

# Welcome to ASTD's Coaching Certificate Program

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## Course Objectives

By the end of this course you will be able to

- practice the five key coaching competencies within the workplace learning professional coaching model and relate them to an individual, a team, or an organizational coaching program
  - 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
  - integrate and evaluate multiple sources of data and make interpretations that help clients achieve agreed-upon results
  - design actions and opportunities for ongoing learning that will most effectively lead to coaching results
  - develop and maintain an effective coaching plan with clients, manage ongoing progress, and hold clients accountable for actions
  - plan, implement, and manage an integrated coaching program based on negotiated roles, clear guidelines, a systems approach, and publicized results.
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