



# Discover your coaching self

BA Coaching Academy

Foundation of Coaching and Self Discovery Cohort 9



bossert associates

# Becoming a coach means also self discovery



## Coaching as part of your professional life

You love to work with people and want to make this part of your job

You love to help but you don't know how to do this in a professional way

You want to implement new coaching skills as part of your current role(s) as a leader or as a member of a team

You could see yourself working as a coach professionally, either besides your current role or even fulltime – once you've deepened your coaching experience



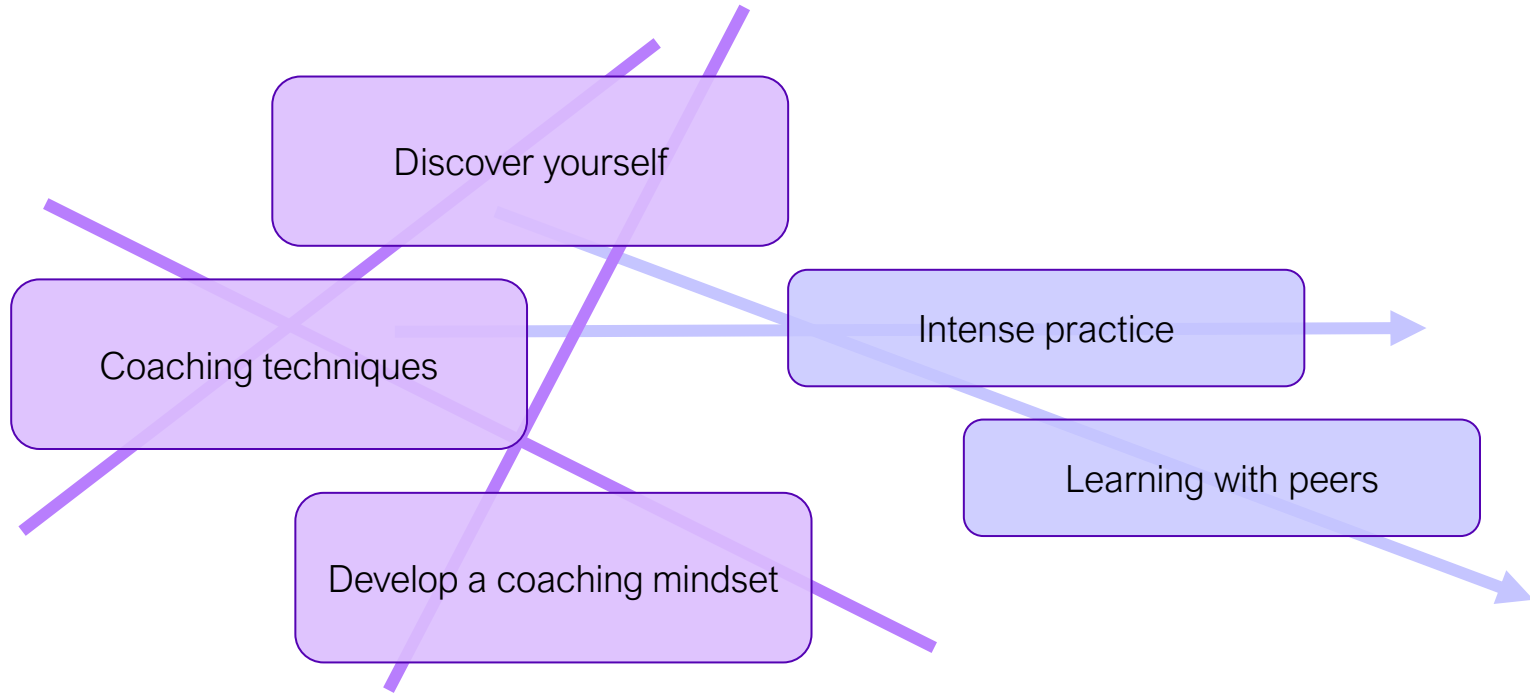
## Personal growth

To truly help others, you need to help yourself first. Only if you know yourself, you will be able to see what is your share and what is your coachee's share in what happens in your coaching work

On your journey to become a coach you will be coached a lot – being able to ask those questions you always wanted to work on - with the help of some of the best coaches in the industry

You will get to know and love yourself,- condition sine qua non for your successful work as a coach

# Your journey to become a coach



Becoming a coach entails much more than learning professional coaching techniques. Of course, it requires the careful study and practice of these techniques. But it also requires you to develop a true coaching mindset – of deep respect for each and

every coachee. This non-judgmental attitude opens your inner freedom. Most alumni say that our program has had a transformational effect on them both personally and professionally.



# We are unique



Education by  
2-3 teaching coaches

- Through learning from senior coaches (PCC and MCC) high class education is guaranteed
- You learn from two ends: business background and deep psychology



Learn with  
the best peers

- International business people are your peers: you learn to coach with your future target group
- You will be surrounded by courageous learners who will challenge and support you in your learning journey



Level 1  
accredited program

- International Coach Federation (ICF) as biggest global certification institute
- Level 1 program: exam at ACC level
- Personal credential on ACC level possible after 100hrs of coaching



Gain real world  
experience

- You will coach all the time during our program: first your peers, then their connections and last our pro bono/ NGO network
- In parallel to our program, you can start offering you services from day 1 and hours count against your 100 hrs for credentialing

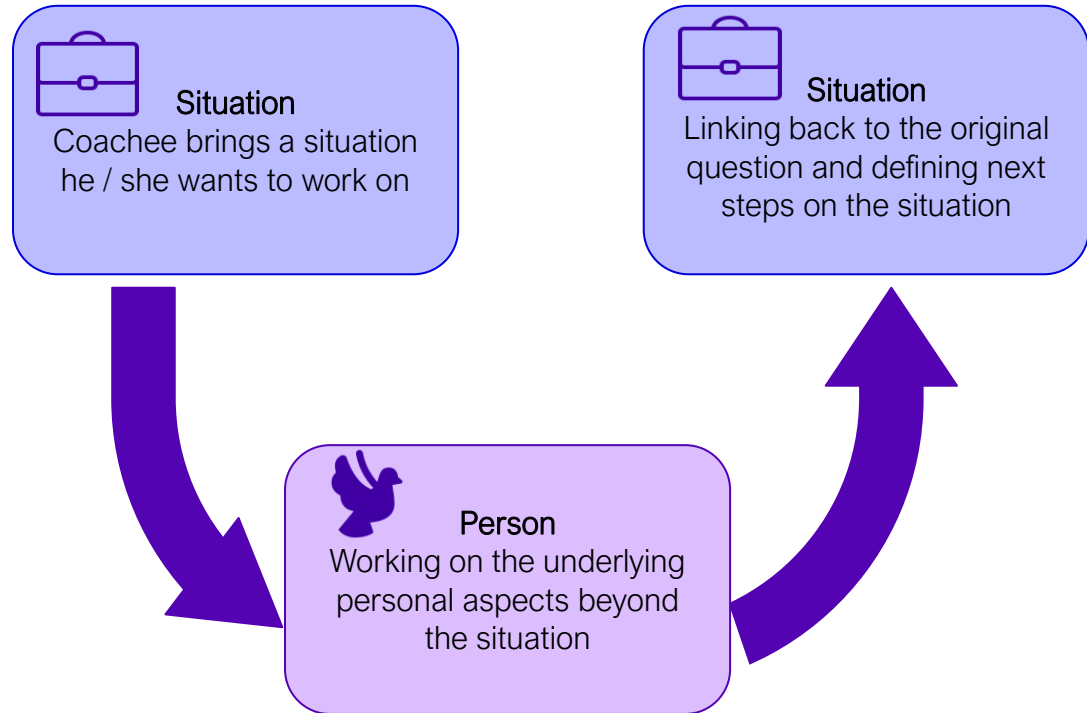
# Why us



## Our coaching philosophy - True development of the individual

Our coaching approach lifts the situational issue to the personal level. Thereby we drive a true personal development which enables the coachees to not only master the situation they'd like to solve right now, but to also discover themselves and develop tools so that they can efficiently handle new challenges that may arise in the future.

This approach requires a true interest in the person you are coaching and an extended understanding of inner dynamics.



# Our Alumni say ...

“Highly professional school with outstanding trainers, going the extra mile because they personally fully believe what they are doing. In addition to the pure diploma, you get a personal journey with eye-opening experiences that are very valuable. Great process, great personal experience.”

“What is my biggest takeaway from this course? Rediscovering myself with great teachers in an extraordinary team.”

“Very intense. Very professional. Very demanding. Extremely much fun.”

“Man says time is money. Then, attending this course was one of my best investments in the last few years.”

“Great, concise, and clear program. Instant classic, New York Times Bestseller.”

“Everyone is talking about efficient solution finding. Here is a very successful one.”



# Who we are

?

## BA International Coaching Academy



Katja Bossert

- Founder of the BA Academy, MDP of Bossert Associates
- Board member at ICF Germany
- Executive coach
- Specialist in leadership development
- Recognized for developing female leaders and supporting them in fulfilling their career potential in large corporations



Kriszta Madai

- Executive and career coach, spiritual coach
- Co-creator of the ECVision European Coaching and Supervision framework
- Co-designed and delivered major cultural change programs for Ericsson Hungary which was finalist in the 2016 ICF Prism Award



Dora Hegedus

- Co-founder and trainer of the Coach Academy Level 2
- Executive coach, assessor, mentor coach and gestalt therapist
- President of the Federation of Hungarian Coach Organizations
- Received in 2012 the ICF President's Award



Kathleen Lambrechts

- Executive Coach with a lawyer and corporate background
- Highly Experienced facilitator and leadership developer
- Expert on resilience and psychological safety
- Focus on supporting leaders in high pressure environments



# Course timeline

60 hrs in total over 6 months- 2.5 hrs/ week on average

Month April 2024

September 2024



Core coaching competencies  
Coach Ethics  
Demos and practice

3 hrs/week  
April-June

Closing after exam

3 hrs in September

Learning nuggets (reading, watching, self testing, essay)

Self-organized,  
2hrs minimum

Coaching of a peer

6hrs

1 x supervision on a coaching recording

3hrs

3 x supervision in a small group

6hrs

Working with peers

4hrs

Exam (recording + assessment)

3 hrs



EUR 6.850\* VAT-free \*\*

**Register**

(First come, first served)

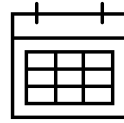
\* Special conditions are possible (payment in installments, academic discounts, special arrangements)

\*\* According to § 4 No. 21 a) bb) UStG we are exempt from sales tax for these courses by the Government of Upper Bavaria, subject area 21.





# Contents of our 12 workshops



Workshop #	Date (15:00-18:15)	Contents
1	05. Apr 24	Intro / group contract / coaching basics
2	12. Apr 24	Core competencies overall / Ethical Practice / coaching demo 1
3	19. Apr 24	Coaching Mindset / coaching demo 2
4	24. Apr 24	Coaching Agreements / observed session
5	03. May 24	Trust and Safety / observed session
6	07. May 24	Presence / observed session
7	17. May 24	Active listening / observed session
8	07. Jun 24	Awareness / observed session
9	14. Jun 24	Client Growth / observed session
10	28. Jun 24	Observed sessions day
11	05. Jul 24	Recap / closure / observed sessions
12	24. Sep 2024	Closure / your USP as a coach



# First learning, then supervision!

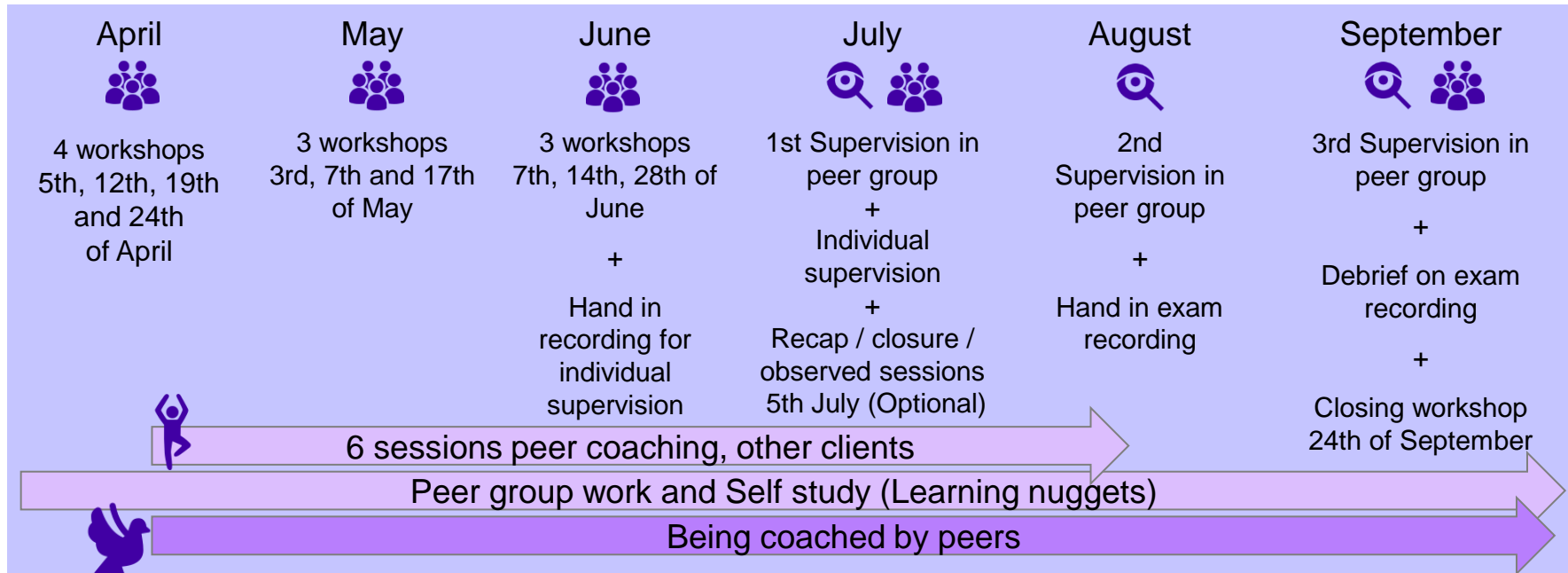


Next program:  
Oct 2024 – Mar 2025

Learning: 11 workshops from April - June, closing workshop in September mostly on Fridays at 15:00-18:15 pm CET

Practice: 6 sessions from April - mid August

Supervision: 2 individual and 3 group sessions from June to September



# Over half of the program, we are together in workshops

① Workshops – 12 x 3 hrs (including 5x being observed by a trainer with 3 written reviews and 4 hrs mentor coaching)  
Group Mentoring Coaching – 3 x 2 hrs **42 hrs**

② 2 IMC – 2 x 3 hrs  
• Coaching audio recording (20-40 min)  
• Transcript  
• Self Assessment  
• 30 min call with mentor coach **6 hrs**

③ Essay **1 hr**

④ Peer Coaching - 6 hrs **6 hrs**

⑤ Self learning - 5 hrs  
• Peer study groups  
• Learning portal, emails  
• (Being coached) **5 hrs**

Being coached **6+ hrs**

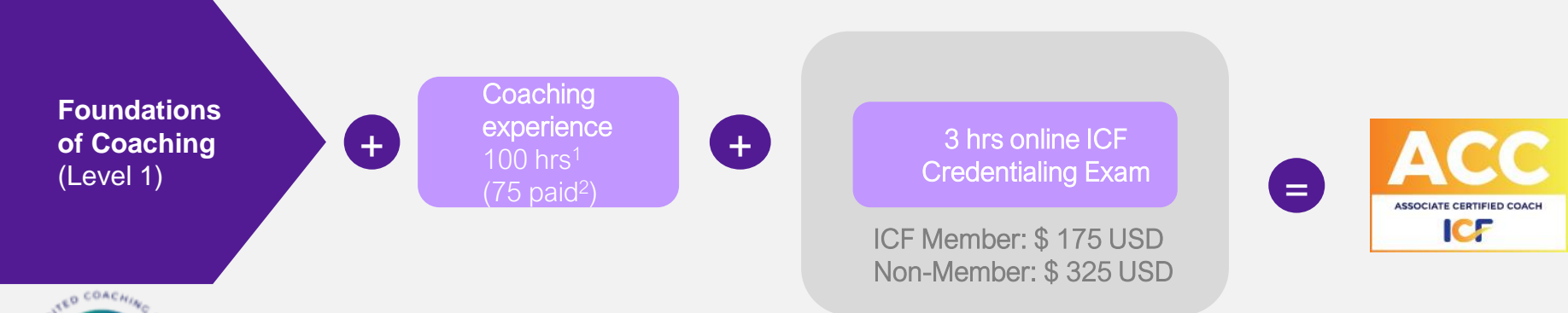
Build your own library of coaching recordings to learn from<sup>1</sup>

Our training director would love to get to know you:  
[Book a 30 min call here](#)

**Σ 60**



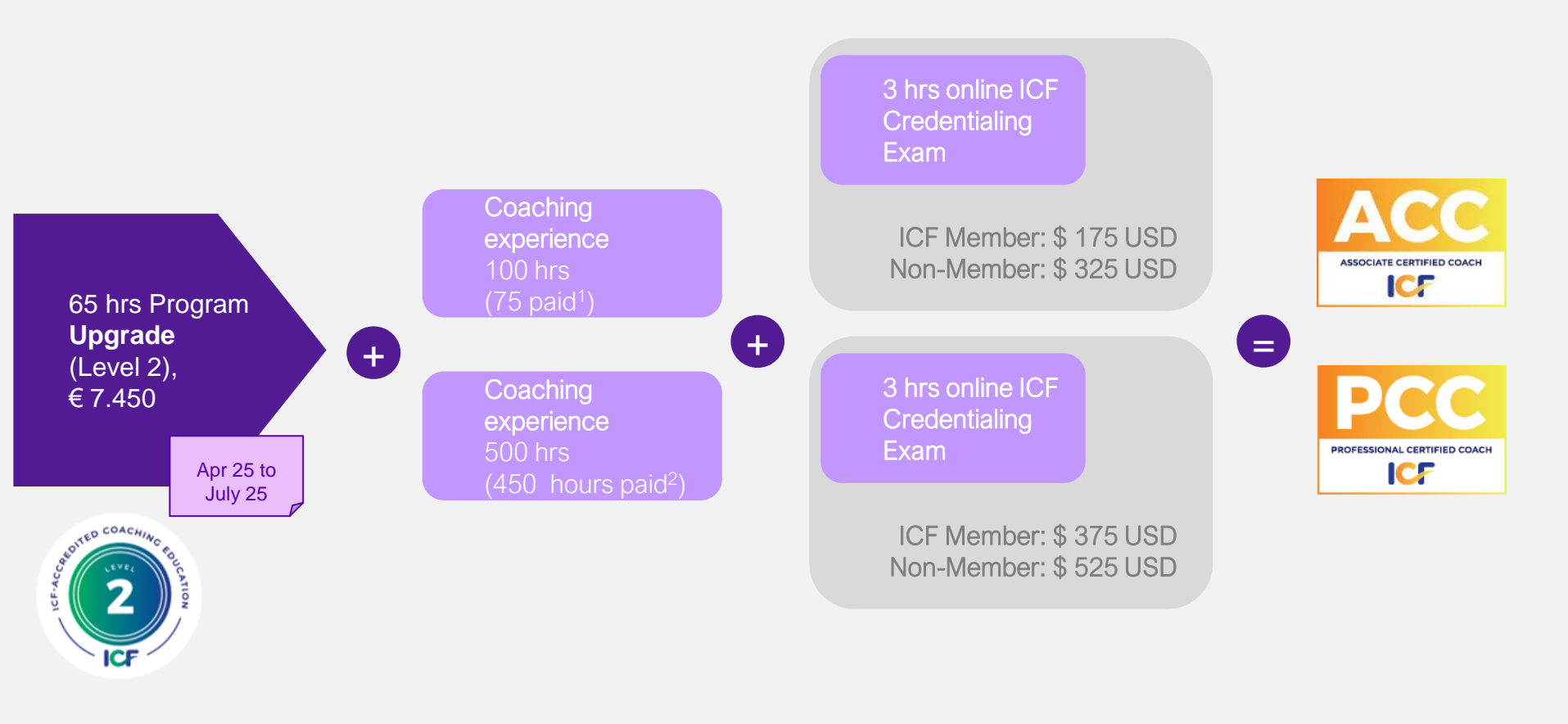
# In addition to the Level 1 Program with us, you need 2 more elements to obtain ACC from ICF



1) 100 hrs to claim a personal ACC credential with ICF can be collected from day 1 of our coach training as we are accredited. However, they may not be part of the 60 hrs but must be on top  
2) 75 hours paid coaching (Paid: salary, barter deals and low payment), 8 clients min. At least 25 of these hours (paid or unpaid) must occur within the 18 months prior to submitting the application for the credential.  
3) Retake costs 105 US\$ with ICF



# Alternatively, you continue your education and become PCC (optionally ACC first)



1) 75 hours must be paid coaching  
 2) 450 hours paid coaching (Paid: salary, barter deals and low payment), 25 clients min. 50 hours must have occurred within the 18 months prior to submitting the credential application. At least 450 of the hours must be paid.  
 3) Retake costs 105 US\$ with ICF

We are looking forward to  
you joining us on this exciting journey!

We like to keep our classes small, so we apply the  
first-come-first-served principle

[+++ Register here +++](#)

Use [this Calendly link](#) to book a chemistry call with our program director Katja Bossert  
Or contact us for further questions at [academy@bossert-associates.com](mailto:academy@bossert-associates.com)