



NACE 60-HOUR Career Coaching Program

NATIONAL ASSOCIATION OF
COLLEGES AND EMPLOYERS
www.nacweb.org



NACE 60-Hour Coaching Certification Program

PROGRAM DESCRIPTION

The NACE Coaching Certification Program (CCP) is a training program designed for career services members wishing to demonstrate their success as a career coach using proven ethical and professional standards in their pursuit of the Board-Certified Coach (BCC) credential offered through the Center for Credentialing & Education, Inc. (CCE).

The BCC credential is a mark of distinction for credential holders and a source of credibility for their clients. A BCC has met professional coaching competency standards established by CCE and subject matter experts.

The BCC certification demonstrates to the public that a professional coach has:

- Met educational and training requirements.
- Passed a psychometrically sound coach-specific examination.
- Obtained experience in the field of coaching.
- Professional peer references.
- Accountability to an enforceable ethics code.
- Commitment to continuing education.

The achievement of the BCC credential solidifies the professional identity of the coach. The BCC credential is attractive to professionals who would like to provide independent third-party verification that they have achieved certain coaching competency standards.

QUESTIONS?

Contact NACE Professional Development at educationrequest@naceweb.org,
610.625.1026

BOARD CERTIFIED COACH CERTIFICATION PREREQUISITES

Candidates must meet all prerequisites as established and mandated by the CCE.

BCC Certification Prerequisites for completion of the 60-hour training program:

Candidates must meet all prerequisites to sit for certification exam through the CCE.

- Have obtained a master's degree or higher in Social or Behavior Sciences*; and
- Have completed of a minimum of 60 hours of professional coach training; and
- Have obtained 30 hours of post-degree coaching experience working with individuals, groups, or organizations.

**Automatically accepted fields are business, management, social work, marriage and family therapy, psychology, medicine, health and wellness, education, and law. Other related fields will be considered on a case-by-case basis.*

Questions regarding the BCC certification prerequisites are to be directed to cce@cce-global.org or 336.482.2856.

PROGRAM FORMATS

Formats vary by module and include on-demand webinars and live workshops.

PROGRAM FREQUENCY

All on-demand webinars are available at naceweb.org > Store > NACE Coaching Certification > Eligible. Each live workshop will be held at least once each calendar year either virtually or at designated locations throughout the U.S. Check our [upcoming events schedule](#) to find dates or contact NACE Professional Development at educationrequest@naceweb.org.

FACILITATOR INFORMATION

NACE coaching faculty have completed a stringent application and training process.

All coaching faculty meet the following requirements:

- Hold an advanced degree that aligns with their professional acumen for career coaching;
- Have at least 10 years of coaching experience;
- Are certified career coaches or are seeking approval through CCE;
- Have successfully completed the NACE Train-the-Trainer program; and
- Have demonstrated advancement of the coaching profession through writing, projects, and/or professional collaborations.

NACE CAREER COACHING PROGRAM ASSESSMENT AND CRITERIA

Upon successful completion of each module, the named registrant will be provided instructions post- event to complete the NACE Knowledge Assessment. Candidates must score 88% or better to receive the designated NACE CCP certificate of completion for the appropriate module.

Candidates may test up to three (3) times per module. If the candidate is unsuccessful following three (3) attempts, the candidate must retake the module in its entirety.

The candidate must complete each of the 12 modules, successfully pass each module's NACE Knowledge Assessment with 88% accuracy, and have obtained each NACE Career Coaching Program certificate of completion prior to submitting his/her application for the Board Certified Coach to the Center for Credentialing & Education, Inc.

ADA STATEMENT

NACE and its testing vendor comply with the provisions of the Americans with Disabilities Act of 1990 (ADA) and Title VII of the Civil Rights Act of 1964 in accommodating candidates who are disabled and require special accommodations to complete the assessment. Candidates requiring special accommodations must notify NACE of their request prior to testing.

The process for notification is as follows:

1. Notify the NACE Professional Development Department at educationrequest@naceweb.org of your intent to request accommodation. Please write "ADA Request" in the subject line;
2. Once your request is received, you will be provided with a copy of the Request for Special Accommodations Form;
3. The completed Request for Special Accommodations Form should be returned to NACE at educationrequest@naceweb.org. If reasonable accommodations can be made, NACE will notify you within five (5) business days to determine the testing date; and
4. No fees are associated with accommodation requests.

CONTINUING EDUCATION HOURS



NACE is an approved provider of the Board-Certified Coach Credentialing by the Center for Credentialing & Education, Inc.



NACE is also an approved provider of Continuing Coach Education clock hours through the International Coaching Federation.

Module Formats and Fees

60-HOUR COACHING CERTIFICATION FEES

MODULE NAME	FORMAT	MEMBER	NONMEMBER
Orientation to Coaching	On-Demand Webinar	\$150	\$275
Coaching Fundamentals	On-Demand Webinar	\$250	\$375
Foundations of Assessment and Coaching	On-Demand Webinar	\$250	\$375
Unconscious Bias and Coaching	On-Demand Webinar	\$250	\$375
Fundamentals of Ethics and Coaching	On-Demand Webinar	\$150	\$275
Communication Strategies and Coaching	On-Demand Webinar	\$250	\$375
Ethical and Professional Practice in Coaching	On-Demand Webinar	\$250	\$375
Visual Thinking to Enhance Career Coaching	On-Demand Webinar	\$250	\$375
Coaching Skills and Practice Management	On-Demand Webinar	\$250	\$375
Coaching for Empowerment	Live Workshop	\$500	\$625
Assessments and Coaching	On-Demand Webinar	\$250	\$375
Capstone: Career Coaching Intensive*	Live Workshop	\$600	\$725
BCC application and examination fee**		\$279	\$279
		\$3,679***	\$5,179***

*Onsite training is available for groups of 10 or more people at a lower rate.

**BCC application can be submitted once all 12 modules are completed, and certificates of completion are issued. Other requirements may apply.

***Total cost can vary based on live, on-demand, or onsite format. Contact us at educationrequest@naceweb.org to discuss your options.

Purchase all 10 on-demand webinars in one transaction and save with the discounted, bundled rate. Fee: \$1,725 (member); \$3,550 (nonmember) – members save 25%

GROUP TRAINING FEES

MODULE NAME	REGISTRANTS	VIRTUAL	ON-SITE
Capstone: Career Coaching Intensive	Level 1 (up to 10 people)	\$2,700	\$5,900
	Level 2 (over 10 people)	\$2,700 + \$270 per person	\$5,900 + \$590 per person
Coaching for Empowerment	Level 1 (up to 10 people)	\$2,300	\$5,100
	Level 2 (over 10 people)	\$2,300 + \$230 per person	\$5,100 + \$510 per person

Module Descriptions

ORIENTATION TO COACHING

The purpose of this course is to provide an overview of the basics of coaching. This will include the responsibilities of a coach, important skills needed, an introduction to the coaching process, and the ethics of a coach.

Course Content Areas:

- Difference between coaching and counseling;
- Fundamental coaching skills;
- Coach and client roles;
- The coaching process and coach agreements;
- Defining informed consent;
- Understanding fair and comprehensive coaching and communication strategies;
- Client motivational levels and goal orientation; and
- Factors affecting goal attainment.

Learning Objectives:

- Understand the difference between coaching and counseling, and be able to comprehend a definition of coaching based on theories from positive psychology;
- Develop an initial understanding of basic coaching skills, and what skills are needed to be an effective coach;
- Develop an understanding of ethics and standards relating to the development of a coaching practice;
- Develop an understanding of what motivates a client to change and barriers that may exist; and
- Gain insight into the process of coaching, understanding of clients, and what factors may impact the coaching process.

Format: On-Demand Webinar

Length: 4 hours

Career Level: Basic-, intermediate-, and advanced-level career services professionals

Career Services Competency: Career Coaching, Advising, and Counseling

Fee: \$150 (member); \$275 (nonmember)

Continuing Education Clock Hours

- BCC – 1 clock hour per session
- ICF – 1 clock hour per session

COACHING FUNDAMENTALS

The purpose of this course is to understand fundamentals in coaching, including the basics in questioning and listening, and goal setting in coaching. Through the skillful asking of questions and acute listening, coaches increase their ability to connect with coachees in identifying potential, a plan, and assessing progress.

Module 1: Basics in Questioning & Listening

Module 1 Overview: Asking powerful questions and developing acute listening skills are important for a coach to successfully connect and engage with clients. Coaches should develop their skill at asking questions: The ability to ask relevant questions at timely moments facilitates insights, progress, goal setting, communication, and potential. What enables someone to be a good coach is to develop a curious mindset. Coaches must also develop a skill that is parallel to asking good and relevant questions—learning to be an attentive listener.

Module 1 Content Areas:

- The basics of asking questions;
- Mindset and what that means for the coach and coachee;
- Definition of listening: purpose and benefits of active listening; and
- Skills to learn how to improve active listening skills.

Learning Objectives:

- Learn the basics of powerful questions, and how success also lies in listening;
- Listen with good intent, curiosity, and be fully present;
- Learn the components of powerful questions and various methodologies for questioning, such as appreciative inquiry, solutions-focused question, as well as understanding reflection;
- Understand the process of coaching, and questions that work well at various stages of the coaching conversation;
- Review ethics, sensitivity of coaching, meeting the coachee where they are at, and possible barriers to change;
- Cover topics such as active listening, demonstrating compassion, and applying the use of reframing;
- Become aware of and listen acutely to culturally sensitive questions and reflections from the coachee; and
- Understand how powerful questions can promote effective decision making, and aid in the exploration of ideas.

Module 2: Goal Setting & The Coaching Process

Module 2 Overview: The goal of this module is to understand the fundamentals of the coaching process and goal setting. The coach will learn how to establish short- and long-term goals utilizing approaches from various theorists of positive psychology.

Module 2 Content Areas:

- How to assist coachee in establishing short- and long-term goals focused on change and goal attainment;
- Methods for monitoring progress;
- Decision-making models that reduce client risk and promote goal attainment;
- Strategies to leverage coachee's ability to make a change; and
- Support systems and resources needed for goal attainment.

Learning Objectives:

- Learn various approaches to coaching, such as solution-focused approach, person-entered approach, and identifying the elements of the coaching process;
- Understand the importance of the initial coaching conversation, which sets the stage for a successful coaching relationship;
- Question and analyze the process, and coach and coachee expectations;
- Review basic coaching skills, such as active listening, use of powerful questions, role of designing actions, goal setting, and self-management;
- Understand the core elements of coaching, as it relates to self-directed learning; and how the partnership is blame-free; built on trust; and has a solution-focused bias to action; and
- Understand the coachee's preferred process for meeting goals and how to monitor their progress toward attainment of such goals; and
- Utilize skills of assessment to assess the coachee strengths related to goals.

Format: On-Demand Webinar

Length: 4 hours

Career Level: Basic- and intermediate-level career services professionals

Career Services Competency: Career Coaching, Advising, and Counseling

Fee: \$250 (member); \$375 (nonmember)

Continuing Education Clock Hours

- BCC – 4 clock hours per session
- ICF – 4 clock hours per session

FOUNDATIONS OF ASSESSMENT AND COACHING

The purpose of this course is to understand the concept of assessment and its role in coaching. This class will discuss assessing factors impacting coaching, evaluating the coach environment, factors affecting the decision-making process, as well as the role that assessments play in the coaching process.

Course Content Areas:

- The coaching process: establishing the relationship, understanding bias toward action, assessment, facilitation, transitioning the relationship;
- The factors affecting the coaching process, such as stages of change, attitude, cultural, environment, social, coachee-support system;
- Assessments as a vehicle for change, and how they can be used as powerful coaching tools. When validated and reliable assessments are used within the coaching process, strengths and opportunities can be identified; and
- Factors that can impact a coachee's goals, such as sexual orientation factors, multicultural issues, learning issues, health factors.

Learning Objectives:

- Complete the three units of this course: 1) understanding factors that impact a coachee, 2) the coach environments and decision making, and 3) traditional assessment;
- Complete a mix of instruction, including video, an opportunity for reflection through written activity to dive into the identification of factors impacting the coaching process, guidance and direction as to how to be sensitive. Become aware of these factors with the goal of empowering the coachee to reframe their thoughts and perspectives, identify and clarify goals, identify their potential, ideate a plan, and assess progress;
- Identify existing factors affecting the coaching process: client support, system, attitude, and social factors;
- Establish appropriate career goals based on coachee preferences and assessment results; and
- Empower the coachee to identify goals, and evaluate assessment tools for purpose, appropriateness, and accessibility.
- Review appropriate assessments, based on coachee scenario, that will aid in the attainment of coachee goals.

Format: On-Demand Webinar

Length: 7 hours

Career Level: Basic- and intermediate-level career services professionals

Career Services Competency: Career Coaching, Advising, and Counseling

Fee: \$250 (member); \$375 (nonmember)

Continuing Education Clock Hours

- BCC – 7.5 clock hours per session
- ICF – 7.5 clock hours per session

UNCONSCIOUS BIAS AND COACHING

The purpose of this course is to understand the concept of unconscious bias and the role it can play in the coaching process.

Course Content Areas:

- Understanding unconscious bias;
- The coaching process, the impact of questions, and listening skills; and
- The role of unconscious bias in the coaching process.

Learning Objectives:

- Understand the unconscious bias: internal, external, organizational, and worldview;
 - Confirmation Bias: underlying tendency to notice, focus on, and give greater credence to evidence that fits with our existing beliefs.
 - Affirmation Bias and fostering that in your coaching client
- Examine the definition of unconscious bias and strategies to be aware of one's own unconscious bias;
- Study the role of the coaching process, fundamentals of building rapport with the coachee, how to acutely listen and be present in the moment to hear what the coachee is saying, yet also observe nonverbal communication of the coachee;
- Identify the qualities and skills of a strong coach, and the safe practices that are developed in the coaching relationship;
- Determine how flexible and adaptable the approach to coaching is, and the communication involved and carried out.; and
- Examine appropriate reinforcement techniques throughout the helping process; understand a non-judgmental approach in the coaching process, model acceptance, facilitate openness, and model self-awareness.

Format: On-Demand Webinar

Length: 4 hours

Career Level: Basic- and intermediate-level career services professionals

Career Services Competency: Career Coaching, Advising, and Counseling

Fee: \$250 (member); \$375 (nonmember)

Continuing Education Clock Hours

- BCC – 4 clock hours per session
- ICF – 4 clock hours per session

FUNDAMENTALS OF ETHICS AND COACHING

Coaches will closely examine ethical guidelines from the Center for Credentialing & Education and the International Coaching Federation, exploring scenarios where ethical considerations must occur. Through facilitated conversation, coaches will explore standards for professional coaching, strategies for managing the client/coach relationship, and avenues for continued professional development as a coaching practitioner. Topics of discussion include unconscious bias, the coaching process, ethics in coaching, coaching agreements, and confidentiality in coaching.

Course Content Areas:

- The BCC Code of Ethics and expectation for adherence,
- Outlets for continued development,
- Best practices for informing clients of ethical and legal aspects of coaching, and
- Benefits of professional collaboration for support and leadership.

Learning Objectives:

- Describe ethical guidelines, standards, and policies related to ethical coaching practices;
- Identify strategies that contribute to establishing trust using ethical standards as a foundation for relationship management;
- Explain confidentiality aspects within the coaching process; and
- Examine methods and resources for continual professional development.

Format: On-Demand Webinar

Length: 4 hours

Career Level: Basic-, intermediate-, and advanced-level career services professionals

Career Services Competency: Career Coaching, Advising, and Counseling

Fee: \$150 (member); \$275 (nonmember)

Continuing Education Clock Hours

- BCC – 4 clock hours per session
- ICF – 4 clock hours per session

COMMUNICATION STRATEGIES FOR COACHING

This course will examine strategies for coaching including in-person communication strategies in a coaching session, coaching strategies for virtual, an understanding of ethics regarding note taking, and use of technology. This three-part webinar series takes a deep dive into the essential communication skills needed to initiate a coaching plan with a client. Attendees will learn how to question for understanding and listen for meaning so they can identify factors that can impact the coaching plan and client progress. Having a better understanding through use of effective communication skills, the coach will be prepared to identify the client's motivational level, stage of change, and obstacles, and use direct communication to empower the client's progression through the stages of change.

Course Content Areas:

- Using questions to gain insight in motivation and engagement in active listening;
- The power of language for coaching in person and virtually;
- The basics of a coaching plan;
- Communication accommodations; and
- Communication strategies with varied populations.

Learning Objectives:

- Utilize powerful questions at the start of a session to gain insight into the client's need and motivational level with the aim to better engage and connect coaches with clients in an impactful and meaningful way;
- Engage active listening skills to recognize and determine the client's agenda, thereby enabling coaches to recognize the client's concerns, beliefs, and values so they can develop a coaching plan that takes the client from where they are to where they want to be;
- Learn how to empower clients using authentic dialogue and direct communication; gain a better understanding of the power of language, and explore strategies that contribute to the client's self-discovery, reflection, and understanding by providing feedback that is appropriate and respectful to the needs of the client;
- Understand the role of coaching and technology with virtual coaching, as well as communicating through email, digital coaching notes, and exchange of knowledge and ideas; and
- Review communication strategies around advocacy for coaching.

Format: On-Demand Webinar

Length: 7 hours

Career Level:

Basic-, intermediate-, and advanced-level career services professionals

Career Services Competency: Career Coaching, Advising, and Counseling

Fee: \$250 (member); \$375 (nonmember)

Continuing Education Clock Hours

- BCC - 7.5 clock hours per session
- ICF - 7.5 clock hours per session

ETHICAL AND PROFESSIONAL PRACTICE IN COACHING

Participants will understand the importance of building a relationship of trust in the coaching partnership. They will explore what is a commitment and confidentiality on the coach's side as well as gain an understanding of ethics and responsibility of the practice.

Course Content Areas:

- Confidentiality and building trust in the coaching partnership;
- Ethics in coaching: practice liability and releasing of information;
- How to obtain agreement on the parameters of confidentiality in coaching;
- Dual relationship issues that could influence the coaching process;
- Understanding of coachee agreement on the nature and limits of coaching;
- How to obtain agreement on the process of confidentiality in coaching;
- Process to inform coachee about legal dimensions of the coaching relationship;
- Agreeing to accessibility protocols;
- How to acquire authorization for release of coachee information;
- Practice liability risk management; and
- Informing coachees of ethical standards of coaching.

Learning Objectives:

- Understand the importance of trust, confidentiality, and parameters of a coaching relationship;
- Explore the concepts of ethics and responsibility of the practice of coaching; and
- Gain a firm understanding of how coaches manage their practice on a team, or independently, keeping in mind the significance of coaching protocols, confidentiality, and scope of practice.

Format: On-Demand Webinar

Length: 3 hours

Career Level: Basic-, intermediate-, and advanced-level career services professionals

Career Services Competency: Career Coaching, Advising, and Counseling

Fee: \$250 (member); \$375 (nonmember)

Continuing Education Clock Hours

- BCC – 3 clock hours per session
- ICF – 3 clock hours per session

VISUAL THINKING TO ENHANCE CAREER COACHING

Participants will consider how to use visual thinking in coaching to help the coachee organize their thoughts and improve their ability to think and communicate. Through creative activity, participants will learn how to visualize abstract thoughts into tangible concepts. The course will begin with a definition of visual thinking followed by looking at enhancing goal setting, self-awareness, and development.

Course Content Areas:

- **Part 1.** The value of visual thinking in career coaching with specific training for the key skills, knowledge, techniques, and strategies which will lead to successful coaching sessions;
- **Part 2.** Using visual thinking to enhance goal setting; and
- **Part 3.** Using visual thinking to enhance self-awareness and development.

Learning Objectives:

- Learn the benefits and value of visual thinking;
- Discover the value of visual thinking related to coaching techniques;
- Understand the value of visual thinking coaching techniques as they relate to listening and feedback skills; and
- Learn how using visual thinking can enhance goal setting, decision making, self-awareness, and development.

Format: On-Demand Webinar

Length: 3 hours

Career Level: Basic-, intermediate-, and advanced-level career services professionals

Career Services Competency: Career Coaching, Advising, and Counseling

Fee: \$250 (member); \$375 (nonmember)

Continuing Education Clock Hours

- BCC – 3 clock hours per session
- ICF – 3 clock hours per session

COACHING SKILLS AND PRACTICE MANAGEMENT

This course provides coaching strategies and best practices to establish and conduct effective and ethical coaching sessions for clients. Attendees will learn strategies and skills to create an environment that supports mutual respect and learn methods to communicate effectively during a coaching session. Attendees will use empowerment and positive reinforcement to create a coaching alliance and contribute to a practice.

Course Content Areas:

- Coaching process;
- Frameworks for developing the coaching plan including appreciative inquiry, solution focused, and reframing;
- Basic understanding of positive psychology and coaching;
- Awareness of coachee population, empowerment, and communication skills;
- Accountability plan;
- How to analyze client feedback regarding effectiveness of coaching and goal attainment; and Timeline for coaching services and establish a comprehensive plan.

Learning Objectives:

- Integrate coaching theories and strategies into various models of coaching;
- Learn the various modalities of coaching and services, and how to use technology for virtual appointments or in-person coaching services;
- Explore in practice management the importance of self-assessment as a coach, identifying one's strengths, limits, and development gaps as a coach; and
- Understand personal barriers that could impact effectiveness of coaching, and the importance of coach-related research to strengthen the practice will be explored as well.

Format: On-Demand Webinar

Length: 3 hours

Career Level: Basic-, intermediate-, and advanced-level career services professionals

Career Services Competency: Career Coaching, Advising, and Counseling

Fee: \$250 (member); \$375 (nonmember)

Continuing Education Clock Hours

- BCC – 3 clock hours per session
- ICF – 3 clock hours per session

COACHING FOR EMPOWERMENT

Participants will examine appropriate reinforcement techniques throughout the helping process, and gain understanding of a nonjudgmental approach in the coaching process, modeling acceptance, facilitating openness, and demonstrating self-awareness.

Course Content Areas:

- Understanding empowerment and unconscious bias;
- The coaching process, the impact of questions, and listening skills; and
- The role of being open to others and unconscious bias in the coaching process.

Learning Objectives:

- Discuss and understand the dimensions of empowerment: power, decision making, information, autonomy, initiative, creativity, knowledge, skills and responsibility
 - Learning the process of supporting a client to develop a strong sense of self-belief, confidence, and agency, enabling them to take control of their own life, make decisions, and achieve their goals by identifying their strengths and overcoming limiting beliefs, essentially giving them the power to create positive change within themselves.
- Regarding unconscious bias, examine the definition of unconscious bias and strategies to be aware of one's own unconscious bias;
- After gaining a foundation on empowerment and unconscious bias, study the role of the coaching process, fundamentals of building rapport with the coachee, how to acutely listen and be present in the moment to hear what the coachee is saying, yet also observe nonverbal communication of the coachee;
- Identify the qualities and skills of an effective coach, OR an empowering coach, and the safe practices that are developed in the coaching relationship; and
- Determine how flexible and adaptable the approach to coaching is, and the communication involved and carried out.

Format: Live Workshop

Length: 7 hours

Career Level: Basic-, intermediate-, and advanced-level career services professionals

Career Services Competency: Career Coaching, Advising, and Counseling

Fee: \$500 (member); \$625 (nonmember)

Continuing Education Clock Hours

- BCC – 7 clock hours per session
- ICF – 7 clock hours per session

ASSESSMENTS AND COACHING

This course will explore how assessments are used in the coaching process and what is the applicability of assessments to the coachee. By understanding assessments, coaches gain in-depth knowledge and understanding of clients.

Course Content Areas:

- Coaching process;
- Assessments for change;
- The nature of assessments;
- The feedback process;
- Barriers impacting the coaching process; and
- Strategies to use assessments for appropriate to goals of coaching.

Learning Objectives:

- Understand how the coachee will use the unique insights provided by assessments to help guide their reflection and move them toward their goals;
- Learn how to identify factors that will impact the coaching process;
- Identify and clarify coachee readiness, progress toward meeting goals, and strengths of the coachee related to stated goals;
- Understand how to use assessments, and how assessments work with the populations with whom the coach works.

Format: On-Demand Webinar

Length: 3 hours

Career Level: Basic-, intermediate-, and advanced-level career services professionals

Career Services Competency: Career Coaching, Advising, and Counseling

Fee: \$250 (member); \$375 (nonmember)

Continuing Education Clock Hours

- BCC – 3 clock hours per session
- ICF – 3 clock hours per session

CAPSTONE: CAREER COACHING INTENSIVE

In this two-day program, you'll learn effective coaching techniques to use with both groups and individuals, learn how to select and apply the technique best suited for your client, and gain insight into the latest trends and tactics in career coaching. Appropriate for practitioners at all levels, Capstone: Career Coaching Intensive will inspire you to empower your students in their career development and job search. This two-day program incorporates facilitated discussion, guided activities, and group work to create a stimulating and engaging learning experience.

Course Content Areas:

- Basic principles in coaching.
- Role of the coach and coachee;
- History of coaching;
- Coaching theories;
- Concepts in coaching;
- Focus, vision, and reframing activities; and
- Structure of coaching.

Learning Objectives:

- Define career coaching;
- Describe the foundation of coaching;
- Examine the history of coaching;
- Develop an understanding of coaching competencies and ethical standards;
- Explore key concepts of the coaching process;
- Differentiate between coaching and counseling;
- Explain the impact of language in the coaching process;
- Examine the structure of coaching;
- Use coaching strategies for individuals and groups; and
- Identify areas for continued development as a coaching practitioner.

Format: Live Workshop

Length: 12 hours

Career Level:

Basic-, intermediate-, and advanced-level career services professionals

Career Services Competency: Career Coaching, Advising, and Counseling

Fee: \$600 (member); \$725 (nonmember)

Continuing Education Clock Hours

- BCC – 7.5 clock hours per session
- ICF – 12 clock hours per session

ABOUT NACE

Established in 1956, the National Association of Colleges and Employers (NACE) connects more than 15,400 career services and university relations and recruiting professionals, as well as the business solution providers that serve this community.

NACE believes in a world that is unifying in approach and where equal opportunities and equitable outcomes exist for all.



National Association of Colleges and Employers | Bethlehem, PA | naceweb.org | 610.625.1026
Our office is virtual, so email is our preferred method of communication. | Updated February 2025

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