



BA Coaching Academy

BA International Coaching Academy

2024 / 2025 – Cohort 10

Overview

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World class executive coaching

Our course is suited **for leaders who want to receive a world class executive coaching education** – and who seek true personal transformation.

- ④ The course was established specifically for a global business clientele seeking new horizons.
- ④ At Level 2, this program has the highest international accreditation by ICF.
- ④ Designed and facilitated by top international executive coaches and trainers.
- ④ The course itself is concise and short yet covers a broad range of coaching approaches.
- ④ Throughout the course you gain access to state-of-the-art insights and methods from internationally acclaimed executive coaches.
- ④ This course prepares you well, whether you want to start a career as a professional coach or extend your repertoire as a leader.

The BA International Coaching Academy

This course is suited for leaders who want to receive a world class executive coaching education – and who seek true personal transformation.

The program has the highest international accreditation by ICF.

The course is concise and covers a broad range of coaching expertise in a short and dense format. It is designed and facilitated by top international executive coaches and trainers. Throughout the course you gain access to state-of-the-art insights and methods, preparing you to start a career as a professional coach or extend your repertoire as a leader.

Benefits offered throughout the course

Understand core competencies, skills, tools and processes of professional coaching of executives. Integrate your business and leadership experience with coaching skills.

Create a positive impact for and with your coachees by helping them to gain crucial insights. Understand the human source code to drive change for individuals, teams and organizations.

Extend your own self-awareness by being coached and by coaching yourself during the program. Work with the resources of your clients instead of your own resources when helping others.

Profound skills

Positive impact on clients

Self-development

The leader as a coach

Coaching skills are key for leading: you will foster growth and ownership in the adults you lead.

To lead people well requires coaching skills more than ever before.

In times of artificial intelligence, work becomes more focused on real human skills.

Coaching can be done as part of the job as well as besides the job.

The professional coach

For working with individuals, teams or organizations you always need to know the source code of human behavior and how to alter this positively, which you learn in your coach training.

Many start their second career as a coach only years after their training. Your previous experience supports your USP and your market entry.

Personal development

To truly help others see their biases and inner belief sets, we need to be aware of our own values and belief sets.

Barriers to supporting others will become visible and can be worked on during the course, supported by our hand-picked external partners.

Why become a coach?

State of the art coaching training

Education by multiple master coaches

World class education is guaranteed through learning from four senior executive coaches (PCC accredited).

You will learn from two ends: one of your trainers is a Gestalt Therapist while the other has a strong business background.

Condensed set-up of workshop content

Only three intense, on location workshops of four days each (Thursday-Sunday) - the rest of the program is self-organized and virtual.

The set-up makes it possible to participate in the program besides full-time, demanding jobs.

Level 2 accredited program

Fast track to personal accreditation with the Level 2 program: Exam at PCC level long before the 500 hours of experience that it usually takes to get to that skill-level. International Coach Federation (ICF) as biggest global certification institute.

Work in a modern way

Coaching over video call is trained as one of the most common channels for coaching nowadays.

An online learning community is created.

Practice coaching in English (and your mother tongue).

Learn with great peers

International executives are your peers: you learn to coach with your future target group.

You will be surrounded by ambitious learners and enjoy an environment of high learning intensity.

Personal development

The 8-month period gives participants time for their own personal development and allows them time to master all the learned skills.

90% pass the exam at PCC level: practice and self development counts.

Your journey to become a coach

Becoming a coach entails much more than learning professional coaching techniques. It requires the careful study and application of the techniques. Over time you to develop a true coaching mindset – one of deep respect for each and every coachee.

This non-judgmental attitude opens yourself up to inner freedom.

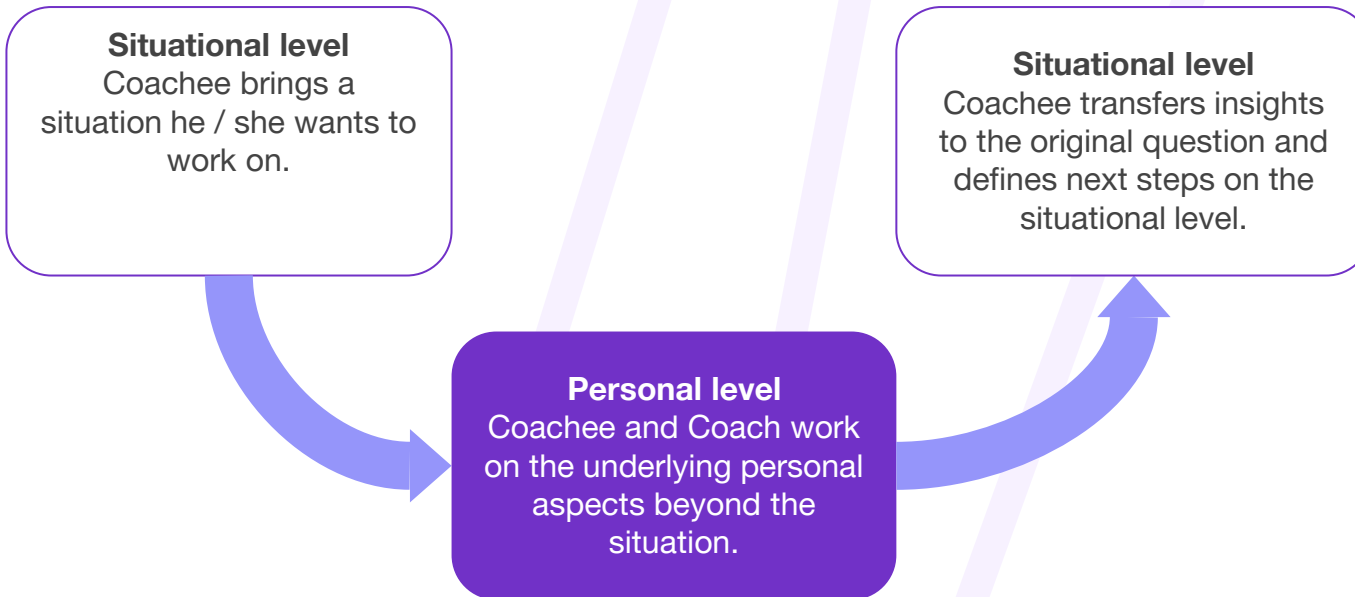
Most of our alumni say that the program has had a truly transformational effect on them personally and professionally.



Our philosophy - true development of the individual

Our coaching approach lifts the situational issue to the personal level. We drive a true personal development that enables the coachee to master the current situation and to learn about themselves as a person.

By doing so, the coachee is prepared for new challenges. This approach requires a true interest in the person you are coaching and an extended understanding of inner dynamics.



Practice is key - we support you getting started

A key part of our course is gaining experience from real coaching relations. Finding coaching clients might be challenging in the beginning – we support you getting started!

Through our close cooperation with several high-profile partners and pro-bono initiatives, we support you in getting interesting coaches to work with, so you can collect your coaching hours while also supporting great causes.

Some of our selected partners...



Technische Universität München

JOBLINGE

...and many more



Our alumni say ...

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

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

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

“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.”

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

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

Course timeline - 125 hours of training in total

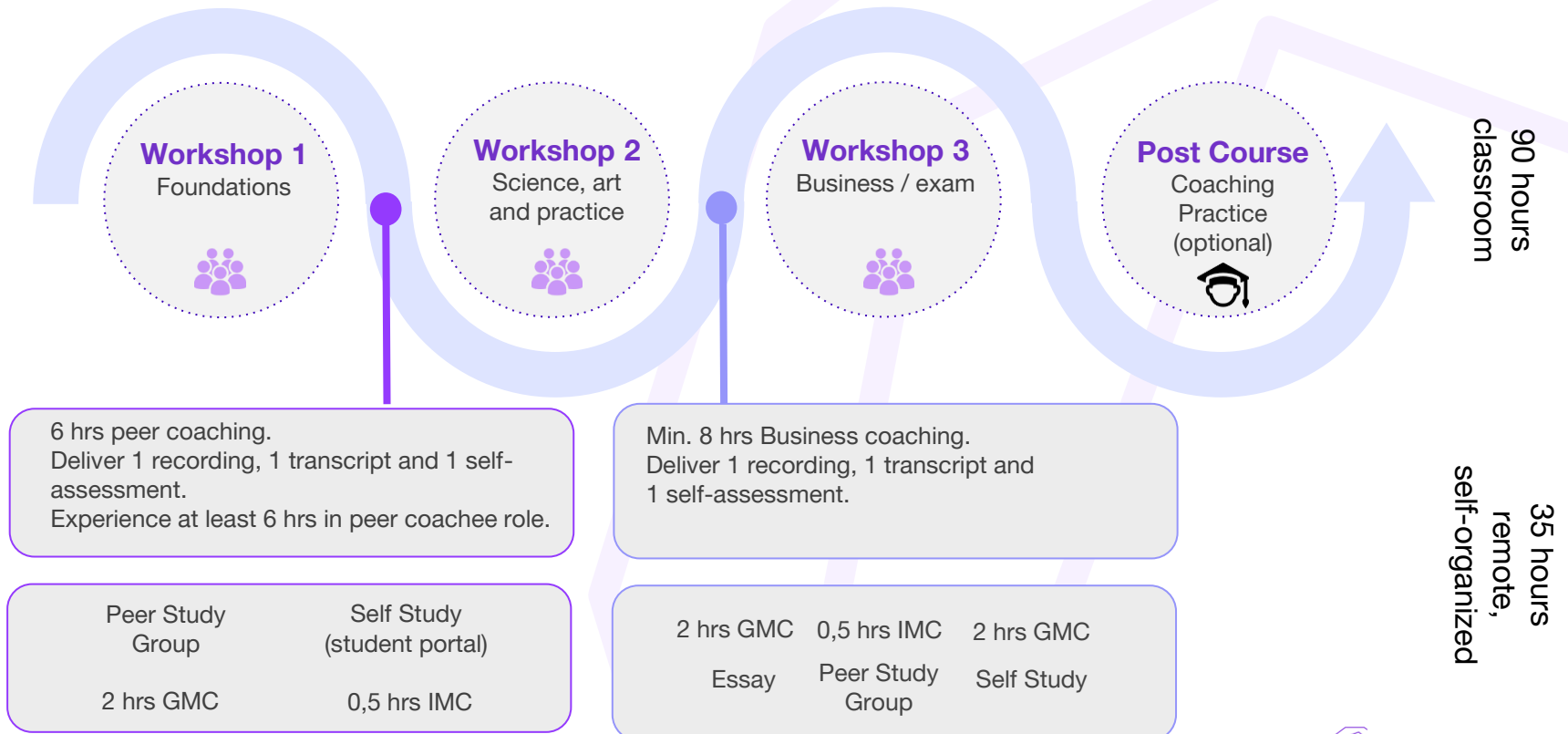
6 weekdays in total

Month

1

3

8



Course content

Month

1

3

8

Workshop 1

Foundations



- Skills and roles in coaching
- Listen to understand
- Trust in relationship
- Coaching presence / EQ
- Coaching agreement
- Powerful questions
- Self reflection as learning method

Workshop 2

Science, art and practice



- Neuroscience in coaching
- Creative tools
- Actions, planning, goal setting
- Responsibility, accountability, boundaries
- Managing progress

Workshop 3

Business / exam



- Executive and business coaching
- Coaching in organization
- Your coaching identity and brand
- Final exams at PCC level

Post Course

Coaching Practice (optional)



- After 100 hours of coaching, you may apply for the ACC credential with ICF
- Additional 400 hours of coaching
- Once 500 hours collected, apply for PCC with ICF

90 hours
classroom

Workshop contents in detail

Workshop #	Content delivered
Workshop 1 Foundations	Definitions of coaching, Roles in coaching, Active listening EQ, the GROW Model, Transactional analysis, Integral Framework IT WE I (after Ken Wilber), Carl Rogers, Gestalt, Brief, Relational coaching. Overview on coaching competencies by ICF. Practice in detail on Coaching Agreement, Trust and Presence, Ethical code (cases), Powerful Questioning, Direct Communication. Other: Group contracting, observed coaching practice for all, Peer study group formation, demo coaching by 3 master coaches.
Workshop 2 Science, art and practice	ICF Competencies: Creating Awareness and Designing Actions, Planning and Goal Setting (tools). Managing Progress and Accountability. Brain science: the brain and stress (performance curve), left brain and right brain, creativity tools in coaching, neuroplasticity, brain and body- tools in coaching. Coach maturity by Clutterbuck, coach identity and coaching styles, your Why-What-How (Sinek) Other: coaching practice with brain science tools. One day of supervised coaching practice. Mindfulness practice with link to brain science. Demo coaching from 4th master coach.
Workshop 3 Business / exam	Review of all Coaching competencies and PCC markers Group coaching and team coaching. Coaching in the context of organizational development. Executive coaching (cases) Other: 1 day of supervised coaching practice with external clients Summative performance evaluation (final exam) ICF credentialing process and how to start your business, your USP. Closing Ritual (practice group coaching)

Bossert International Academy trainers



Katja Bossert

- Founder of the BA Academy, MDP of Bossert Associates
- 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 Euro-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



Anna Inama

- Executive Coach, Coach Trainer and ICF Mentor Coach
- Focus on leadership transformation
- Works extensively with teams to help them become high performing, to develop a strategy and vision.
- Masters in Organizational Development, additional specific psychological training tools, and a strong intercultural background.



Yda Bouvier

- Senior executive coach at Yda Bouvier Ltd
- Specialist in neuroscience and how insights from this field can be translated into practical application for leaders
- Deep business background, MIT Sloan alumna
- Author of *Leading with the Right Brain*

Workshop Dates



*The in-person workshops include only 6 working days.

Investment

Training Fee:

EUR 14.500 net*
No VAT will be added**

Training fee to be paid
before 26th of August
2024.

A minimum of 75%
attendance is mandatory.
Further expenses like
travel and hotel fees are
to be carried by the
participants.

Please see the additional
costs associated with
each workshop.

Workshop 1

- **Location:** Schloss Hohenkammer
- **Hotel:** Participants who choose to stay in the hotel for 4 nights will bear the total cost of approximately 388 EUR – the booking arrangements will go through BA.
- Participants who choose not to stay at Hohenkammer are responsible for securing their own accommodation.
- **Meals:** Snacks, drinks, and lunch are included in the day fee. Participants will pay for their dinner independently.
- **Day fee:** This is a mandatory fee charged by the venue, Hohenkammer, of approximately 256 EUR in total.

Additional costs: Day fee, hotel accommodation & dinner

Workshops 2 & 3

- **Location:** BA Learning Villa in Munich
- **Hotel:** Participants are responsible for securing their own accommodation.
- **Meals:** Bossert Associates will provide free snacks and drinks. Participants are responsible for organizing their own breakfasts, lunches and dinners. Local recommendations are available

Additional costs: Hotel accommodation & meals

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

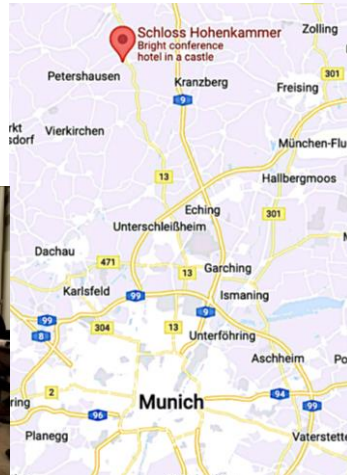
** According to § 4 No. 21 a) bb) UStG we are exempt from sales tax for these courses by the Government of Upper Bavaria, subject area 21.

Workshop Locations

Schloss Hohenkammer

A spacious and quiet hotel a short distance outside of Munich. The Schloss will help us avoid the Oktoberfest rush in the city center, allowing a secluded bonding experience for you and your peers during your first workshop.

Schloss Hohenkammer GmbH
Schlosstrasse 18–25
85411 Hohenkammer, DE



BA Learning Villa in Munich

Our Learning Villa at Großhadern in Munich is the home of BA and close to the city center, with a choice of hotels nearby. We offer our own premises with a cozy workshop setting, making it not only more affordable for you, but you will also be free to stay and spend time with your peers in study groups or have dinner together.

Bossert Associates GmbH
Leadership Development
Toemlingerstr. 19,
81375 München, DE



Over half of the program, we are together in workshops



① Workshops – 3 x 30 hrs (including 6x being observed by a trainer with 4 written reviews and 4 hrs mentor coaching) **90 hrs**

② Group Mentoring Coaching – 3 x 2 hrs **6 hrs**

Build your own library of coaching recordings to learn from¹

③ 2 IMC – 2 x 3 hrs
• Coaching audio recording (20-40 min)¹
• Transcript¹
• Self Assessment
• 30 min call with mentor coach **6 hrs**

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

④ Self study and essay **4 hrs**

⑤ Peer Coaching - 6 hrs
Business coaching – 8 hrs **14 hrs**

⑥ Self learning - 5 hrs
• Peer study groups
• Learning portal, emails
• (Being coached) **5 hrs**

Σ 125

¹ store with your client's permission

Registration

We like to keep our classes small & exclusive, so we apply the first-come-first-served principle and a selective process

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

Book a 30-minute discovery call with Katja Bossert to qualify for the program and secure your seat — first come, first served!

OR contact us for further questions at academy@bossert-associates.com

Thank you!

