
COACH ACADEMY

The Professional Coach
Training programme for
leaders and managers



BRIDGEHOUSE



You cannot be a good manager
without being a good coach.

Empowering and unlocking their full potential

Welcome to the BRIDGEHOUSE Coach Academy



Luke J. Hunter

I am delighted that you are interested in our coaching training that focuses on the coaching approach in leadership. I consider it a privilege to accompany you on your journey.

As coaches and leaders, we provide support, guidance, and encouragement to the people we work with as they navigate their paths and help them unlock their full potential.

Coaching is a powerful way to do this, and as a coach, I believe everyone already has the necessary inner resources to tackle challenges, uncover insights, and find solutions.

I love the vision of a workplace that values collaboration, independence, and growth. Coaching can foster a culture of learning, which can greatly impact the de-

velopment and performance of the people around you. By applying a coaching approach, you can unlock people's potential, focusing on the topics that matter, empowering others, and helping them take responsibility.

BRIDGEHOUSE Professional Coach Training for leaders and managers is dedicated to equipping you with a thorough methodological and mental toolkit for professional coaching. Furthermore, you will be prepared to confidently integrate a coaching approach into your leadership routine.

I'm here to support you on this journey of becoming a skilled coaching professional. Let's create a thriving workplace where individuals and teams can reach their full potential!

Embark on a new learning journey!

Join us for four two-day online modules with a maximum of twelve participants from November 2024 to February 2025. Our carefully crafted curriculum will focus on providing relevant knowledge and skills you can apply in your everyday leadership practice. You'll also be able to attend four ninety-minute online classes with small group sizes to ensure you get the most out of your learning experience. Take advantage of this chance to invest in yourself and your leadership!

1 – 2 November 2024

Coaching fundamentals

Mindset and coaching competencies

MODULE 1

6 – 7 December 2024

Forming the conversation

Step by step

MODULE 2

10 – 11 January 2025

Coaching in organisations

How to make coaching part of your leadership style

MODULE 3

14 – 15 February 2025

Situation-based coaching

Knowing when, where, and how to apply a coaching approach

MODULE 4

What's probably on your mind

You are probably reading through this because you are in a leadership position in an international corporate environment. You want to lead collaboratively to empower your people, let them take ownership of their challenges, and help them develop their ideas and solutions. That is why you are thinking of making coaching part of your leadership style and wondering how you can best do this.

Or maybe you are a People & Culture manager and often find yourself in conversations where people ask for your advice and guidance. Sometimes you don't feel those conversations lead to lasting results. That's why you want to support people by enabling them to help themselves and strengthen their initiative, self-responsibility, and ability to act.

Even an initial contact can make a big difference. No matter what you decide, call us on +49 30 60 98 32 10.

Or book your time directly with Inke via this [link](#) so we can get to know each other and answer all your questions.



What's probably on your mind

Before registering for the BRIDGEHOUSE Professional Coach Training programme, let's understand exactly why you want to take part, what motivates you, and what would be your best learning outcome.

What you and other participants have in common is that you work in an international corporate environment and have probably experienced the positive impact of coaching first hand. You want to be able to coach professionally and apply this at work. At the same time, you like to understand when it makes sense to coach, when it doesn't, and in which situations it's particularly relevant. In short, you want to use a professional coaching approach in your work context, knowing its limits and maximising its opportunities for impact.

Whatever your motives are for participating in a coaching training, we want to understand them. What exactly do you want to achieve? What do you want to learn? What matters to you? We're excited to get to know you and address your questions regarding coaching training.

Not just any coaching training

What makes our programme unique



Although this might disappoint you, we aren't claiming that the BRIDGEHOUSE Professional Coach Training programme is the best in the world. On the contrary, there are many excellent coaching training programmes, some directed specifically at leaders. The only thing that matters in your decision is whether BRIDGEHOUSE coaching training is the best training for you regarding its relevance to your everyday working and leadership practice. A few specific criteria for high-quality coaching training can be used as orientation and provide information about the standards it meets and whether it fulfills your needs.

How do you determine this? Are there universally applicable coaching competencies that one should master and that are taught in the programme? Will you also develop personally? Will you learn how and when to apply coaching in business and be equipped to do it?

Nothing is more unstimulating than sitting through a training of endless lectures and PowerPoint slides. Coaching trainings that are good in terms of content, didactics, and relevance should also be enjoyable and fulfilling.

The BRIDGEHOUSE coaching training programme fulfils all these criteria!

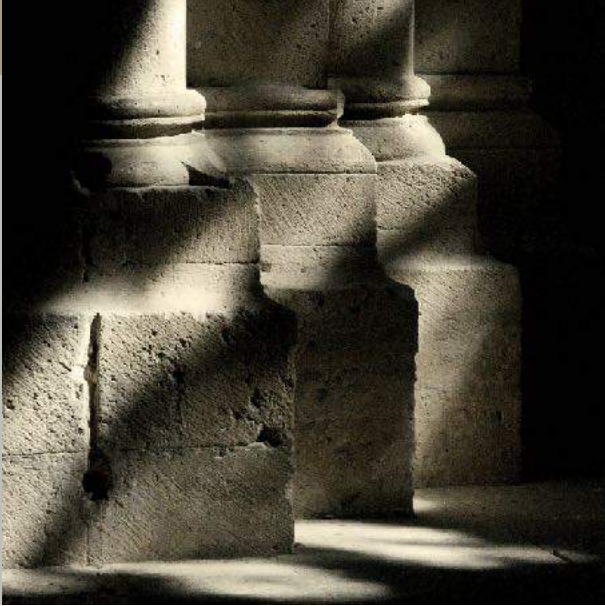
As BRIDGEHOUSE coaching trainers, we are passionate coaches and call ourselves "eclectics". This means we're always looking for methods and skills that we can successfully apply in our coaching practice that we know will impact and benefit our clients. Furthermore, our self-conception and actions are based on the internationally recognised ethical standards and method-independent core competencies for coaches defined by the International Coaching Federation (ICF), the world's largest coaching association.

However, we believe nothing is more important than relevance and practicability. It's great to be trained as a professional coach, but you should know when and how to coach in the working environment. What situations or conversations require which approach or setting? What limits are there to coaching? When should you or shouldn't you coach?

What makes the BRIDGEHOUSE Professional Coach Training programme for leaders and managers different is that you receive fundamental coaching training based on internationally recognised coaching competencies. Additionally, you will learn how to transfer your new knowledge into practice at work, considering the specifics of coaching in an organisational environment.



MODULES



Coaching fundamentals

Mindset and coaching competencies

The first module is about understanding what coaching is. What is the conceptual framework, and what are the attitudes and basic assumptions underlying professional coaching? In short: what is a coaching mindset, and why is it fundamental to leadership?

The phases of a coaching conversation will be defined, and associated coaching skills will be taught. As in all modules, the focus is always on immediately applying and practising what you have learnt.

Professional coaching

What is it, and what is it not?

There is no reality

Basic assumptions and the coaching mindset, and why it is also a leadership mindset

The framework

The different phases of a coaching conversation

A key competence

Active listening and perception

What's the question you're asking yourself?

Finding the focus

Start a new habit now!

The art of effective questioning

Hypothetical, circular, or solution-focused ...

Various kinds of powerful coaching questions

Practice, practice, practice

Coaching right from the start

What has happened in the meantime?

Reflecting on the phase between the first
and second modules

Building trust

Shaping the relationship

Motivation turbo future-pacing

Creating an outlook and making
the future real

Everything is already there

Recognising inner resources

I never looked at it that way!

Re-framing and changing perspectives

Get going!

Action planning in coaching

Staying on track

Creating commitment and accountability

Practice, practice, practice

Coaching right from the start

Implementation agreements for the phase
between the second and third modules

Forming the conversation

Step by step



2

MODULE

In the second module, you will deepen your ability to shape the process integral to coaching conversations. You will broaden your skill set to enable your counterpart to tap into their inner resources, find insights, develop ideas or solutions for whatever is at stake, and make their own decisions to move forward.



The coaching approach in organisations

How to make coaching part of your leadership style

In the third module, you will gain an understanding of the specifics of applying coaching in your work environment. You will find out when and how to use it and when not. You will distinguish between asking just one or two questions at a time or applying your range of refined coaching skills depending on the situations and settings. Furthermore, you will reflect on and overcome the inner and outer barriers to embracing coaching as part of your leadership style.

What's the difference?

What is coaching versus a coaching approach in business?

Dos and don'ts

Opportunities and limitations of leading with a coaching approach

Beware of the advice trap!

Self-management in coaching

Can I have a quick word?

Coaching on the go

The coaching cycle

Giving feedback and handing over the responsibility for change

A meaningful one-on-one

Broadening the options through coaching

Unleashing strength and motivation

Coaching for performance

Practice, practice, practice

Coaching right from the start

Implementation agreements for the phase between the third and fourth modules

What has happened in the meantime?

Reflecting on the phase between
the third and fourth modules

Handing over responsibility for their career

Turning developmental talks into
coaching conversations

The anatomy of peace

Understanding conflicts

When two quarrel

Understanding assumptions in conflict

Creating tangible outcomes

The impact of applying a coaching
approach in team meetings

Managing challenges differently

Creating a coaching culture in your
team

The key to acceptance

Position yourself and your leadership
style

Practice, practice, practice

Coaching right to the end

Situation-based coaching

Knowing when,
where, and
how to apply a
coaching approach



The fourth module is dedicated to deepening your learning and making your coaching approach feasible in everyday working life. You will learn more about situations that lend themselves to coaching, like developmental talks or conflicts between team members that require your attention. In addition, you will experiment with facilitating team meetings by applying a coaching approach and observing the impact on the outcome. Finally, you will figure out how to position yourself and your coaching approach as part of your leadership style.

What happens in between the modules?

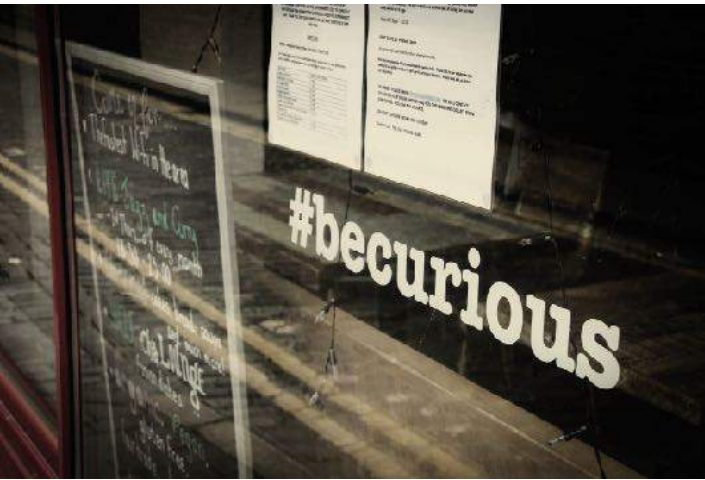
In order to apply and consolidate what you have learnt, there are four ninety-minute on-line classes between the individual modules, where you and the other participants coach each other in small groups. Here, you will give and receive feedback on the coaching sessions based on defined criteria. This format helps deepen your learning and the practical transfer.

Who are the other participants?

A maximum of twelve participants makes this coaching training programme for leaders and managers relatively exclusive. BRIDGEHOUSE works for many large and medium-sized companies in various industries. All participants will work in an international environment, are managers who lead any teams, or come from their P&C departments. Most participants will be familiar with coaching in one way or another and have probably experienced it themselves. We put the training group together to maximise mutual inspiration and learning for the participants.



What are the participation requirements?



Participating in the training programme has no prerequisites. However, there are a few things that can bolster your training experience. People are at the heart of your daily work. You like people, which may seem quite natural to you. That's wonderful! People spark your curiosity. You enjoy getting to know them and collaborating with them. After all, the individuals around you are central to your role as a manager and leader.

Therefore, having an affinity for people is quite advantageous. Approaching them with a positive pre-

disposition and showing genuine interest can work wonders.

Moreover, you want to understand yourself better and gain insights into others' perspectives.

It is also beneficial to step back and prioritise others and their viewpoints. If you love talking and value your input highly, adopting a coaching-based leadership style could be a bit more challenging for you than for others.

And these are the only prerequisites!

What does the training cost?

This is another important question for your decision. For four modules, two days each, plus four ninety-minute practical online classes, you or your company will invest € 3,900 plus VAT. This sum includes all training materials, a comprehensive handout for each module and access to the BRIDGE-HOUSE learning platform with additional learning content. You will receive an invoice for the total amount. We also offer our participants the option to pay in instalments.





BRIDGEHOUSE

Who we are and what we strive for



We are an independent federation of experienced trainers, coaches and consultants under a common umbrella – BRIDGEHOUSE Holding – which includes numerous BRIDGEHOUSE companies, each with their independent management and focal points, sharing strong values in terms of learning and growth. Our name represents a house on a

bridge. In our eyes, people who embark on a journey of change are making a transition – just like crossing a river. A journey from something old to something new. From something familiar to something (still) unknown. The bridge in our name represents this transition: BRIDGEHOUSE.

People find access to their potential and resources in that house on the bridge. They orientate themselves and discover where they want to go, creating a new awareness of their situation and solutions that enable them to make the transition and, in turn, make meaningful changes.



Inke Schulze-Seeger

MCC

Since we will be spending time together over five months, you should, of course, know who I am. That's why we should get to know each other before you decide to participate in the programme. Let's meet!

Book an appointment via [this link](#).

I have been an Executive Coach for almost twenty years and co-founder and director of the BRIDGEHOUSE Coach Academy. I am a Master Certified Coach (MCC) and Mentor Coach of the International Coaching Federation and a passionate coaching expert and trainer.

I accompany people as they focus on leadership and personal development, and strive to increase their impact and effectiveness.

Over the last ten years, I have also trained and mentored more than two hundred team leads, P&C experts, consultants, trainers, and agile coaches either to become professional coaches or to develop them in this role.

"On my journey as a coach, I have realised that it is not only what I do in

coaching that influences the outcome, but how I show up as a person. My knowledge of methods has moved me forward as a coach, but the constant examination of myself and my personality as reflected through my coaching has shaped my development. As well as conveying the tools required for coaching, I want to pass on the experiences of my intense learning path in my work with leaders and coaches."

I recently co-authored the book "Qualitätssicherung im Coaching" (Assuring Quality in Coaching).

I live in Berlin with my family and a little West Highland White Terrier called Luke Snowwalker.

Everything at a glance

DATES

Module 1 | **Coaching fundamentals**

1 – 2 November 2024

Online via Zoom

Module 2 | **Forming the conversation**

6 – 7 December 2024

Online via Zoom

Module 3 | **The coaching approach in organisations**

10 – 11 January 2025

Online via Zoom

Module 4 | **Situation-based coaching**

14 – 15 February 2025

Online via Zoom

The modules start on the Fridays at 10:00 a.m. and end on Saturdays around 5:00 p.m. All other times will be coordinated with you and the other participants.

CONTACT

Organisation and support

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Meet Inke

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WHAT'S INCLUDED

- Four ninety-minutes online classes
- Comprehensive training handout and documentation for each module
- Access to the BRIDGEHOUSE learning platform, including additional training content

PRICE

Participation in four two-day online modules and four ninety-minute online classes: **€ 3,900 €** (excl. VAT).



You can sign up for this programme directly through our website or send a brief note to:

coachacademy@bridgehouse.de

We will contact you as soon as possible. We are, of course, available to answer any questions you may have. Please call us on +49 30 60 98 32 10 or book time with Inke to speak to her directly.

Since we have a limited number of available places, we will only be able to confirm your place once we have checked our current sign-ups. Thank you for your understanding.