



CORRY  
ROBERTSON

# THE COACHING ACADEMY FOR LEADERS

**BECOME AN ICF CERTIFIED COACH**

*Leverage the most powerful and effective approach to  
enhancing human development and performance.*

2024

**ICF**  
Professional  
Coaches



**CCE**  
ICF CONTINUING  
COACH EDUCATION  
**ICF**



# YOU WANT TO BE YOUR BEST AND BRING OUT THE BEST IN THE PEOPLE AROUND YOU

## A Certified Coaching Program accredited by the International Coaching Federation (ICF)


Everyone faces issues that stop them from achieving their goals. When you're dealing with problems on your team like poor productivity, low employee engagement, high turnover, poor quality, or nasty office dynamics you run the risk of not getting the results you want. Learning to coach helps you become a better leader, reach your objectives, and inspire your team to do bigger things than they ever have before.

Coaching helps you grow as a person and learn how to bring out the best in everyone around you.

The Coaching Academy for Leaders focuses on helping successful people learn coaching as a leadership style so that they can achieve greater alignment, agility and innovation. The program is for people who want to:

- Coach colleagues or clients
- Become certified coaches for career advancement or consulting work
- Use coaching as a communication style at work
- Learn coaching as a leadership style
- Develop a coaching culture within their organization

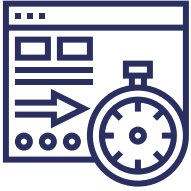
We help you remove the obstacles getting in the way of success.



*"The professionalism, integrity, and knowledge of Corry and her team is second to none. Her coaching and resource development are results oriented and her ability to facilitate them makes those results obtainable."*

**Richard Cox, CEO RAC/JEC Consultants Inc.**

# OUR APPROACH IS DIFFERENT



## More Impact in Less Time

Our microlearning programs mean you can still work full-time and become certified, and start applying your learning right away.



## Actual Lasting Results

Microlearning creates lasting results you can't achieve with traditional, intensive workshops and retreats.



## Learn Coaching and Leadership Skills

Our program is geared towards professionals who want to learn coaching and leadership to uplevel their skills.



## Gold Standard Certification

Our program is accredited by the ICF, the gold standard for coaching certification around the world.

## How It Works

We teach in small group cohorts of up to 15 participants at a time. You receive individual attention and benefit from the camaraderie of learning in an intimate group.

Our unique approach to coaching certification is based on the principle of microlearning sessions interspersed with private coaching sessions.

Our proven process is based on decades of research and experience. An integrative approach, it layers theory, participant engagement and accountability to produce high-performance results.

It also includes a robust self-assessment and measurement strategy in order to track your progress and measure your results.

## What Our Students Have To Say

**91%**

Program highly relevant to their work

**92%**

Believe it led to job success

**95%**

Would recommend the program to their peers

**93%**

Intend to apply the principles in their work environment



# Learn From The Best In The World: Accreditation

The Coaching Academy for Leaders in an ICF-accredited program offering:

- ICF Certification: the gold standard in Coach Certification
- A globally recognized accreditation (136 countries)
- The largest regulatory body in the coaching industry

## Our Comprehensive Training Suite

If you are new to coach training, begin with **Coaching Fundamentals**, an ICF Level 1 Pathway to the ACC offering a 66.5 hour program tailored for managers, HR professionals, executives, and high-level entrepreneurs.

Progress to **Coaching Essentials**, a 55.5 hour program aligning with ICF Level 2 standards on the pathway to PCC accreditation. Finally, elevate your coaching prowess with **Leadership Excellence for Coaches**, a 42 hour program offering 40 ICF CCE units. Complete all three programs to earn The Coaching Academy for Leaders' **Certified Leadership Coach** designation. Your transformative journey culminates in a powerful skill set, industry-recognized certifications, and the confidence to lead and inspire with impact. Each program is offered separately, 'on demand' to ensure flexibility at your own pace.

## Elevate your leadership

### Coaching Fundamentals (total 66.5 hours)

#### ***Level 1 Pathway to the ACC***

- 30 hrs. Live Explore & Discover Mastermind Sessions (synchronous)
- 24 hrs. Live Coach Practicum Sessions (synchronous)
- 11 hrs. Self-directed Learning Videos (asynchronous)
- 1.5 hrs. 1-to-1 Private Coaching

### Coaching Essentials (total 55.5 hours)

#### **Conforming to the standards for the Level 2 Pathway to the PCC. (Currently undergoing the ICF accreditations process)**

- 30 hrs. Live Explore & Discover Mastermind Sessions (synchronous)
- 24 hrs. Live Coach Practicum Sessions (synchronous)
- 1.5 hrs. 1-to-1 Private Coaching

### Leadership Excellence for Coaches

#### **40 ICF Continuing Coach Education (CCE) units: 20 Professional Development Units and 20 Resource Development Units (Currently undergoing the ICF accreditations process)**

- 10 hrs. Self-directed Learning Videos, Reading, and Reflection (asynchronous)
- 32 hrs. Live Explore & Discover Mastermind Sessions (synchronous)

### Mentor Coaching (total 11 hours)

- Add Mentor Coaching as an optional extra: 11 total mentor coaching hours (8 in a group setting and 3 one-on-one)
- 1 Performance evaluation





# ACADEMY CURRICULUM

# CORE COMPETENCIES

You will learn to become positive, future-focused, and results-oriented using the C3 Principle.

## CLARITY

Assess your strengths and weaknesses in key critical areas, using scientifically proven, evidence-based psychometric assessments.

## COMMITMENT

A plan is only as good as its execution. Our goal-setting models are results-oriented and create alignment and action throughout your entire organization.

## CHOICE

Values govern choices. You'll explore the experience you want your clients to have and the workforce culture you need to choose, create, and maintain in order to deliver that experience.

## At A Glance

### The Coaching Academy for Leaders Training Suite



#### COACHING FUNDAMENTALS

**IDEAL FOR:** Managers, HR, OD, and leadership development professionals, executives and board members, B2B consultants and high-level entrepreneurs.  
**LEADERSHIP LEVEL:** Management and executive level.  
**DURATION:** 65 hrs instruction time + 1.5 hrs private coaching (3 x 30 min sessions)  
**DELIVERY:** Live online and self-directed lectures on our learning portal.  
**ACCREDITATION:** ICF Level 1 Pathway to ACC  
**PREREQUISITE:** Read and agree to the terms and conditions as provided in the Participant Guide and Faculty Handbook.  
**CERTIFICATION:** The Coaching Academy For Leaders Coaching Fundamentals (CF) Certificate.



#### COACHING ESSENTIALS

**IDEAL FOR:** Managers, HR, OD, and leadership development professionals, executives and board members, B2B consultants and high-level entrepreneurs.  
**LEADERSHIP LEVEL:** Management and executive level.  
**DURATION:** 54 hrs instruction time and 1.5 hrs private coaching (3 x 30 min sessions) is included.  
**DELIVERY:** Live online and self-directed fieldwork.  
**ACCREDITATION:** Conforming to the standards of ICF Level 2 Pathway to PCC, currently under review for accreditation.  
**PREREQUISITE:** Coaching Fundamentals or equivalent ICF Certification and read and agree to terms and conditions as provided in the Participant and Faculty Handbook.  
**CERTIFICATION:** The Coaching Academy For Leaders Coaching Essentials (CE) Certificate.



#### LEADERSHIP EXCELLENCE FOR COACHES

**IDEAL FOR:** Managers, HR, OD, and leadership development professionals, executives and board members, B2B consultants and high-level entrepreneurs.  
**LEADERSHIP LEVEL:** Consultant, Coach, Management and Executive levels.  
**DURATION:** 42 hrs instruction time.  
**DELIVERY:** Live online and self-directed fieldwork.  
**ACCREDITATION:** 40 ICF CCE units (20 Professional Development Units and 20 Resource Development Units).  
**PREREQUISITE:** Read and agree to terms and conditions as provided in the participant and faculty handbook. Coaching Fundamentals or an equivalent ICF Level 1 Pathway to the ACC is recommended but not required.  
**CERTIFICATION:** The Coaching Academy For Leaders Leadership Excellence (LE) Certificate.

**CERTIFIED  
LEADERSHIP COACH**

**Complete all three programs to earn The Coaching Academy for Leaders' Certified Leadership Coach designation.**



# COACHING FUNDAMENTALS



## ACCELERATES

the pace and quality of your personal development.

## REDUCES

"blind spots" through self-awareness and self-control.

## TEACHES

leaders to accurately interpret and respond to their environment.

## ACCREDITATION + CERTIFICATION

ICF Level 1 Pathway to ACC and The Coaching Academy For Leaders Coaching Fundamentals Certificate.

## Fundamentals - Introduction to Coaching

### Course Objectives

- To develop your self-awareness, ability to speed read others, and build rapport with the Lumina Spark Psychometric Assessment.
- To build your confidence, knowledge, and experience with the 8 ICF Core Coaching Competencies.
- To be able to apply the promise of transformation through coaching for yourself as much as for your clients and colleagues.

### The ICF Core Competencies

Begin to practice coaching using the ICF core competencies. You'll design your own professional development plan that you will work on for the duration of the program.

Core competencies include:

- Coaching Ethics and Standards of Coaching
- A Coaching Mindset
- How to Establish and Maintain Agreements
- How to Cultivate Trust and Safety
- Presence
- Active Listening
- How to Evoke Awareness
- How to Facilitate Growth

### Delivery:

- Small group format of 5 to 15 participants
- Combination of video lessons, online live Coaching Practicums and online live Explore and Discover Masterminds, plus private 1-to-1 coaching sessions
- 65 hrs total instruction + 1.5 hours private coaching (3 x 30-minute coaching sessions)
- Mentor Coaching is available as an optional add-on.

### Duration:

See the course calendar on our website:

<https://corryrobertson.com/shop>

*"Coaching is a way of life that everyone should consider adopting. This class was the perfect introduction. The mix of coursework, mastermind groups and practice was a great way to learn. The fact that it was a weekly commitment helped keep me focused and motivated. Corry and Brian are experts and their passion is contagious."*

**Yvonne Bernier**



# COACHING ESSENTIALS



## ACTUALIZES

your personal and organizational development plans.

## DEVELOPS

communication skills so you can interact in a manner that others respect and understand.

## ALLOWS

leaders to effectively drive behavioural change.

## ACCREDITATION + CERTIFICATION

Conforming to the standards of ICF Level 2 Pathway to PCC, The Coaching Academy For Leaders Coaching Essentials Certificate.

## Essentials for Coaching Culture

Created specifically for leaders who are interested in internal coaching, as well as those who want to be external coaches specializing in Leadership Development. Essentials allows you to practice one-on-one, team and group coaching. Participants learn how to build a coaching culture as well as a coaching practice.

### Course Objectives:

- Build a coaching mindset as your personal and professional foundation for success and well-being.
- Learn organizational development approaches to create a coaching culture within your organization.
- Coach employees to improve performance and reach their potential.
- Form and lead HITS (High Impact Teams).
- Establish coaching services within your organization.
- Learn the fundamentals of marketing to share your coaching practice with the world!

### Topics Covered:

The coaching Mindset: Self-care, stress management, self-compassion, resilience and conscious leadership

Coaching Culture: The roles of external coaches, internal coaches and managers who coach as leadership style

Strategic Planning and Performance, Your Role as Internal Coach

Forming High Impact Teams (HITS) and The Use of Psychometrics

Team Coaching: The coaching approach to leading teams, groups, meetings and workshops

How to Use The Coaching Agreement and Facilitating Growth for co-creating results, performance improvement & performance management

How to Offer Coaching Services: The Coaching Handbook, welcome pack, portfolio, onboarding clients, ICF code of ethics

Your Coaching Business: How to promote a coaching bench, marketing your coaching business

### Delivery:

- Small group format of 5 to 15 participants
- Online live Coaching Practicums, and online live Explore and Discover Masterminds, plus private 1-to-1 coaching sessions
- 54 hrs total instruction + 1.5 hours private coaching (3 x 30-minute coaching sessions)

### Duration:

See course calendar on website:

<https://corryrobertson.com/shop>

*"This course was well organized, easy to follow and always interesting. The content is current and highly important for organizations that strive to create an atmosphere of engaged, happy and loyal employees. This is not only a journey to become a better manager/leader, coach or employee, its also a personal journey of self-exploration and growth. I loved every minute even when forced out of my comfort zone which is not easy for me."*

**Leslie Major**

# LEADERSHIP EXCELLENCE FOR COACHES



## INCREASES

your employee engagement and retention using the coaching model.

## DRIVES

strategic effectiveness and impact throughout your organization.

## CREATES

relationships of trust and action between yourself and your team members.

## ACCREDITATION + CERTIFICATION

**40 ICF CCE units, The Coaching Academy For Leaders Leadership Excellence Certificate.**  
(Currently undergoing the ICF accreditations process)

## Leadership Excellence

This uniquely tailored program is rooted in the coaching approach. Dive into coaching principles, frameworks, and strategies, empowering you to seamlessly integrate coaching into your leadership style. What sets us apart is the hands-on experience – you'll tackle your own leadership challenges, crafting practical strategies for immediate implementation. This interactive and personalized approach ensures that every lesson learned becomes a powerful tool in your leadership toolkit. Elevate your leadership with real-world, real-time solutions.

### Course Objectives:

- Learn to be an influential leader who can motivate and inspire teams to achieve company goals.
- Reduce conflict, mistakes, and misunderstandings through effective leadership behaviours.
- Increase innovation, creativity and productivity by bringing out the best in others.
- Actualize personal development plans.
- Learn the connection between leadership theory and coaching skills.
- Build confidence with leadership behaviours that have a positive impact on the triple bottom line (the planet, the people, the profits).
- Unite as a close-knit team of colleagues sharing a purpose, vision and mission who together can lead their direct reports to produce results.
- Accelerate the pace and quality of employee development.
- Drive strategic effectiveness and impact throughout the organization.
- Create relationships of trust and safety between leaders and team members.
- Increase employee engagement and retention using the coaching model.





# LEADERSHIP EXCELLENCE FOR COACHES



## Topics Covered:


- Psychometrics and Assessments in Practice
- "The Virtuous Cycle: The Relationship Between Employee Engagement and Customer Loyalty"
- The Context for Leadership Coaching
- Cultivating Success: Nurturing a Dynamic Leadership Mindset
- Strategic Thinking: Effective Planning and Execution for Leaders
- High-Performance Team Essentials: How To Build Teams That Succeed
- Interpersonal Communication: The Leader's Approach to Effective Conversation
- Coaching Works: Leadership Coaching and Performance Management
- Employee Development, Delegation, and Performance Management: The Role of Manager
- The Coach's Guide to Change Leadership
- Justice, Equity Diversity and Inclusion
- Finding common ground: Conflict Management and Resolution
- Culture 365: The Quest for a Compelling Employer Brand

## Delivery:

- Small group format of 5 to 15 participants
- Combination of video lessons and online live Explore and Discover Masterminds
- 42 hrs total instruction

## Duration:

See course calendar on website: <https://corryrobertson.com/shop>



*"I have been so glad and grateful to have found Corry and this course. I have taken away so much from it that will help me continue on my journey to being authentic and true to myself in my daily actions in work and in helping others. The relationships I have made during the course have been strong and supportive. I have been looking to reshape how I approach my working life and the coach training has been the best possible environment to help think these things through."*

**Alice Rainey, Medical Doctor and Primary Care Practitioner**



# Class Format

The learning experience is highly experiential, active, and engaging.

All of our programs are delivered as microlearning modules

Each takes place over several months to allow for the integration of learning and new habit formation.

## The Learning Includes:

- Microlearning mastermind sessions: LIVE, online via Zoom
- Learning resources available via a private, online learning portal
- Performance improvement and performance management toolbox
- Community support via a private online forum

*"Thank you for all your help, I enjoyed very much the training course and the interaction we had, I'm sure this helped me getting my new position and will continue to guide me in the coming years."*

Serge Labreque

## Tuition

View tuition costs here: <https://corryrobertson.com/pricing/>  
Interest-free easy payment plans are available for tuition.

## Pre-Requisites

### Coaching Fundamentals:

Read and agree to the program policies posted in the Participant and Faculty Handbook.

### Coaching Essentials:

Coaching Fundamentals or an equivalent ICF Certification and read and agree to terms and conditions as provided in the Participant and Faculty Handbook.

### Leadership Excellence:

Read and agree to terms and conditions as provided in the Participant and Faculty Handbook. Coaching Fundamentals or an equivalent ICF Level 1 Pathway to the ACC is recommended but not required.



# SUCCESSFUL OUTCOMES

**Kevin Wilkins,  
M.Sc, MBA**

"If you want a learning experience that allows you lots of opportunities to be involved and put theory into practice this is for you. Not an industrial course grinding out diplomas. Emphasis on developing practitioners. **Small groups with engaged and dynamic individuals makes this a good choice.**"

**Anne-Claire  
Petychakis,  
Marketing Manager**

"I was very lucky to have Corry as my Mentor Coach while doing my Coaching Certification. **I instantly trusted her and felt comfortable enough to share my insecurities as well as my failures.** She is passionate about coaching and shares her knowledge and experience generously. She helped me grow as a person and as a coach! I highly recommend her."

**Sarah Sajedi, Director  
of Research and  
Development, ERA**

"Corry is excellent at **facilitating important group conversations, problem solving, and developing a leadership culture.** We worked with Corry to hone our leadership style to produce coaching approaches to team management through an ongoing series of coaching classes for my management team, and everyone involved was very pleased with the outcomes and experience."

"If we are lucky, there are less than a handful of programs we experience that art genuinely LIFE ALTERING.... your program has been"

**Glynis E. Devine**

"As a result of our discussion, I felt not only clearer on expectations and trajectory but also super-supported to a level that surprised me."

**VP HR, IT Consulting**

"Corry is an excellent facilitator/coach who is focused on excellence, client satisfaction and results. She endorses the Code of Ethics of the International Coach Federation and stays in integrity with her values."

**Marlene Durell, The Walmsley Group**

"Her compassionate style, support and guidance motivate me to stretch and take the necessary steps I need to move forward with my business. Corry's true essence is excellence and I feel excited to continue to witness powerful breakthroughs from her coaching techniques."

**Lee Johnson**

"I definitely recommend Corry and her services to anyone looking to make changes in their business, implement or review new ideas or directions, or to take your business to the next level."

**Kharim Hogan**

# COACHING FACULTY

All classes are led by a Coaching Academy for Leaders coach with a minimum of an Associate Certified Coach (ACC) credential. Our lead instructor is Corry Robertson, PCC, who oversees the program and ensures all learning outcomes and rigorous ICF standards are met.

## **Corry Robertson, PCC Founder / Director of Education**

Corry Robertson is a leading global expert on organizational culture, engagement, and retention, with over 20 years of experience and a client list that includes Fortune 100 companies.

Corry supports executives and emerging leaders through coaching, coach training leadership development, human performance improvement and management.

Corry is an award-winning coach and is listed on Montreal's top 20 Coaches by Influence Digest. Her clients say working with her is deeply meaningful yet highly strategic and productive, uncovering solutions for complex challenges.

Corry is also the founder of The Coaching Academy for Leaders, offering ICF-accredited coach training programs. The Academy's unique proprietary method blends coaching competencies and leadership theory in a revolutionary way to help managers integrate coaching skills into their leadership style so that they can consistently bring out the best in others.

Having coached leaders in some of the world's most influential organizations, her passion is to deliver results, build strong corporate cultures, and make change work.

**For full faculty bios, click here:**

[www.corryrobertson.com/coaching-academy-for-leaders-faculty/](http://www.corryrobertson.com/coaching-academy-for-leaders-faculty/)







# THE COACHING ACADEMY FOR LEADERS

Leverage the most powerful and effective approach to enhancing human development and performance by enrolling in our acclaimed and one-of-a-kind Leadership Coaching program.

Let's talk about how you can become an ICF-certified coach and effect real and lasting change for yourself, your team, and your organization.

## Get All Your Questions Answered

Our monthly ACA calls are your best first step to get your questions answered! Join our monthly Zoom calls hosted by Corry Robertson. Ask Corry Anything about The Coaching Academy for Leaders program, coaching certification and accreditation, building a coaching practice, or anything at all!

Get the monthly schedule here: <https://corryrobertson.com/get-your-questions-answered/>

**Start a conversation today.**



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[www.corryrobertson.com/discovery-call](http://www.corryrobertson.com/discovery-call)



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