

GCG Certification

More **Impact**, More **Time** and More **Clients** as a **GCG Coach**



As you invest your time and money in professional development, you are thinking 'What's in it for me if I do this?' At Global Coach Group we have a simple but powerful value proposition. Work with us and your coaching will have a greater impact due to our highly effective coaching methodology, expert training and certification we offer, you'll save a huge amount of time using the most advanced coaching platform the industry has ever seen. You'll have us onboard to actively showcase you as a GCG coach to our extensive network of multinational clients. In one sentence: more impact, more time and more clients. All this starts with a free trial. Sounds great, right? Then let's dive in!

More Impact

At the end of the day, measurable results are what matter most for clients. Our proven process consistently delivers measurable success for our coaches and their clients. A staggering 95% of leaders that work with our coaching process measurably grow in their leadership effectiveness, as attested to by their teams and coworkers. Our 360 Feedforward Coaching process is so effective because it emphasizes authentic leadership, involving coworkers, implementing sustainable behavioral changes, and regular follow-up to measure growth in leadership effectiveness. With this coaching process, coaches are provided with a solid structure and all the tools needed to start delivering value right away, putting you in the driver's seat to successfully guide clients in their leadership growth journey.

The 360 Feedforward Coaching process aids the coach to guide the leader in their journey to their next level as the process is highly effective, easy to understand, bespoke to the needs of clients and coaches, and incredibly time efficient. By offering this coaching to your clients, they will achieve three key accomplishments:

- They will be recognized as a measurably more effective leader by their coworkers.
- They will be equipped with the coaching skills and process to continue to develop themselves as a leader.
- They will be able to roll the coaching process out to their team so that the leader becomes better at coaching their individual team members.

More Time

Obviously the impact you'll be making by helping your clients achieve this success goes well beyond the coaching engagement. It helps cement an ongoing, long-term relationship with that client; likely getting more coaching engagements but certainly as an advocate for your services.

Time-efficient coaching process

The 360 Feedforward Coaching process is designed to be very time efficient for the coach to support the leader in their development journey. The involvement of coworkers helps the leader to focus on what matters, and ensures accountability for the leader at the same time. This makes it easier for the coach to keep the coaching sessions focused on what matters most, and bring in their expertise with surgical precision to guide the leader to progress in their journey, session after session.

Time-efficient coaching implementation

To accelerate your time effectiveness even further all of our coaches are given exclusive access to the most advanced digital coaching platform the industry has ever seen. You get better results in less time! Even though our coaching process is already very time effective, the GCG Platform streamlines the entire 360 Feedforward Coaching process even further by eliminating virtually all manual processes for the coach and client. So you as a coach can focus on what you do best and love doing most: Coaching!

More Clients

There are two ways to get more clients: either you do it or, we do it for you!

Coaching our clients

We will showcase you to our clients on our GCG Platform. Coaching clients will come to you, not the other way around. Leaders from our multinational clients come to the GCG Platform to select coaches and get started with their coaching engagement.

Coaching your clients

You can build awareness of your personal coaching practice and target prospects with the Coach Business Toolkit we provide. You will have access to a fully-loaded coach dashboard outfitted with all the resources and business tools you need to get more clients right away. This includes complete packages for: marketing, social branding, sales process, client demos, and business management.

We also provide regular interactive workshops and masterclasses giving expert guidance and methods to getting more clients. This includes guidance, demos and practice sessions covering writing great coach profiles, marketing yourself as a coach, engaging chemistry sessions, and winning clients!





Getting Certified with GCG

Our certification process includes 2 LIFETIME certifications: Global Leadership Coaching and Global Team Coaching certifications.

We divide these certifications down into two modules:

Module 1 is all about Learning and know-how.

This self-paced eLearning module takes you on a deep dive into the know-how of the 360 Feedforward Coaching process. You set the pace and we'll guide you through the whole coaching process from start to finish, including top tips from master coaches along the way and a detailed coach guide for future reference and use. Your eLearning experience of these coaching sessions will feel exactly the same as other GCG coaches who do this with multinational clients, including many Fortune 500 companies. (~20 hours)

Module 2 is all about Practice and show-how.

After you finish the first module, select a partner to start our coaching Practice Labs with. These Practice Labs take you through the whole coaching engagement, one session at a time. In each lab you will practice the knowledge and skills you previously learned with your partner. Then you can give and receive feedforward on how you, and others, can improve and refine their skills! A library of recorded coaching practice labs is available for review and learning from peers who are in the same coaching journey as you are. (~ 30 hours)



Additional Workshops & Masterclasses

Throughout the entire process you're free to attend live workshops (online and onsite) facilitated by the #1 coach trainer in the world, Will Linssen. These regularly scheduled workshops are the perfect chance to ask questions, dialogue with your colleagues and fellow coaches, and to further develop your competency as a coach through practice and demonstrations. And these don't end once you're certified! You can always come back for more practice and learning or to share some of your experience and client achievements.

Once you've got your certification, you unlock access to a fully-loaded dashboard of tools to help you coach at your highest potential. This puts all the resources you need to coach with the 360 Feedforward Coaching process, including unlimited access to assessments, and eLearning, at your fingertips to review any time you like!

So, join us to transform your coaching business! We'll make sure you have a greater coaching impact, save a ton of time, and get more clients by providing you with:

- Lifetime certification
- A fully-loaded coach dashboard with all the latest tools
- Exclusive access to our innovative digital coaching platform
- Active marketing of your GCG coach profile to our extensive network of multinational clients
- Unlimited access to coaching tools and assessments, along with continuously updated resources like Coach and Leader Guides
- Lifetime support from our dedicated team
- Membership to a global community of 3,500+ active coaches, consultants, and HR professionals

So why wait? Get started on your certification Learning journey today by [signing up](#). We have a 14 day free trial waiting for you.

Have questions? Reach us at
Coach@GlobalCoachGroup.com