

GCG

Coach Certification Program

More Impact, More Time, More Clients





Global Coach Group
Lead for Good

GCG Coaching Certification Programs for leadership coaches

Premier leadership coaching certification programs for:

- Leadership coaches looking to add to their coaching toolbox
- Corporate professionals (HR / Business leaders) transitioning into coaching and need a complete coaching & business kit

GCG certified coaches work with leaders in 1
out of 3 Fortune 500 companies





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GCG Online Coaching Platform

Latest Learning Resources

Coaching Business Accelerator

WHAT'S INCLUDED



ICF Accredited Certification

10 to 125 CCE units



Training in a highly effective coaching methodology

360 Feedforward Coaching Process



Exclusive Access to GCG Online Coaching Platform



Continuous Learning Resources + Live Workshops



Marketing & Sales Toolkit



Membership to an active global community of 3,500+ coaches

WHAT THIS ALL TRANSLATE INTO:

MORE IMPACT ✓

DELIVER GUARANTEED SUCCESS

A staggering 95% of leaders coached through our process reported measurable growth in their leadership effectiveness, as attested to by co-workers.

Clients care about measurable results

Our proven coaching process consistently delivers measurable success for our coaches and their clients.

MORE TIME ✓

COACHING ENGAGEMENT TIMES CUT BY 50%

Time-efficient Coaching Process

The involvement of co-workers ensures accountability and time efficiency for the leader. This helps coaches focus the coaching sessions on what matters most: session-by-session growth in leadership effectiveness.

Time-efficient Coaching Platform

Get better results in less time. The GCG Platform streamlines the entire 360 Feedforward Coaching process even further by eliminating virtually all admin work for the coach and leader. You as the coach can focus more on what you do best and love doing the most: Coaching.

MORE CLIENTS ✓

COACH Y(OUR) CLIENTS

Everything you need to get more clients

Immediately start building awareness of your personal coaching. With GCG's Coaching Business Accelerator, you have an entire marketing & sales business toolkit to gain more leads that turn into prospects that become your clients.

Coaching GCG clients

Be actively showcased to our multinational clients. Coaching clients will come to you, not the other way around.

HOW YOU WILL GET THERE

Online Self-paced

Estimated time to complete: 15 - 125 hours / 2 - 6 months

Two modules: Learning & Practice

LEARNING MODULE



Est. 5 - 25 Hours

- Self-paced eLearning
- Deep dive into the 'know-how' of the 360 Feedforward Coaching Process.
- Top tips from master coaches along the way
- Detailed coach & leader guides for future reference and use

PRACTICE MODULE



Est. 5 - 70 Hours

- Live 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 a partner.
 - Give suggestions and receive feedback on how you and your partner can improve and refine skills.
- Library of recorded coaching practice labs available for review and learning

LIVE WORKSHOPS



Est. 5 - 30 Hours

- Demonstrations and live practice on handling challenging coaching scenarios (situations and cultures)
- These regularly scheduled workshops are the perfect chance to ask questions, dialogue with fellow coaches, and to further develop your competency as a coach.

MENTOR COACHING



Est. 10 Hours (Unlimited Group Mentoring)

ELEVATING AND TRANSFORMING YOUR COACHING BUSINESS



What separates GCG certification programs from other programs?

"I've previously attended other leadership trainings, but I wanted to bolster my professional career as a coach with a more sophisticated leadership coaching program and started looking for one.

And I believe I made the perfect choice.

As coaches we know that leadership is not just about "what you do" but about "who you are". Because people lead from "who they are". This program is a perfect blend of technical leadership skills building process, while providing an abundance of insights on the inner workings of shifting mindsets. The program fully involves you in the learning process through Live Practice Labs. And this reminded me of one of the best quotes: "Tell me and I forget, Teach me and I remember, Involve me and I learn"!

-Pinar Basaran., Turkey

ELEVATING AND TRANSFORMING YOUR COACHING BUSINESS



How has the certification program benefited your coaching career?

The course on selling coaching services is the icing on the cake. It gives out each part of the selling process and how you as a coach can sell your services to your target audience in a step by step manner.

-Rajiv Misra., India



What is the best aspect of the certification program?

The material was outstanding, the content was in depth but at the same time very methodical in a step-by-step approach. I would highly recommend this journey of becoming a GCG certified coach. For me, the most memorable aspect was engaging with the GCG coaching community from all over the world.

-Mickey Moss., USA

GETTING STARTED

Coach At Your Highest Potential



Sign up for your risk-free 14 day trial

- Receive your access to the Learning portion of the certification program of your choosing.

90 Day “Love It or Leave It” Guarantee

- Not satisfied ? Get a full refund. It’s that simple.

[Sign up for 14 day trial](#)

GCG COACH CERTIFICATION PROGRAMS

GLOBAL LEADERSHIP ASSESSMENT (GLA360)

The Global Leadership Assessment (GLA360) is the first and only 360 leadership assessment in the market co-developed by multinationals for multinationals. It measures and articulates the top most important 15 competencies for today's global leader.

As a certified GLA360 coach, you will have a powerful framework to help you understand, work with, and effectively debrief the GLA360 assessment.

WHO'S THIS FOR:

- **HR professionals** seeking a leading 360 leadership tool to strengthen internal coaching programs
- **Executive & leadership coaches** looking for a leading 360 leadership assessment to provide structure and objectivity to the assessment phase of the coaching process

ICF Credits:
15 CCE units

 20 Hours

Access to platform and other resources not included

GLOBAL LEADERSHIP COACHING

As a Global Leadership Coach, deliver 1-on-1 leadership coaching using the 360 Feedforward Coaching process to leaders across all management levels. Deliver the measurable results executives look for.

Master the business side of your coaching practice with the Coaching Business Accelerator toolkit. Get more great coaching clients.

Further scale your coaching with the GCG Coaching Platform for running engagements from beginning to end.

WHO'S THIS FOR:

- Executive & leadership coaches
- Corporate professionals making the transition into coaching


What certifications are included:

- Global Leadership Coaching Certification

What else is included:

- Access to the Coaching Business Accelerator

ICF Credits:
45 CCE units

 50 Hours

Most popular

GLOBAL LEADERSHIP & TEAM COACHING

Harness the full power of the 360 Feedforward Coaching process with the Global Leadership & Team Coaching certification.

Be fully equipped with a complete set of tools, resources, and skills to become a high impact coach. Coach more leaders at higher levels, and scale the process from individuals to teams & larger groups to increase your range of clients.

WHO'S THIS FOR:

- Executive & leadership coaches interested in increasing their range of clients and coaching toolkit
- Corporate professionals making the transition into coaching


What certifications are included:

- Global Leadership Coaching Certification
- Global Team Coaching Certification
- Global Leadership Assessment (GLA360) Certification

What else is included:

- Access to the Coaching Business Accelerator

ICF Credits:
Up to 60 CCE units

 95 Hours

GCG COACH CERTIFICATION PROGRAMS

ACC PATHWAY PROGRAM

**An extension of the
Global Leadership Coaching Program**

Everything you need to become
ACC certified with the ICF.

WHO'S THIS FOR:

Coaches aspiring to achieve ACC credential with the ICF

What certification is included:

- Global Leadership Coaching Certification
- Plus all you need to attain ACC status

What else is included:

- Access to the Coaching Business Accelerator
- Mentor Coaching (15 hours)
- Additional Workshops

ICF Credits:
60 CCE units

 95 Hours

LEVEL UP TO PCC PROGRAM

**An extension of the ACC Pathway
Program, plus Masterclass
Summit to achieve PCC status**

Everything you need to become
PCC certified with the ICF.

WHO'S THIS FOR:

For those already ACC credentialed and looking to
achieve PCC status


What certification is included:

- Global Leadership Coaching Certification
- Plus all you need to attain PCC status

What else is included:

- Access to the Coaching Business Accelerator
- Mentor Coaching (15 hours)
- Masterclass Summit Series (6 hours)
- Additional Workshops

ICF Credits:
66 CCE units

 71 Hours

PCC PATHWAY PROGRAM

**An extension of the Global Leadership &
Team Coaching Program**

Deepen your mastery of coaching to
become PCC certified with the ICF.

WHO'S THIS FOR:

- Current ACC looking to apply for PCC with the ICF
- Coaches looking to apply for PCC with the ICF

What certifications are included:

- Global Leadership Coaching Certification
- Global Team Coaching Certification
- Global Leadership Assessment (GLA360) Certification
- Plus all you need to attain PCC status

What else is included:

- Access to the Coaching Business Accelerator
- Mentor Coaching (15 hours)
- Masterclass Summit Series (15 hours)
- Additional Workshops

ICF Credits:
125 CCE units

 125 Hours

THE 360 FEEDFORWARD COACHING PROCESS

In the end, measurable results are what matters most to clients

Our 360 Feedforward Coaching process is so effective because it emphasizes:

- Involving co-workers
- Accountability for leaders
- Implementing sustainable behavioral changes
- Making change visible
- Regular follow-up to measure growth in leadership effectiveness
- Time efficiency for both leader and coach
- Authentic leadership

The 360 Feedforward Coaching process aims to accomplish 3 things for the leader:

1. Grow as a leader by becoming measurably more effective
2. Transfer the coaching skills and process to the leader so that they can continue to develop themselves
3. Roll the coaching process out to the Leader's teams so that the leader becomes better at coaching team members.

1 million+

leaders have involved
their co-workers in
coaching

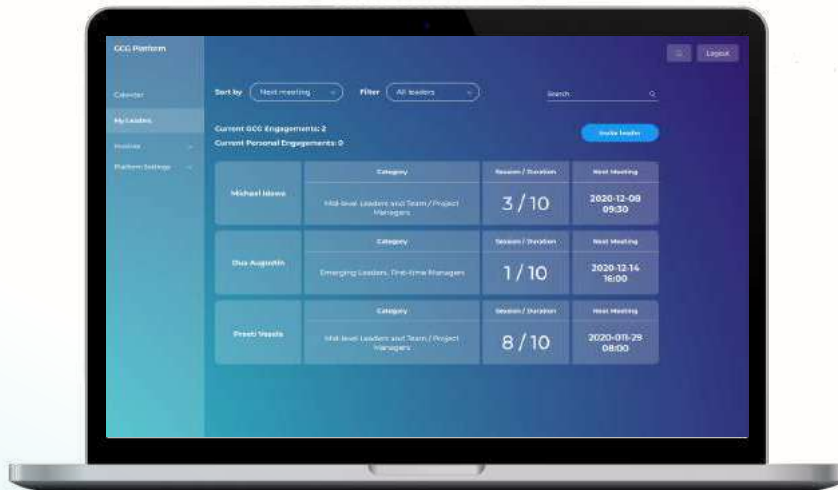
95%

measurably improved
in their leadership
effectiveness

98%

satisfied with their
coach and coaching
process

GCG ONLINE COACHING PLATFORM



Everything you need on one dashboard

- 360 Pulse Surveys
- Assessments
- Tools + resources
- Leader progress measurement + insights

Automating nearly all administrative work

- Scheduling + Calendar Sync
- Organized agenda and task-list

Ease-of-use for your clients

- Collecting feedforward from coworkers
- Automatically distributing action plans to coworkers

CONTINUOUS LEARNING RESOURCES

Continued access to:



WORKSHOPS & MASTERCLASSES

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.



COACHING TOOLS + RESOURCES, ASSESSMENTS AND READING

Our leadership development team is constantly updating our resource library with the most current information through new assessments, tools, resources and blogs for life-long learning.



E-LEARNING + PRACTICE LABS

We periodically update our e-learning courses and you can revisit any of the practice labs whenever you want.

MARKETING & SALES TOOLKIT

Coach Business Accelerator (CBA)

Your passion for making a lasting impact on leaders is one of the biggest reasons you became a leadership coach.

However, without clients (leaders) to be coached, that passion simply cannot be fulfilled. **No clients, no coaching, no impact.** For this reason, mastering the business management side of coaching is vital to the success of any leadership coach.

The CBA course serves as your step-by-step framework for gaining leads that turn into prospects that ultimately become your clients.

SOCIAL BRANDING

The primary step is to establish your brand (identity)

MARKETING

Nurture leads by sharing value through marketing

EXPANDING CONVERSATIONS

Convert high potential leads into prospects

SALES

Making your final pitch and converting prospects into clients

GETTING STARTED

Coach At Your
Highest Potential

SIGN UP FOR YOUR RISK-FREE 14 DAY TRIAL

Receive your access to the Learning portion of the certification program of your choosing.

90 DAY “LOVE IT OR LEAVE IT” GUARANTEE

Not satisfied? Get a full refund. It's that simple.

[Sign up for 14 day trial](#)

GCG certified coaches have coached leaders in 1 out of 3 Fortune 500 MNCs and many, many more

