

# The ART & SCIENCE OF COACHING



**“Bring out the Best in People & Teams,  
Increase your Impact”**

**International Coach Accreditation**

Contact [info@prosper105.com](mailto:info@prosper105.com) to enroll in the GCC-based sessions

*Request our calendar of upcoming program dates*

Prosper, in affiliation with Erickson International, introduces the 1<sup>st</sup> International Coach Federation accredited program (TASC) in the GCC; an accelerated learning program designed to build mastery in coaching, ideal for leaders, managers and professionals who want to benefit from proven coaching techniques and developed practice.

## WHO SHOULD ATTEND

- Managers and leaders who want to bring out the best in people and teams.
- Professionals who would like to up their game in increasing their impact in the workplace.
- If you are responsible for virtual or remote teams with high performance or stretched goals.
- If you are brand new to coaching
- If you are already a professional coach and seeking greater results for your clients, desire a proven structure to deepen your coaching abilities or want to achieve mastery in your own practice.

Interaction, Reflection, Insights, Practice, and Team Work in The Art & Science of Coaching



## LEADERSHIP THROUGH COACHING

Gain tools and methods for coaching effective collaboration and inspiration in the workplace



The comprehensive program draws on solid research and specific knowledge about human interaction and neurological science - the ART & the SCIENCE is elegantly combined into a powerfully inspiring, yet practical training program.

After completion of 4 modules, participants are internationally accredited as certified coaches by the International Coaching Federation.

Modules are a combination of applied theory, exercises and reflections. Between the modules, participants will be formed in 'triads' to practice coaching amongst each other.

The Art and Science of Coaching is an International Coach Federation Accredited accelerated learning program designed to build mastery in coaching. It is ideal for leaders, managers and professionals who want to benefit from proven coaching techniques and developed practice.

The Art and Science of Coaching assist people and teams to connect with and to live and work from a place of deep commitment and motivation.



**The Art & Science of Coaching program will give you full spectrum coaching abilities, so that you truly learn the practical craft of coaching. You will develop core coaching competencies, practice them, and quickly become skillful with advanced coaching technologies, in alignment with the ICF competencies. This dynamic coaching program is designed to give you an exceptional framework to take excellence to a new level.**

**Fast paced, highly effective and fun**  
**The Art & Science of Coaching is based on a series of modules**

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**Module 1 - Inspiration**

Offers the foundational beginning for powerful solution focused coaching conversations, spotlighting the structure for creating a compelling vision. The aim of this module is to provide the necessary theory & practice for the participants to be able to conduct a basic coaching session.

**Module 2 - Implementation**

Focuses on implementation and development. It provides a new relationship with strategy, planning, execution and time. This is where we find answers to the question “How shall I achieve it?”, and you learn how to assist others to design the strategies of his or her project.

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*If you are committed to accelerating your business success, dramatically forwarding your career or deeply enhancing yours and others' life, then you are invited to The Art & Science of Coaching.*

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**Module 3 – Continuity**

Deals with values and the client's values system. This module teaches methods to raise the client's awareness of the core values that motivate him or her, and how to link these values to their goals for outstanding motivation.

**Module 4 – Completion & Integration**

Theory & practice are completed; this module develops the art of engaging success factors on multiple levels, effectively supporting completion and authentic satisfaction. In this module, participants leave with the deep knowledge of coaching and real tools to assist clients to effect rapid, lasting change in their capability to move forward in alignment with their values.

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## MODULE I

### **PRINCIPLES AND ESSENTIALS OF COACHING**

- Coaching Essentials For Human Development
- Understanding The Human Brain
- Language Development
- Stages Of Learning
- Accessing The Deeper Knowledge System
- Conscious And Unconscious Mind Thinking
- Rapport In Coaching
- Distinctions In Listening As A Coach

### **BASIC SOLUTION FOCUSED PRINCIPLES AND ASSUMPTIONS**

- Qualities Of Effective Coaches
- Working With Purpose, Values, Vision, Goals & Actions In Coaching

### **THE STRUCTURE OF COACHING**

- The Outcome Frame And Outcome Thinking
- The Four Planning Questions
- Goal Setting and Developing Achievable Outcomes
- Developing Futures
- Open Ended Questions

### **OUTCOME FOCUSED CLIENT-COACH RELATIONSHIPS**

- Constructing Solutions
- Coaching Outcome Focused Results For Individuals, Teams & Projects
- Coaching Contracts
- Client-Coach Relationship Elements
- Coaching Difficult Areas
- Designing Outcomes

### **FUNDAMENTAL FRAMEWORKS**

- Neuro-Logical Levels Of Human Attention
- Alignment And Transformational Coaching
- Exploring Assumptions: Tools For Managing Limitations
- Designing Capabilities
- Values And Self Image In Coaching
- Creating Compelling Futures

### **THE FUNCTION OF TONE**

- Key Fundamentals and Influence of Tone in Communication
- Four Creative Tone Functions

## MODULE II

### **TIME MANAGEMENT & PRIORITIZATION MODELS**

- Time Organization & Time Analysis
- Brainstorming Global & Local Changes: Creating Time Perspectives
- Past, Present, Future Preferences
- Future Vision: Creating & Maximizing Outcomes On Timelines
- Motivation Development and The “Life Balance” Wheel
- Coaching Effective Priorities and Important And Urgent Conversations

### **CREATIVITY**

- Individual Creativity Strategies
- The Change Formula
- Perceptual Positions

### **COACHING THE VISIONARY**

- Life Purpose, Values, Vision, Mission, Goals & Activities
- Stakeholders Conversations
- The Disney Model And Coaching The Disney Strategy
- Strategic Creativity

### **COACHING THE REALIST**

- Coaching Project Management
- Coaching Beyond Procrastination

### **MASTERY AND THE CRITIC**

- Four Big Gremlin Conversations
- Personal Identity Anchors
- Coaching Effective Stages Of Development
- Working With Mentors
- Coaching Mastery

## MODULE III

### **VALUES CONVERSATIONS**

- Values Discovery, Values Clarification & Values Distinctions
- Deepest Values Exploration
- Values, Criteria & Prioritization

### **ASSUMPTIONS AND MOTIVATIONS**

- Exploring Values In Action
- Motivation Level and Language
- Coaching With Inspirational Stories
- Coaching Beyond “The Gremlin”: Making Commitment Real

### **SPIRAL VALUES: THE GRAVES MODEL**

- VALS: The Lifestyles
- Clare Graves Value System

### **CORE OUTCOME COACHING**

- The Core Outcome
- The Identity Process

### **STATELINES**

- Designing "Thinking Spaces" and The Stateline As Ritual Space
- Discovering Balance With The Stateline

### **EFFECTIVE COMMUNICATIONS AND COMMITMENT**

- Coaching Beyond Negatives And Client Objections
- Match/Mismatch Language and Coaching With Polarity Responses
- Valuing The Future – A Solution Focused Approach

## MODULE IV

### REPRESENTATIONAL SYSTEMS

- Internal Organization: Decision Systems
- Language Patterns: Representational Systems
- Sensory Based Words
- Calibration For Effective Coaching

### PERCEPTUAL POSITIONS

- Expanding Coaching Through Perceptual Positions
- The 'System Implementation' Processes:  
Metaphors, Gantt, And Pert Charts

### EFFECTIVE COMMUNICATION IN COACHING

- Communication Goals of Effective Coaches
- Coaching Inspiration: Two Stories
- Gremlinology 101
- Coaching For Real Commitment & Working With Objections
- Compliments In Solution Focused Coaching

### METAPROGRAMS: KEY HABITS OF THINKING & PERCEIVING

- Modeling Modes
- Determining Client's Metaprograms
- Listening For Highly Valued Criteria
- Decision Systems & Choice Points

### LEADERSHIP, VISION, ABUNDANCE

- Scarcity Vs. Abundance Models Of The World
- Commitment & Committed Speaking
- Action/Performative Language
- Coaching "Coaching Conversations"
- Success

## Prosper's Approach

### International standards, Local implementation

- ✔ Internationally recognized accredited program (known as Gold Standard of Coaching)
- ✔ Access to international coaches and extended scope for telecoaching
- ✔ The ability to apply international best practices to the local culture
- ✔ Extensive experience in applied coaching in the region for change management
- ✔ Linking coaching to the VMVGs (Vision, Mission, Values and Goals)

## Prosper launches ICF accredited programme

Prosper Management Consultancy has launched the first International Coach Federation (ICF) accredited programme in the GCC region in affiliation with the leading global coaching academy Erickson International. A four-day comprehensive executive training workshop 'The Art and Science of Coaching: Leadership through Coaching' was delivered by Dr Marilyn Atkinson, Founder and President of Erickson Coaching International, at Shangri-La's Barr al Jissah resort. Speaking at the inaugural session, Khalfan al-Esry, managing director,



Prosper, and Eyhab al-Hajj, commercial director, Prosper, stressed the necessity of capitalising on undiscovered talent and directing it towards personal development and national growth. The workshop aimed at helping executives develop and implement applied psychology

to positively impact their company's bottom line. It was attended by delegates from Nawras, Omantel, PDO, Bank Muscat, National Bank of Oman, Public Authority for Social Insurance, Royal Court of Affairs, Sohar Aluminium, Oman Oil Marketing Company and Capital Market Authority.

**About Prosper Management Consultancy**[www.prosper105.com](http://www.prosper105.com)

Prosper specializes in Coaching, Building Performance Cultures, and Change Management Consultancy. It is affiliated to one of the largest coaching academies in the world and has practices that cover more than 20 countries worldwide.

Through working with esteem multinational organizations in the areas of Oil & Gas, Renewable Energy, Telecom, Financial Services and Real Estate; Prosper has managed to develop skills in applied psychology that brings the best out of people and in turn positively impacts the company's bottom line.

**About Erickson College - [www.erickson.edu](http://www.erickson.edu)**

Erickson College has been a worldwide educational organization since 1980, providing professional training programs in coaching and human development across the globe. Courses are available in advanced human dynamics and change technologies, accelerated learning, leadership development, creativity, and coaching excellence at international and satellite locations around the world.

- In 2003, the Art & Science of Coaching was accredited by the International Coach Federation and ICF Accredited Coach Training Program (ACTP).
- The world's first & only ICF Accredited Online Coaching Training program (ICF ACTP).
- Erickson is internationally wide and has different partners globally.
- The Art and Science of Coaching has been touted by some observers studying a wide range of ICF Recognized Coaching programs as "the Gold Standard of Coaching."