



## Course Outline

New Insights has structured this home study course to allow you to learn in your own time and at your own pace and to enable you to obtain a high level of skill and knowledge in a supportive and caring environment.

You have made a very wise investment and we hope that you will make the most of it. But New Insights will never pressure you to complete this programme or specific parts of it. We are here to support you but we appreciate that you are the only one who can decide what you will do with the material and opportunity presented here and – if you decide to complete the programme as we hope you will – what time frame is most convenient and appropriate to meet your needs.

Most people who buy this programme do so because they intend to become practising life coaches but there are a number of people who buy it purely for personal development purposes. Whatever your motivation, we are sure it's honourable and we respect and appreciate it.

To get the maximum benefit from this course, New Insights strongly recommends that you study the manuals in the correct order, as each part of the course builds on previous parts. Throughout the course there are many exercises and at the end of each of the seven skills training manuals there is a self-test. Again, we strongly encourage you to complete these. By doing so you will entrench the learnings and revelations you have had and this will enable you to integrate the work at a deeper level.

So, there are seven skills training manuals and the coaching programme consists of thirteen sessions. How does that work?

Well, it may be tempting to say that Neil and Natasha should have designed the course to be covered in thirteen parts, each one dealing with one of the coaching sessions that you will run when you start your practice. But the truth is that you will be learning a great deal more than simply the *process* required to conduct coaching sessions. And many of the skills you will learn will need to be applied *across* the coaching programme.

So the relationship is not quite so simple and we would ask you not to go looking for a one-to-one relationship between the seven parts of the skills training and the coaching notes that cover thirteen sessions.

That said, let's take a look at the themes covered in each of the seven parts of the course and see how they relate to the coaching programme structure. Each of the seven parts are listed and briefly described below. The most relevant coaching sessions that relate to each part are shown in brackets.

### **Part One (Coaching Session 1)**

In Manual 1 we cover a lot of ground and lay a solid foundation for your coach training.

The main theme of this Part is to prepare you to be able to run what we call a Session One. In our coaching programme Session One is the most critical session and – arguably – the most demanding for the coach, as it involves getting to understand what drives the client and *setting inspiring goals* that form the basis of the ongoing coaching programme.



The New Insights approach to coaching involves what we refer to as *fair exchange*. Because many prospective clients will know little about life coaching – and may be somewhat sceptical of its effects, we offer the first session, Session One, free of charge. All the more reason why being able to conduct a great Session One is imperative!

Before getting into the subject of goals, what they are and how to set them with your client, it is necessary to cover more basic issues such as the meaning of life coaching, how it differs from counselling and other forms of therapy and how you can recognise and deal with issues that may be distracting your client from focusing wholeheartedly on their coaching.

Vital to the above are two very key skills that you will need to develop and practice – listening and questioning. These concepts are dealt with in detail in Part 1.

Finally, Part 1 deals with the coach-client contract. We offer you a suggested format for a contract and look at some of the important considerations you should bear in mind when drawing up and implementing a contract.

## **Part Two (Coaching Sessions 2 – 4)**

Manual 2 builds on the goal setting theme of Part 1 by exposing you to the twin motivators, pleasure and pain and introducing you to a simple model of change that explains the cycle that people go through when they are attempting to bring about major change in their life. You are shown how to assist your client uncover the numerous and sometimes surprising array of resources that they have to deal with achieving their goals. The concept of breaking goals into more manageable milestones and small but important action steps follows. All of these concepts are introduced to the client in coaching Session Two.

The theme of Part 2 is *change*, what that means, how liberating it can be and how to achieve it. Central to bringing about change is to come to terms with one's beliefs, how they develop, why they don't always serve you, how to eradicate beliefs that are not empowering and how to instill new positive beliefs that can be highly motivating and assist with achieving what it is one truly wants from life. In coaching you will deal with beliefs in Sessions Three and Four.

## **Part Three (Coaching Sessions 5 and 6)**

The third manual explores *what makes people 'tick'*.

It looks at the issue of values in some detail, going to the heart of what drives people and how they determine what is good from what is not. It explores how values provide a directional compass for the individual and how, sometimes the compass can become 'confused' when there are conflicts between positive values and 'anti – values'. Coaching Session Five is where you get to look at values with your client.

The other important concept covered in Part 3 is 'rules'. This is often the source of many powerful realisations as trainees get to terms with how difficult people make it for themselves to feel good and how easy they make it for themselves to feel bad! You will uncover your client's rules for feeling good and bad in coaching Session Six.



## **Part Four (Coaching Session 7)**

The theme of Part 4 is *understanding human behaviour* and how to use this understanding to become a truly great coach.

In manual 4 we tackle the issue of human needs and how people go about meeting those needs in different ways - ways that may seem quite acceptable to some and completely out of place to others. A large section of the manual is devoted to discussion about the qualities that make a great coach – entirely appropriate given the human behaviour theme!

The relevant part of the coaching programme is Session Seven.

## **Part Five (Coaching Sessions 8 - 10)**

*Communication* is the big theme running throughout manual 5.

We often get feedback from trainees that although Part 5 is one of the toughest to work through it is one of the most revealing in terms of the insights that it contains.

Without giving too much away, Part 5 deals with the fact that our perceptions of other people are moulded by the perceptions we have of ourself. It starts with revisiting the model of change covered in Part 2 and then goes on to show how powerful and effective the art of communication can be in helping us to achieve our goals and dreams and deals with why so many of us sabotage our own interests with the way that we communicate as we seek to justify our inadequate actions or lay blame on others for our shortcomings. The application of this learning comes about in coaching Sessions Eight and Nine.

Building rapport between coach and client is a crucial part of the coaching process and is covered in some depth in Part 5 as is the concept of making binding inquiries of the client. In addition there is some really useful material relating to the application of universal laws and a process we call 'mind balancing' which is used to assist the client in coaching Session Ten.

## **Part Six (Coaching Sessions 11 and 12)**

By the time you get to Part 6 you will have covered many of the key concepts and skills required to run effective coaching programme... with one very important exception!

The theme of manual 6 is *uncovering one's life purpose* and this is possibly the most intense and spectacularly revealing section in the entire coaching programme. After all, there can be little more important in life than understanding, aligning with, and living out our life purpose!

Preceding the material on life purpose is a detailed section on setting long-term goals with the client. You are shown some advanced techniques for setting effective goals and made to understand why this is so important to your client and to the health of your coaching practice.

Setting long-term or 'mega goals' is the topic of coaching Session Eleven, whereas the critical and inspiring process of uncovering life purpose is dealt with in coaching Session Twelve.



## **Part Seven** (*Coaching Session 13 and beyond*)

Part 7 incorporates a two-part theme, namely *celebrating success* and *ending or extending the coaching relationship*.

In the final skills training manual you are shown how to help your client express themselves and their achievements during the programme and how to deal with clients who may not yet have achieved the goal or goals that they originally set out to reach.

There is a wealth of material on how to encourage the client to extend the coaching relationship (we recommend that anyone who embarks on coaching should stay with it for at least a year to experience maximum effect) and how to handle separation from your client if that is what they decide upon. Guidance is given on how to gain testimonials from your client and how to conduct what we call 'Level 2 coaching' (i.e. going beyond the thirteen-session programme).

Coaching Session Thirteen is dedicated to celebration of your client's achievements and looking ahead to the future (with or without ongoing coaching). Also included in your coaching session notes are templates for running Level 2 Sessions Fourteen, Fifteen, Sixteen and beyond.



# Competencies

The New Insights Life Coach Training Programme and certification process is designed to help you become a high quality practising life coach meeting certain standards of competence. These are closely aligned with the professional competencies promoted by COMENSA (The Coaches and Mentors Association of South Africa).

Our certification programme is designed to test your standards of competence but due to the nature of the programme we are reliant on your full cooperation and honesty in assessing this.

If you want to have a flourishing coaching practice with excellent word of mouth referrals from clients you will need to be able to display, in practice and with consistency, the competencies that we promote. Your honesty and objectivity in conducting regular self-assessment of your competencies is key to achieving this.

The core competencies and benchmark levels that the New Insights programme seeks to promote are described below:

## **Understanding, upholding and applying professional and ethical standards**

You will have a detailed understanding and appreciation for the New Insights code of ethics and you will seek to embrace and apply it throughout your coaching efforts. You will have a well developed sense of appreciation for the role that you play in helping your clients change and improve their lives and you will, at all times, display a client-centred approach in your coaching.

## **Listening to your client**

You will ensure you are actively present with a client during coaching, paying attention to all information presented by the client, both verbal and visual and you can respond to and reflect both what is said and unsaid by the client.

You will display patience and focus in listening carefully to the client's spoken and unspoken words and language. You will be able to and will know when to remain silent and respectful and when to engage in deeply meaningful exchanges with your client, characterized by reflecting, observing, paraphrasing and the effective use of analogies and metaphors.

## **Questioning your client**

You will be skilled at asking your client to turn inward for answers, resources and solutions. Your questioning will be challenging yet compassionate by nature and will help your client transcend the obvious and find paradigm-shifting answers or perspectives. You will be capable of ensuring your client is fully engaged and participating in the process through the liberal use of open-ended questions.

## **Building rapport with your client**

You will be competent at establishing and maintaining trust and intimacy in the coaching relationship and at creating a safe space in which your client can courageously explore their inner and outer thinking. You



will use techniques such as mirroring, validating, empathising and truly meeting your client in their model or 'map' of the world (frame of reference).

Your exchanges with your client will be characterised by your active and intense involvement with - and interest in – them and your conversation and questioning will be focused on the client's outcomes. You will challenge your client to explore his or her less conscious intentions and desires and you will assist your client to apply their inner resources to difficult situations.

### **Delivering measurable results**

Your coaching will result in your client achieving outcomes that can be suitably qualified and quantified by both you and your client.

You and your client will agree upon and record expected results before going beyond Session One (which is traditionally not charged for in the New Insights method). You will regularly check upon and document progress made against defined measurable results throughout the course of the coaching programme.

You will continually and respectfully seek to challenge your client to surpass the expectations that have been set, always with the client's best interests in mind. All goals, milestones and actions agreed upon during the programme will be documented and the client's achievements will be supported by suitable proof.



# Certification Requirements

If you aim to gain New Insights certification – and we hope you will – here’s what we will require of you. Please take some time to ensure that you are completely familiar with these requirements to prevent any misunderstandings along the way:

## Code of Ethics

1. Read and digest our Code of Ethics that follows. It prescribes some sound principles for the way you should conduct yourself when you start coaching. We trust you will not view it in any way as onerous but that you will be proud to be associated with such a code that draws heavily on that prescribed by the Association of Coaches and Mentors of South Africa (COMENSA).

When you feel ready, sign and return to New Insights Africa, the form that commits you to abide by the code in your coaching practice. You’ll find this form on the Resources CD included with your pack.

## Skills Training Manuals: Self-Tests

2. When you complete each skills training manual and feel competent that you understand and can apply the content, complete and submit, to New Insights Africa, the relevant self-test. You will find the self-tests at the back of each of the seven manuals or you can access an electronic (MS Word) copy from your Resources CD.

We do not mark these self-tests but we do review them and, where we feel you could benefit, we provide comments and advice. If we feel you really haven’t understood the material or parts of it we’ll be honest with you and ask you to go over the material again before moving on to the next Part.

## Practice Coaching – Session One

3. Complete fifteen practice-coaching sessions (Session One in the thirteen session programme) with fifteen different people. You will need to get feedback forms completed for each session coached and these should be sent back to New Insights Africa for us to review. Your practice Session Ones can be done with friends, family members or colleagues - whatever works best for you. The feedback form is available in electronic (PDF) format on your Resources CD.

## Practice Coaching – Full Programme

4. Complete one full New Insights coaching programme, comprising thirteen sessions, with one of your chosen practice clients. *Please note, for professional purposes, we cannot allow this to be another New Insights coach or trainee or someone from your immediate family.*

For your full programme practice client we will require your client to complete and return a feedback form for each of the sessions coached (using the same form mentioned in 3. above). At the conclusion of your coaching programme we will also require the client to complete a one page overall assessment of your coaching abilities. This form is also available (in PDF form) from your Resources CD.



After this, we normally make a brief telephone call to the full programme practice client as a due diligence check that the feedback is in order and that the client has derived benefit from the experience (and as a courtesy to thank them for participating in your training!)

### **Final Exam**

5. Complete an open book exam, for which you should allocate three and a half hours. The exam, which is similar in format to the self-tests but which covers the material in all seven skills training manuals, will be emailed to you so you can do it from home or your place of work on a date that suits you.

You can write the exam at any time after you have completed steps 2. and 3. above. Contact New Insights Africa a few days in advance to book the day for your exam. You'll need to complete the exam and return it to us the same day. The onus is on you to ensure we receive it in good order before close of business on that day.

### **Certificate of Completion**

Once you have completed all the requirements listed above, you're ready to make a positive impact in the world as a New Insights certified Life Coach! We'll send you a Certificate of Completion detailing what you've covered so you can hang it on your office wall or wave it in front of admiring clients!

### **Certified Coach entitlements**

There are many benefits to becoming a New Insights Certified Life Coach.

For one thing, you'll be entitled to use the special *New Insights Certified Life Coach* identifiers, in your online and print communications and marketing.

In addition, for a modest fee, you'll also qualify to request a listing on our online life coach directory that aims to promote New Insights certified life coaches and their services to the public.