? Metabolize what you’re learning? How and when do you create an environment that is conducive to your learning?

**Your “Character Strengths”**

Coaching is a highly strengths-based way of working and we’d love to know some of yours as we get underway. Through the course of your career you’ve probably participated in assessments and 360 instruments that have helped you to identify and then to better utilize personal strengths. Can you summarize some of what you’ve learned?

You may also find it useful/interesting to take another brief inventory. ["The VIA Survey of Character"](http://www.viacharacter.org/www/Character-Strengths-Survey) is a free, well-researched questionnaire that will help you to identify your integrated top five (of twenty-four) "Character Strengths." Because this is part of a research project, you will be asked to register, but they won't spam you. Click on the "VIA Survey" button to begin. After you’ve finished the survey, copy your top five “character strengths” into the boxes below. (No need to purchase a report unless you want to.) As we work together, Patty and other faculty members will ask you to keep a copy of your top five Character Strengths in mind. For an eight-minute video summary of the thinking behind the project, [click here](http://youtu.be/U3nT2KDAGOc).

1.

2.

3.

4.

5.

**How this Works**

At SeattleCoach we place a high value on **face-to-face coach development.** Whether virtual or at our offices on Lake Union in Seattle, our priority is on creating the most effective environment for coaches to grow within an alliance of great peers. Our foundational training consists of two 15-week Modules, together lasting around eight months. You’ll receive both a hard copy and a PDF of our **SeattleCoach Playbook** which includes:

* **Module I,** *“The Coaching Alliance: Process, Change and Key Skills,” and*
* **Module II,** *“Personal Presence and the Core Competencies of Coaching.” These first two Modules fulfill the hours of coach-specific training that are required for the first level of certification through the International Coaching Federation (ICF)*. *There are other requirements, and we’ll help you to navigate your application as you move through the process.*

And along the way, your faculty members will be accessible and responsive. You can count on our office hours—15 minutes before each session begins. This is your time to ask us questions, tell us stories, ask for review or more clarity, stuff like that.

**The 3 required elements**

Three elements are key to the SeattleCoach approach to developing coaches and coaching leaders. We don’t mean to sound bossy, but when everyone commits to all three, the whole experience is richer, ***plus all three are “required” by the ICF as we verify your eligibility for certification.***

1. First is the highly personalized nature of our face-to-face training. Some of our Cohorts meet in-person, some virtually, some a little of both from week to week (it’s all one or the other, not hybrid). Our goal is always to keep the face-to-face magic that has been our hallmark for 15 years. Your weekly presence in our sessions is a big deal. ***OK with you? Initial here***
2. In addition to our regular Cohort sessions, we’ll ask you to schedule an hour in small break-outs for peer-coaching and practice between each session. You will coach and be coached along the way. And when we’ve concluded, the members of your Cohort will probably continue to grow with you as allies. This too is a big deal. ***OK with you? Initial here***
3. The third factor is the full hour between each session of independent study and reflection. We call this “RPRP”—**Review and Practice / Read and Prepare**. We’ll send you pages to read, videos to watch, and questions to reflect on. Your time in independent study is also required. ***OK with you? Initial here***

At the beginning of Module II you and the members of your Cohort will be listed with the larger [SeattleCoach Network](http://www.seattlecoach.com/the-seattlecoach-network.html) where you can add a link to your website, email address, or to LinkedIn profile.

From the beginning of training, we practice [The ICF Code of Ethics](https://coachfederation.org/code-of-ethics), beginning with the group's process and with their peer coaching. In our months together, you will be equipped, and you will also be coached by your faculty coaches and by other members of your Cohort. Expect to become a good coach and a better person. As a member of this training and development Cohort, and in the partner coaching that is part of it, we ask that you join us in agreeing to maintain the confidentiality of all information that is communicated to you by other group members. Progress is enhanced when group members discuss their work with trusted colleagues and friends outside of the Cohort. Even in these discussions, we’ll expect you to be very careful not to share any specific information belonging to others in your Cohort. Bottom line, SeattleCoach faculty are rigorous about [The ICF Code of Ethics](https://coachfederation.org/code-of-ethics) and we ask you to do the same.

**How We Do Scheduling**

Our goal with each SeattleCoach Cohort is to complete both foundational Modules within around eight months. We know what a big collaborative commitment this requires. **Here’s how we do it:**

1. Once you’ve been accepted into the program, we ask you start reserving your Cohort’s specific meeting times for the full eight months.
2. Then we’ll send out a proposed list of Module I dates (skipping major holidays) and ask you to get back to us with your pre-existing “absolutely-can’t-be-there” dates. And for “blended” cohorts, we’ll propose in-person meetings as well as virtual ones where we’ll also ask for your responses. We’ll do this again near the start of Module II.
3. Then we do some customizing. If more than a few people must be away on a particular date, we may skip that week. If we must schedule without you, we’ll only do it up to twice per Module. In addition, your faculty facilitators are available fifteen minutes before and following each meeting for review, questions, and socializing.
4. You are welcome to ask your faculty members to schedule additional review meetings (at an addition cost) during either or both Modules.
5. If in this process we find that you are unavailable for too many dates, we’ll ask you to consider joining a future Cohort.
6. Rarely, a participant finds out during Module I that their schedule has changed significantly and that they are unable to continue with their Cohort into Module II. When this happens, we will do our best to help the participant join another Cohort to complete Module II, provided there is room and provided the participant can do that within twelve months. If the gap is longer than twelve months, we may ask you to repeat (and pay for participation in) a new Module I Cohort.
7. For blended Cohorts: If it seems wise to cancel an in-person meeting (or to meet virtually) because of conditions of ice and snow, we will send an email to all participants by 10am on the morning of our scheduled session.

Again, attendance is a big deal, not only for credentialing purposes, but because the Cohort needs you. If, after we’ve collaborated on scheduling, you miss a meeting of your Cohort, we’ll do our best to catch you up, and may suggest a supplementary paid tutoring session to catch you up. Each Module includes a total of fifteen two-hour meetings, with an hour of required peer coaching between each, along with an hour or two of individual reading and study.

**To Reserve Your Seat**

Great companies know that they are only as good as their people: that is, people who are ambitious to learn and grow and get promoted on the basis of getting really good at something important. Many of our coaches through the years have asked their companies for—or taken advantage of—tuition reimbursement. If your company is paying for your participation, or for your entire Cohort’s, we can set up a purchase order with your invoicing system. Just put us in touch with your sponsor and financial administrator. If you’re from Microsoft, you won’t be the first. SeattleCoach is a Microsoft Preferred Vendor (#0001125847).

Each SeattleCoach Cohort is highly customized in scheduling and class composition. And each Cohort has a maximum size of ten coaches. Because of this, we ask that invited participants reserve their spot as soon as possible prior to our launch.

* **You can send a check for the full amount now ($9,750),**
* **You can send us your deposit to reserve your seat: $475 (the balance is due before we launch),**
* **Or you can send us your full Module I payment now: $4,750 (includes your deposit), and your Module II payment of $5,000 will be due at the beginning of Module II**

We can accept your credit card (it costs a little more to use your credit card). [**Click here**](https://www.seattlecoach.com/coachtrainingpaymentmi.html) to see those payment options.

If your company is paying for your participation, we can set up a purchase order with your invoicing system. Just put us in touch with your sponsor and financial administrator. SeattleCoach is a Microsoft Preferred Vendor (#0001125847).

**Withdrawals and Refunds**

If, within twenty-four hours of our first meeting of Module I, you decide to withdraw, SeattleCoach LLC will make a full refund, minus your deposit. After that, we consider each coach a committed participant and tuition is non-refundable and can't be transferred for use in individual sessions or for future Cohorts.

**Related Costs**

SeattleCoach has been accredited as a coach education provider by the ICF since 2008. If your goal is international credentialing, we will help you to navigate the process. From the beginning of training, we will show you how to start logging your first 100 hours of coaching with at least eight different clients.

In addition to your hours of training and coaching, there are other requirements for professional certification which happen in the months following completion of Module II, and as you are close to logging your first 100 hours. Since everyone tends to complete these final requirements at different times, we’ll ask you to pay for these last parts of your tuition only when you’re ready to apply.

When you’re ready, the final part of your tuition will cover **three individual mentor coaching sessions, and a performance evaluation by one of our assessors.**

* **The cost of individual mentor coaching, plus the performance assessment is $1500.**

**Following your mentor coaching and assessment, we’ll help you to prepare** [**your ICF Application**](https://www.seattlecoach.com/applying-for-your-icf-credential.html)**.**

The small print: We invest extensive resources into developing content and programs for our core service areas (leadership coaching, internal and external coach development, team development, change management, retreats, off-sites, events and executive coaching). Our copyrights are intended to protect our materials and methods which we think are both excellent and innovative—and to make sure that these resources won't be used unfairly. “Unfairly”means using someone's materials or copying their program simply to illegitimately compete with their legitimate business interests. So, we ask that you not reproduce, copy or otherwise duplicate, distribute, lend, sell, or otherwise play fast-and-loose with SeattleCoach methods or materials, without express prior written consent from Patricia Burgin. Be in touch any time with questions about this.

As a part of our training, we’ll provide lots of materials for you to customize and distribute to your coachees and clients. Just leave in the attribution on the bottom of each page. It looks like this:

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Finally, as the value of an ICF credential grows (and to reduce fraud), the ICF asks SeattleCoach to verify the names of our coaches-in-training.

***[ ]  Please check here if you are willing for us to place your name on our official SeattleCoach roster.***

***[ ]  We take pictures of the fun along the way to use in SeattleCoach web presence/communication.***

***Please check here if using your image related to our coach training and development is OK with you.***

***[ ]  And finally,*** [***click here***](https://www.seattlecoach.com/seattlecoach-on-substack.html) ***to subscribe to Coachable! The SeattleCoach Substack. You’ll like it.***

**Sign Here**

***Filling in your name below indicates that you have read this agreement and will participate fully in all three parts of this coach development experience: the sessions, the peer coaching, and the independent study.***

The Coach-Training Participant       Date

That’s it! Please mail or **e-mail a copy** of this Agreement to us. And thanks for the thoughtfulness with which you’ve reviewed our questions. We’re excited to have you on board.



Patricia Burgin, MA, Master Certified Coach

Founder and CEO