



**Australian Institute**  
OF PROFESSIONAL COACHES



**Diploma of Business Coaching**  
**ICF Level 2**

The Diploma of Business Coaching consists of 12 units of study and is an approved International Coaching Federation Level 2 course. It includes the Diploma of Professional Coaching which makes up the first 8 units of study. The remaining 4 units focus on how to coach business owners and managers towards customer acquisition and retention, staff engagement, productivity improvement, and profitability.



## Units of study

### By the end of the course you will have:

- Identified how to coach business owners and managers to operate a successful **small business\*** in a regulatory environment.
- Learned how to assist a business owner formulate their mission, vision and values for their small business, and how to help them establish business goals and objectives.
- Understood the need for business owners and managers to focus not just on financial performance and profitability but also on customer acquisition, retention and growth, business process improvement, and staff development.

*\*This is not a course to show you how to Business Coach in a corporate environment.*

### The units of study included in the Diploma of Business Coaching are: (See Appendix 1 for details.)

PROF1: Psychological theories and their contribution to coaching

PROF2: Use psychological models to motivate clients to change

PROF3: Using selected neuro-linguistic approaches in coaching

PROF4: Coach ethically and responsibly to international standards

PROF5: Coaching in the workplace

PROF6: Coaching skills

PROF7: Negotiate the Coaching Contract

PROF8: Conduct the first and subsequent coaching sessions

BUS1: Introduction to small business coaching

BUS2: Coaching for business profitability

BUS3: Coaching for customer acquisition, retention and growth

BUS4: Coaching for business process improvement and staff development

## Delivery

Delivery is online with mentor, webinar and workshop support as required. As soon as your completed Enrolment Form is received and payment made, you receive a welcome email from your mentor (generally the Education Manager marking your work) and login details to our eLearning platform where you have access to all the workbooks, videos, and resources for each unit of study, and where you complete your assessments. You are also invited to join our Facebook closed student group and provided with a supporting webinar schedule.

You self-pace through the course and complete your assessments, many of which become part of your Coaching Toolkit which you use when you meet with potential clients to put a coaching contract in place and deliver your coaching services.

## Professional Coach Training Workshops

Our Professional Coach Training workshop is very practical and hands-on as you learn to coach and be coached, and gain immediate feedback to develop your coaching skills. The workshop isn't compulsory unless you are seeking ICF credentialing later on.

When you attend the workshop you receive expert tuition from our experienced Coach / Facilitator instructors who will share their journey with you. You read the learning materials beforehand, attend the workshop and be prepared to participate in practical, hands-on experiences to develop your coaching skills and coaching practice. You gain immediate feedback on your coaching which builds your confidence to coach, and you learn how to use the 8 specific NLP techniques which you will use over and over again in your coaching practice.

For some people, finding time to continue your personal and professional development is hard. There's always issues at work which require your attention and distract you from the things you really want to do. Here's an opportunity for you to leave work behind and focus on what you want to achieve, for yourself and your career or business.

Perfect your coaching expertise by attending the Professional Coach Training Workshop. You will then confidently understand yourself and others better, have the skills to coach others towards greater self-awareness and insight, have more effective problem-solving ability, and achieve your goals with increased motivation and commitment.

In addition, you can immediately use your coaching skills to communicate more effectively, build collaborative and supportive relationships more quickly, and network more easily with others in your work, personal and professional communities. There is no additional fee for the workshop. It is included in the course fee.

### Length of course

Students have 12 months to complete the course. However if you can spend more than 5-6 hours a week on your studies, you can complete your course in much less time. It is possible to obtain an extension if there are extenuating circumstances that cause you to delay your course completion.

### Student support

Our dedicated education team will assist you through your Coaching journey. From first contact, we encourage you to speak with our Student Engagement Manager who will be able to guide you to choose the best coaching course and direction for you, and answer any questions you may have.

Our administration team will assist with the enrolment process if required. Once enrolled, you are assigned a coach mentor (normally your Education Manager) who will be your accountability partner to keep you on track throughout your studies.

At AIPC, we pride ourselves on having the right students studying the right course and graduating as exceptional coaches who develop an excellent reputation in the coaching world. Our coaching courses deliver extraordinary value for money and you are assured of making a significant impact on those you coach after you graduate. We look forward to working with you and assisting you on your Coaching journey!

**During the course you will be shown how to set up your coaching systems so that you can coach clients anywhere in Australia or around the world.**

**Hence when you graduate you can start coaching paying customers immediately via in-person, telephone or virtual coaching sessions.**

## Your investment

Your investment in this potentially life, business and career-changing course is \$8,100.

Upfront payment will receive 20% discount; cost is therefore reduced to \$6,480.

- We do provide a payment plan at no additional cost: 12 x simple payments of \$675.
- You will be enrolled, and we will have you up and studying towards your Diploma as soon as your full or first monthly payment is made.
- Enrolment includes attendance at our Professional Coach Training Workshop. You can attend as many of these workshops as you wish - even after you graduate!

### Please note:

- Course fees must be paid in full before the official Diploma is issued.
- All costs are GST inclusive.

## Guarantee

If for some reason you are not entirely satisfied with your purchase within the first 5 calendar days of making your payment, we will offer you a full refund or alternate course. In the event of a refund, you must provide evidence via a witnessed Statutory Declaration that you have deleted all downloaded learning materials (our intellectual property).

**When you have decided that this coaching course is the right course for you...either**

1. Phone us on 1300 309 360 or
2. Email us at [enquiries@professionalcoachtraining.com.au](mailto:enquiries@professionalcoachtraining.com.au)
3. <https://www.professionalcoachtraining.com.au/diploma-of-business-coaching>

## APPENDIX 1: Description of Units of Study

### PROF1: Psychological theories and their contribution to coaching

This unit provides an interesting and informative overview to the field of coaching from its earliest conception within the sporting community through to its modern-day application into life, business and corporate fields. It defines coaching and the differences between coaching and other interventions such as mentoring, counselling, training and supervision. Students learn about the various types of coaching and how coaching works, and start to formulate what type of client you would like to coach given your passion, expertise, background and experience. The unit also overviews the various contributions of scientists and psychologists working since the mid-late 1800s to our knowledge and practice in the field of coaching today. It explores in broad detail the theoretical approaches that are most relevant to guiding and motivating people to change, in particular from behavioural, developmental, cognitive, humanistic, social and positive psychology perspectives.

## **PROF2: Use psychological models to motivate clients to change**

This unit examines theories related to what motivates us to do the things that we do – how we live our life, the goals we aspire to, the basis on which we make decisions. Motivation is very simply, a process or mechanism that causes us to act or think in a certain way. It is a general term for any part of the psychological process that involves experiencing needs and drives, and the behaviour that leads to the goals which satisfies them. This unit explores how we make changes in our life to reach certain goals, our readiness for change and the emotions underlying change. It examines the various stages in getting ready for change and identifies a range of situations where motivational skills can be applied. The unit concludes by looking at stress and its effects on our bodies and our lives, outlining some ways to minimise and manage stressful situations.

## **PROF3: Using selected neuro-linguistic approaches in coaching**

This unit provides an overview of Neuro-Linguistic Programming (NLP) and describes how selected NLP techniques can be used in coaching situations. Understanding the principles and philosophy of NLP helps the coach develop rapport more quickly with clients. The NLP Communication Model explains how people delete, distort and generalise the information coming into them every day, to order and organise this information into manageable 'chunks'. The NLP representational system explains why, as a coach, you need to coach clients differently according to their individual preferences. In this unit you will how to apply specific NLP techniques to coach clients to achieve the outcomes they desire.

## **PROF4: Coach ethically and responsibly to international standards**

This unit provides you with the information, tools and templates to become a professional coach. You will learn how to coach according to international standards, develop your own philosophy of coaching, and understand the obligations of the coach in co-creating a better future for the client. You will build your Coaching Toolkit which will allow you to operate a successful coaching practice. You will learn how to develop the core competencies necessary for coaches to possess to ensure that you can achieve the best outcomes for your clients. On completion of this unit you will be able to apply the knowledge and skills to operate in accord with the legal and ethical responsibilities of a coach and accepted coaching practices.

## **PROF5: Coaching in the workplace**

This unit addresses how to coach in a workplace setting to improve performance or achieve goals. It introduces the concept of individual differences - how to utilise individual strengths to develop truly effective working relationships. Managing performance is often difficult. Techniques to motivate and empower individuals and teams to bring out the best in them are described. The factors that lead to job satisfaction and dissatisfaction in the workplace are outlined. Ways to

create an empowering workplace are explored. Coaching conversations focus on how individual employees can improve their performance or achieve their goals. Feedback conversations focus on correcting performance as and when it occurs. Corridor conversations can occur at any time to address issues or concerns that occur 'on the run' to support employees make quick decisions so that they can get on with their work in the most effective and efficient way.

## PROF6: Coaching skills

This unit introduces the **©AIPC Coaching Skills Model** which details the various skills that coaches use to bring about successful change outcomes in clients. These skills have been derived from the strategies that psychologists and therapists used to build rapid rapport and trusting relationships with clients. Coaching skills include active and reflective listening, asking powerful questions and summarising for understanding and clarity. In a coaching session, coaches also observe clients' non-verbal behaviours to establish more effective ways of supporting and communicating with them. As the coaching sessions progress, clients' interpersonal effectiveness is improved as well as their ability to solve their own problems.

## PROF7: Negotiate the Coaching Contract

This unit outlines how to meet with a client for the first time, explain what coaching is, agree the coach / client roles and coaching relationship, and negotiate a Coaching Contract. It details a step-by-step process to achieve these outcomes. Establishing a trusting and intimate working relationship with clients is the basis for assisting them achieve their desired outcomes. This relationship needs to be established at the first meeting for a successful coaching program to be conducted. As partners, the coach and client work together to achieve the client's desired outcomes.

## PROF8: Conduct the first and subsequent coaching sessions

This unit outlines how to conduct the first coaching session with a client once a Coaching Contract has been signed. It describes the **©AIPC COACH Model** and how to apply the steps in a coaching situation. It incorporates how to use the key coaching skills to assist clients move through self-reflection into self-awareness and insight, to achieve their desired goals, actions and future. The coaching sessions are evidence-based and the coaching is either solution-focused or goal-oriented. Coaches learn how to incorporate the coaching process and skills into subsequent coaching sessions and group coaching programs. It is important to make sure that the coaching program is achieving what clients need to lead them to success.

## **BUS1: Introduction to small business coaching**

This unit introduces the concept of business coaching in a small business environment in which businesses are often financially constrained. Small businesses constitute 93% of all employing organisations in Australia, and employ approximately 44% of the workforce. Business owners need to be flexible and adaptable in the small business environment, as the external market can change quickly in response to unforeseen external events, customer demands, technological advancements, and regulatory requirements. In this unit, the role of the Business Coach in assisting the client develop the mission, vision and values for their business, and establishing business goals and objectives, is explained. Financial and legal business obligations and requirements are addressed, and information provided which will assist a new business owner commence operations from the ground up.

## **BUS2: Coaching for Business Profitability**

This unit addresses how a Business Coach works with a business owner to ensure business profitability and the long-term future of the business. The coach assists the client to develop goals and objectives in relation to four key areas of business success: financial performance; internal business systems and processes; markets and customers; learning, growth and development. Operational planning is implemented and the resulting financial performance monitored and reviewed. The coaching reveals strategies by which the client can increase revenue, reduce costs, and manage risk. On completion of this unit, you will be well-prepared to work with a small business owner so they can operate a profitable business.

## **BUS3: Coaching for customer acquisition, retention and growth**

This unit addresses how a Business Coach works with a business owner in key areas of business activity related to customer acquisition, retention and growth. Market research begins the customer acquisition process, followed by coaching in relation to market position, segmentation and differentiation. The competitor landscape is also researched to identify competing products or services and develop the business owner's unique selling proposition. Next, the unit addresses customer retention including the different types of customers, and ways to identify the most profitable customers on whom to concentrate marketing activities. In the customer growth phase, the marketing mix is explained, as is the promotional mix and the difference between promotion and advertising.

## **BUS4: Coaching for business process improvement and staff development**

This unit focuses on how a Business Coach works with a business owner to achieve the third and fourth purposes for business coaching – business process improvement, and staff learning, growth and development. Assisting the business owner to upgrade systems and processes so that they are their most effective in achieving the intended result, is a dedication that can transfer from examining just one business process to an entire continuous improvement system. Moreover, supporting the skills and learnings of the staff who implement these systems, is a challenge for the Business Coach whose role involves both their personal and professional development. This unit investigates ways that the Business Coach can bring about changes in business operating systems as well as staff attitudes and training.