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In Association With

atd Association for
Talent Development

ATD COACHING CERTIFICATE

Develop successful coaching competencies and skills by applying a comprehensive model to individual, team, and organizational coaching initiatives

Dates: 18 - 19 OCTOBER 2023

8:30 - 16:30 GST, DUBAI, UAE



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Informa AllSecure Standard

COURSE INFORMATION

ABOUT ATD



**Association for
Talent Development**

The Association for Talent Development (ATD), formerly known as ASTD, is the world's largest association dedicated to those who develop talent in organizations.

For 70 years ATD Education's mission has been to empower learning and development professionals with the knowledge and skills they need to be successful and remain competitive. We offer cutting-edge training and professional development programs to bring you the latest research in the field, best practice, expert-vetted content, and tools you can immediately use on the job. Each learning experience prepares you to maximize the efficiency of your systems and processes, while supporting and developing your people.

ATD'S APPROACH

ATD Education offerings are shaped by extensive research, input from expert practitioners, emerging trends in the field, and member and customer feedback. The ATD Competency Model — which defines the knowledge and skills learning professionals need to have — forms the foundation for our content. Education offerings are aligned to the Model, providing you with a comprehensive learning path. ATD understands, develops, and delivers the most practical and application-oriented training and professional development opportunities. Every offering is designed and developed by teams of practitioners, subject matter experts, instructional designers, and ATD staff to ensure the perfect balance of theory, structure, engagement, practice, and application. This approach means learning professionals can be confident that they are building a strong foundation, while at the same time staying on top of important trends in the field. And our programs are not only practical in the classroom — ATD's participant guides are packed full of tools, templates, checklists, and forms that are available electronically and can be applied immediately on the job.

TECHNICAL REQUIREMENTS

A laptop computer with Wi-Fi capability is required for both face-to-face and online programs. Please do not bring mobile devices (phones, tablets, etc.) in lieu of a laptop. There will be no computers available on-site for participants. Note: You might not have an optimal experience if you are using Internet Explorer or Microsoft Edge to access your courses. Chrome is the recommended browser.

WHO SHOULD ATTEND

This program is for learning and performance professionals who want to develop successful coaching competencies and skills for use with individuals, teams, or an entire organization. Practitioners new to coaching or those who want to enhance and validate their current coaching skill set will benefit most from attending this program.

ATD Education programs are designed primarily for learning professionals—trainers, instructional designers, and organizational development practitioners—but also greatly benefit anyone within an organization who is responsible for developing others, from managers to human resources specialists.

COURSE REQUIREMENTS & CERTIFICATION

Participation in all originally scheduled days of the program, is mandatory in order to receive the certificate of completion and CEUs. Participants who miss more than two hours of the entire

program will not be eligible to receive the certificate.

Participants who fulfill the attendance requirement will receive a certificate at the end of the program.

If you meet the eligibility requirements, an ATD Certificate of Completion will be issued to you through the ATD Learning Platform at the end of the program.



Earn the ATD Coaching Certificate and digital badge after:

- Attending all course sessions
- Completing the ATD Coaching Certificate capstone activities and the skills demonstration

Successful participants of this program will earn the ATD Coaching Certificate and digital badge.

CREDITS

14.0 Learning Hours

1.4 CEUs awarded

This program is eligible for 14.0 professional development hours or recertification points from the ATD Certification Institute (ATD CI) for the APTD or CPTD credential.

This program has been approved for 14.0 (General) recertification credit hours toward PHR, SPHR, and GPHR recertification through the HR Certification Institute.

This program is valid for 14.0 PDCs for the SHRM-CP or SHRM-SCP. For more information about certification or recertification, please visit www.shrm.org/certification.

This program has been approved by the International Coach Federation (ICF) for 8.5 core competency units, and 3.75 resource development units. However, coaching certification under the ICF is not provided. For more information on how to become an ICF certified coach visit <https://coachfederation.org/icf-credential/be-a-coach>

Attendance Policy

Participation in all originally scheduled days of the program is mandatory in order to receive the ATD Certificate of Completion. Participants who miss more than two hours of the entire program will not be eligible to receive the ATD Certificate of Completion. Participants who fulfill the attendance requirement will receive a certificate at the end of the program.



Coaching Certificate

Help others develop, take action, and make better decisions



Certificate of
Completion



Face-to-Face
Course



2 Days to
Complete



Focused on a Topic
Within One Area of
Expertise (AOE)



On-Site
Offerings
Available

Coaching for individuals, teams, and organizations works.

Evidence shows that a powerful development approach leads to positive change and results. Earning your ATD Coaching Certificate improves your ability to help clients develop rapidly, produce better results, and improve others' ability to set and achieve goals and take action.



Our Coaching Map:

Strengthening Conversations and Language

Underlying dialogue approach and techniques for all coaching conversations

Initiating Coaching Conversations

Initial discussion with a coachee, establishing a relationship where coaching might be useful

Creating Coaching Action Plans

Process for surfacing areas to work, developing objectives, and documenting actions in a measurable plan

Leveraging the Coaching Partnership

Planning and holding ongoing conversations to challenge thinking, identify and practice new behaviors, navigate challenges, and track and celebrate success

Reflecting and Looking Forward

Assessment of progress and evaluation of lessons learned integrating the learning, growth in “doing” and “being,” reinforcement of client’s control of own behaviors, a look forward, and closure of the coaching relationship



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Derived From ATD Research, Backed by Our Competency Model

ATD's Coaching Certificate program imparts the key knowledge and actions that successful talent development professionals must follow when creating coaching initiatives, as defined by research.

This Coaching Certificate program lets you practice foundational coaching competencies through role plays, group exercises, and case studies. Learning the behaviors of a successful coach amplifies your ability to help employees succeed by using their own natural strengths.

In this program, you will:

- Practice core coaching competencies and hone your ability to apply them to coaching conversations
- Integrate and evaluate multiple sources of data and make interpretations that help clients achieve agreed-upon results
- Develop and maintain an effective coaching plan with clients, manage ongoing progress, hold clients accountable for actions, highlight and celebrate successes, and adjourn the coaching process

After this program, you will be able to:

- Establish coaching agreements with clients and identify how goals link to enhanced business performance
- Promote an open, flexible, and confident coaching relationship with clients and establish mutual respect and trust in a safe, supportive environment
- Apply coaching ethics and standards appropriately in all coaching situations
- Demonstrate active listening, ask powerful questions, and use effective dialogue and feedback techniques to provide maximum benefit to clients
- Design actions and opportunities for ongoing learning that will most effectively lead to coaching results

Related Learning Opportunities:

Training & Facilitation Certificate

Gain a complete understanding of the entire training function and learn the latest techniques for delivering powerful training

ATD Master Trainer™ Program

Hone your skills with our collection of assessment-based programs focused on the mastery of one area of expertise

Instructional Design Certificate

Leverage exclusive ATD tools and templates to develop the most powerful, bottom-line focused learning

CPTD Certification Preparation Bootcamp

The most comprehensive CPTD exam prep program, which you can personalize, adapt, and engage in with your peers to meet your study needs



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COURSE OVERVIEW

MODULE 1

Coaching in the Workplace: An Overview

MODULE 2

Initiating Coaching Conversations

MODULE 3

Strengthening Conversations and Language

MODULE 4

Creating Coaching Action Plans

MODULE 5

Leveraging the Coaching Partnership

MODULE 6

Reflecting and Looking Forward

Module 1: Coaching in the Workplace: An Overview

- The Coaching Map
- Components of Intentional Coaching
- Intentional Coaching Scenarios Activity
- Coaching Definitions and Roles
- Coaching Practice Activity
- Coaching in Organizations

Module 2: Initiating Coaching Conversations

- Coaching Ethics
- Coaching Ethics Activity
- Coaching Agreements
- Case Study: Coaching Agreements Practice
- Coach's Presence and Purpose
- Coach and Coachee Fit
- Best Fit for You Activity

Module 3: Strengthening Conversations and Language

- What Is Dialogue?
- Intentional Listening
- Practice Your Listening Skills Activity
- Incorporate Powerful Questions—Inquiring
- Framing and Posing Powerful Questions Activity
- Talk Straight—Advocating
- Talk Straight Activity
- Dialogue Tools for Context and Framing
- Case Study: Dialogue Tools for Context and Framing
- Dialogue Tools for Paving the Way
- Putting Dialogue Tools Into Practice Activity



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Module 4: Creating Coaching Action Plans

- **Sources and Methods of Collecting Data**
 - Data Collection Activity
- **Sorting Data Into Themes**
 - Sorting Data Activity
- **Designing and Taking Action**
 - Writing SMART Goals Activity
 - Writing Development Plans Activity

Module 5: Leveraging the Coaching Partnership

- **Helping the Client Who Is Stuck**
 - Working Through Barriers Activity
- **The COACH Model**
 - COACH Model Role-Play Activity
- **Selecting Tools for Tracking Progress**
- **Extracting Winning Strategies**
- **Measuring Coaching Results**

Module 6: Reflecting and Looking Forward

- **Plan and Hold a Wrap-Up Conversation**
 - Wrap-Up Conversation Activity
- **Challenging Coaching Scenarios/Situations**
 - Identifying Difficult Coaching Situations Activity
 - Taking It Back to the Workplace

Additional Tools and Resources:

- Coaching Program Implementation Guidelines
- Sample Coaching Program Guidelines
- International Coach Federation Ethical Guidelines
- Sample Initial Coaching Conversation
- Dialogue in Support of Global Listening
- List of Powerful Questions
- COACH Model—A Sample Script
- Data Collection Methods Checklist
- Coachee Self Report: Strengths and Areas to Work
- Sample Action Plan Template
- Example of Calculating Executive Coaching ROI
- Direct Observation Checklist
- Coaching Agreement Checklist

What Participants Are Saying

“This program reinforced the positive, actionable, and future outcomes that are the goals of coaching. The dialogue tools were definitely worth learning and practicing—they gave me new insights into initiating productive conversations with peers and management while avoiding common pitfalls that can derail discussion. The coaching model provided a concise and bounded framework. I walked away with a very thorough understanding of what coaching is and what it isn't, and how to implement it effectively.”

Coaching Certificate Participant



Coaching Certificate

Help others develop, take action, and make better decisions

RESOURCE SAMPLE

The COACH Model

STEP 1: Current situation	Describe and explore data, feedback, and client's perceptions. The emphasis is on gaining mutual understanding of the current reality as it is perceived by the client and others. Getting mutual clarity on the current situation is necessary to establish clear, realistic objectives for development.
STEP 2: Objectives	Define coaching goals, desired results, and measurable objectives (for a particular meeting and for the overall coaching process). Objectives may take into account individual, team, and organizational needs.
STEP 3: Alternatives	Explore alternative approaches and ideas for how to reach the designated objectives. Brainstorming and exploration of feelings and reasoning are part of the coaching conversation.
STEP 4: Choices	Support the client as they make choices for action, including next steps, milestones, and other elements of a coaching action plan. Include some discussion of measures and follow-up.

MEET YOUR EXPERT COURSE LEADER

Mustafa Galal is an international learning, development, and coaching consultant. His diversified experience includes strategy, change management, key performance indicators (KPI), leadership, and strategic performance management.

Over the past 15 years, Mustafa has designed, developed, and delivered developmental solutions to governmental entities, regional and multinational organizations in healthcare, retail, banking, education, and military industries using active deep learning methodologies, experiential learning, and gamification.

Mustafa seeks to add true value to partners and organizations by contributing to their growth and driving productivity and profitability as a trusted strategic business partner.

Mustafa is a certified advanced change management instructor from Prosci and leads a nation-wide project qualifying government leaders on change management methodologies. He is also a certified associate coach from the International Coaching Federation (ICF), a certified strength coach, and a former board member of the ICF Saudi Chapter.

Mustafa has hands-on experience in consulting projects such as strategy cascading, KPIs development, and change initiatives for culture transformation and organizational excellence. Through learning facilitation and coaching, he helps develop the professional workforce and motivated employees who can achieve maximum productivity for fast-growing and sustainable businesses.

ATD COACHING CERTIFICATE

Date	Full Fee
18 - 19 October 2023	US\$ 2 ,695

Pricing excludes 5% VAT, charged where applicable.

WAYS TO REGISTER

Call: +971 55 176 0524
Email: register-mea@informa.com

WANT TO RUN THIS COURSE IN-COMPANY?

Call: +971 4 407 2624
Email: cts@informa.com

ABOUT INFORMA ALLSECURE



Informa AllSecure is Informa's approach to enhanced health and safety standards at our events following COVID-19. From trainers to delegates, speakers, visitors and journalists, those who come to our events come to connect, learn, know more and do more business, effectively and safely.

The standards and practices that make up Informa AllSecure are designed to provide confidence that at this event, we are striving to provide the highest standards of safety, hygiene, cleanliness and quality.

Read more about it here: www.informa-mea.com/allsecure/

ABOUT PRICING AND DOCUMENTATION

Pricing excludes 5% VAT, charged where applicable.

Course fees include documentation, luncheon and refreshments for in-person learners. Delegates who attend all sessions and successfully complete the assessment, will receive an ATD Certificate of Completion.

AVOID VISA DELAYS - BOOK NOW

Delegates requiring visas should contact the hotel they wish to stay at directly, as soon as possible.

Visas for non-GCC nationals may take several weeks to process.

REGISTRATION, PAYMENTS AND CANCELLATION

All registrations are subject to our terms and conditions which are available at www.informa-mea.com/terms. Please read them as they include important information. By submitting your registration, you agree to be bound by the terms and conditions in full. All registrations are subject to acceptance by Informa Connect which will be confirmed to you in writing.

A confirmation letter and invoice will be sent upon receipt of your registration. Please note that full payment must be received prior to the course. Only those delegates whose fees have been paid in full will be admitted to the course.

For full cancellation details, please visit www.informa-mea.com/terms

All cancellations must be sent by email to register-mea@informa.com marked for the attention of Customer Services Cancellation. Due to unforeseen circumstances, Informa Connect reserves the right to cancel the course, change the programme, alter the venue, speaker or topics. For full details, please visit www.informa-mea.com

