



THE HUMBLE ART OF BRINGING OUT THE BEST

At a glance:

Training:

ICF-Certified Coaching Training - Brining Out The Best

Time:

60 hours (+ 20 hours homework)

Dates:

16th of April to the 20th of May

Delivery:

6 days On-Site + 4 sessions Online

Price:

R38.000 (2.390 Euro)
(10 discount if paid within 5 working days)

Place:

Pretoria, South Africa

Info and registration:

marita@solutionsfinding.com
Tel: (012) 460-4118

Becoming a Coach is a life changing journey

Few people are aware exactly how powerful and in many cases how transforming the coach training actually is. During the training the students learn to adopt the role of a coach in order to help others to surpass themselves in whatever they accomplish.

To become a good coach, the student must experience for themselves all the tools and methods they will wield in his new role. In a way, the whole training offers a unique opportunity to weed your garden before having guests over.

We humbly assert that our Coach Training has almost always exceed our students' expectations. Therefore we challenge all to arrive with



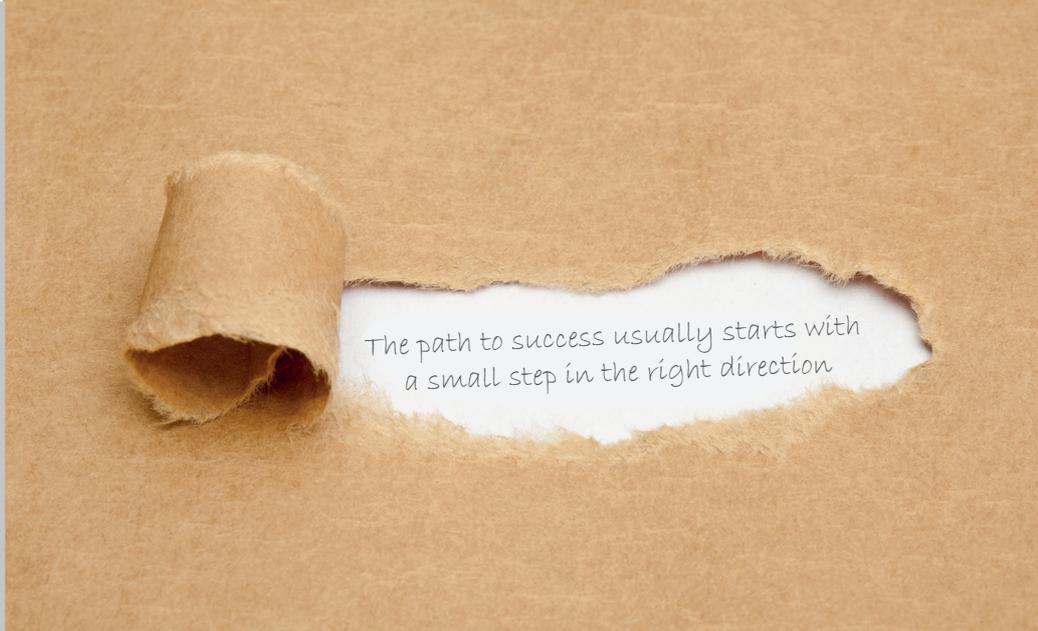
very high expectation towards both teachers and our training and in return we allow ourselves to expect similar level of engagement and determination from our students. Learning to become a Coach is a team effort.

I welcome you and I'm grateful for the opportunity getting to know you better!

Ingvar Jónsson
CEO at Profectus
ICF Professional Certified Coach

“Coaching is unlocking people’s potential to maximize their own performance. It is helping them to learn rather than teaching them.”

Sir. John Whitmore



What happens next and in which order?

Secure your seat

1

To secure your seat in the training, you need to pay a confirmation fee and reach an agreement on whats outstanding. We have a max of 18 students in each group.

Seek a grant or support if possible

2

Our Coach Training is in most cases applicable for grants from unions or others who give grant for education. This differs between countries. Contact us for the necessary paperwork, if needed.

Access the “Think-Tank”

3

We refer to our Online Education system as “The Think-Tank”. There you have access to reading material, videos and more that you are expected to work through before the first day of the training.

On-site Training

4

Date & Time:	Thursday 16 th of Apr. 14:00-19:00	Friday 17 th of Apr. 08:00-18:00	Saturday 18 th of Apr. 08:00-18:00	Sunday 19 th of Apr. 08:00-18:00	Monday 20 th of Apr. 08:00-12:30
Total hours:	4,50	9,00	9,00	9,00	4,50

Self-study & Group Work

5

Four weeks after the On-Site Training a lot of learning will occur, both through personal work as well as groupwork. Each student is required to practise their coaching skillt by coaching for at least 12 hours.

Online Q&A and support

6

Date & Time:	Wednesday 29 th of Apr. 15:00-16:20	Wednesday 6 th of May. 15:00-16:20	Wednesday 13 th of May. 15:00-16:20	Sessions will be recorded and they will be available in the Think-Tank for those who cannot attend the live-sessions.
Total hours:	80 min.	80 min.	80 min.	

Final day and Graduation

7

Date & Time:	Wednesday 20 th of May. 08:00-17:00	The 20th of May is the final day of the training On-Site. This day is also broadcasted live through ZOOM if for any reason students are not able to attend in person. However, we highly recommend showing up in person if possible.
Total hours:	80 min.	

Follow-up and support

8

You become a part of the International Alumni of Profectus Coaches. We pride ourselves in continuous support to our coaches offering regular Online-Value adding sessions 4 times annually, always free of charge.

Module 1 & 2

Module 1

After Module 1 you will:

- Understand what coaching is and what it is not
- Become informed about International Coach Federation (ICF), its purpose and importance
- Get to know fellow students and instructors
- Be introduced to the Core Competencies of coaching
- Learn about the responsibility of being a coach and how it relates to different roles, such as consultant, mentor and teacher
- Be introduced to different coaching models, where they come from and what purpose they serve
- Experience different types of coaching, e.g life coaching, executive coaching, health coaching to name a few.
- Learn the difference between symmetrical and asymmetrical conversations
- Practice coaching under real circumstances
- Witness a coaching session by a PCC coach.

Module 2

After Module 2 you will:

- Discover the impact of Emotional Intelligence
- Understand how procrastination can easily “Eat dreams for breakfast”
- Know of the three stages of adult development – Dependent – Independent – Sustainable
- Insight into the key components of Andragogy, how adults learn
- Understand the importance of Experimental learning and Transformational learning
- Connect to the Core Competences of Coaching with the coaching conversation process
- See why the Coach is joined by unbreakable bonds to their Ethics and Professionalism
- Appreciate the threefold nature of The Agreement with the client
- Learn to build trust with the coaching client
- Realise the importance of trusting the process, the theory and one’s own experience and insight
- Coach someone by insight
- Give feedback on a coaching conversation using the 11 ICF Core Competences of coaching

“After the Coach Training at Profectus, I’ve learned to listen more and talk less.

I manage a deeper connection with my clients and they take more responsibility of their recovery”.

Maria Halldorsdottir

Independent psychologist

“Very powerful training which gave me a lot of tools to work with both in my private life as well as professionally.

I learned a much more efficient ways to motivate and encourage my key-players”.

Olafur Ragnarsson

Salesmanager



Module 3 & 4

Module 3

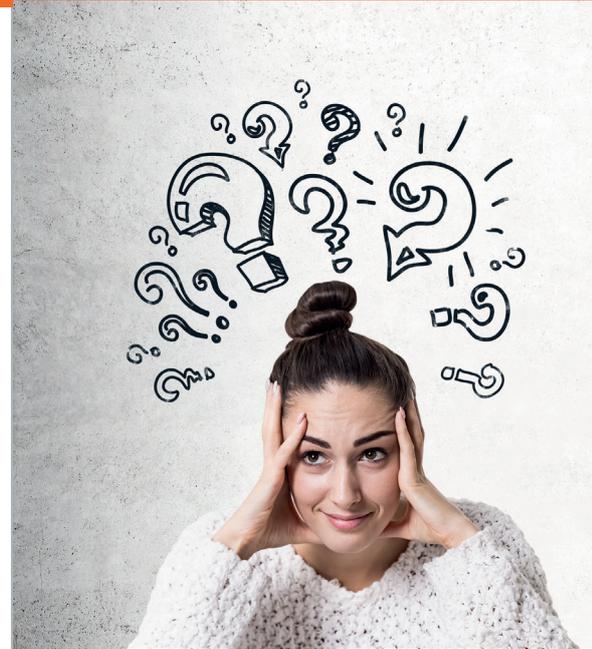
After Module 3 you will:

- Realise the contrast between Coaching Presence and attentiveness and being distant
- Learn about the components of the “Trust Formula”, the key elements of trust and what can interfere with building trust
- Understand the importance of physical and mental preparation for a coaching session
- Earn a solid understanding on the importance of keeping the focus of benefits and solutions in the future rather than hindrances, limitations and the past
- Experience how fear, doubt, suspicion and resistance blindfolds the client’s vision of the future
- understand the Three Levels of listening, “to listen, to hear and to sense”
- Learn to listen using multiple senses
- See the value of showing active listening by using positive feedback
- Gain knowledge of the seven keys of active listening
- Add value to your coaching by improving your listening skills

Module 4

After Module 4 you:

- Learn various ways of using Powerful Questions
- Realise the impact of Powerful Questions
- Receive a PDF file with 549 coaching questions
- Practice asking the “right” question at the “right” time
- Nurture Self-confidence with Self-esteem
- Understand the importance of keeping the small promises to oneself
- See the importance of transferring intention from awareness and materialize it through goal setting
- Be able to prepare and adjust plans and actions during the whole process
- Learn various ways of goal setting, depending on the size and nature of the desired outcome and goal
- Realise the importance of coordinating the goals to the client’s eagerness and level of motivation
- Learn to manage the progress and accountability by leaving the responsibility with the client to take action



“I learned a great deal about myself and got an excellent toolkit to use in my work as a social worker.

I highly recommend this training for all who use goal setting either in their work or to help people to be able help themselves”.

Barbara Walters

Social Worker

“The setting and framework of the training was excellent, 10 out of 10!

I learned a great deal about myself which was the surprising factor of the training.

Coaching is an extraordinary effective form of communication”.

John W. Ridge

Up-and-coming Coach



Module 5 & 6

Module 5

After Module 5 you will:

- Have a deeper understanding of the 11 Core Competencies of ICF, and a
- A good understanding of how the Core Competencies interconnect
- Understand the four dimensions of 360° Thinking, The Rational, The Organized, The Emotional and The Creative
- Receive your personal NBI-profile
- See how different personalities see the world from different perspectives
- Respect - without limits - the fact that “everyone can be right”
- Observe and search for clues indicating the clients thinking preference
- Give and receive feedback on your coaching performance in an observed coaching session
- Expand the “Communication Arena” by diminishing your hidden and the blind areas



Module 6

After Module 6 you will:

- Understand the concept of Personal Values and how they influence our attitude and behaviour
- Discover your most important values and revealed their meaning
- Learn to use Value Cards in a coaching session
- Give and receive an ambulatory coaching session (a coaching session while walking around in nature)
- Experience the value of Direct Communication - to talk about things like they are
- See the importance of pointing out "The Elephant" in the room when needed
- Learn the basis of FLOW – where the coach's challenges and skill dance with each other
- Apply various ways to Create Awareness
- Understand “time travel” – how a coaching client can find encouragement, courage and clarity by stepping into the future
- Be coached by focusing on Direct Communication and Creating Awareness'

”

“The training was superb!

It exceeded my expectations by far and will be useful to me both at home and as an executive.”

Bjorn Fridriksson

COO at Veitur

”

I chose this training to improve my communication skills. I achieved that goal the first two days - the rest of the training became an adventure where I reconnected with the happy girl I had lost way back.

Linda Mayer

Service Manager



Module 7 & 8

Module 7

After Module 7 you will:

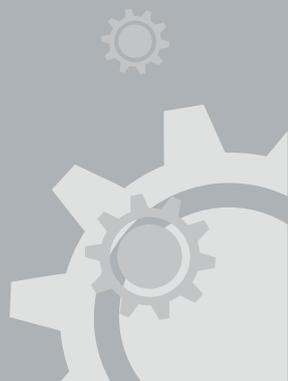
- Develop a sharper understanding on your own Strengths and Limitations
- Learn that the biggest opportunities are usually created when we actively focus on our strengths to grow and improve
- Recognise some of the most common thinking errors/cognitive distortions in a conversation, such as over-generalization, exaggeration, all-or-everything thinking, emotional reasoning or catastrophizing
- Realise the negative impact on a coaching session if you ignore any of the 11 Core Competencies
- Experience coaching several people at once – Group Coaching
- Apply Whiteboard Coaching, and how to utilize a whiteboard to augment the visual effects of coaching
- Witness a PCC coach at work using “Big-picture/visual /Whiteboard Coaching”
- Practice "Big-picture/visual/Whiteboard Coaching”



Module 8

After Module 8 you will:

- Develop ideas around how you are able to reap the benefits from the Coaching Training
- Know how emotions influence our behaviour and decisions
- Learn to recognize your own emotions and how to influence them
- Understand various ways to work with emotions using Profectus Emotion Cards in a coaching session
- have a clear view on the ICF-Certification path and the requirements for ACC-certification
- Be introduced to ICF and the advantage of becoming a part of the National and International community of coaches
- Demonstrate your abilities in all the core competencies of ICF
- Graduate from the Certified Coach Training at Profectus with the ability to Bring Out The Best in yourself and others.



Self-study

Want to become a Coach?

Homework

After the On-Site training you have 5 weeks to:

- Learn-by-doing. Coaching Pro-Bono for a minimum of 12 hours. Students are self responsible finding their own “practice-clients”.
- Meet up with your “triad” from the class to practice, support and share what they are learning. This can also be done Online.
- Read and work through the book “Discover Your Inner Viking”. This book, written by Ingvar Jónsson, the Head-Coach of Profectus and the teacher in the training, is a 3-week Coaching Challenge including many of the “Coaching-tools” you learn to apply in the training. This is a “Taste-menu” of the “Coaching tools” you will be taking away and will offer to your own clients.
- Do your own NBI-profile Online.
- Record an 20-30 min. coaching session for evaluation and feedback.
- Self-evaluation of your coaching skills before the final day.

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The Trainer

with more than 2.000 hours of Coaching experience ...



INGVAR JÓNSSON
PCC COACH FROM ICF

Ingvar Jónsson is the CEO of Profectus, PCC-Performance Coach within the field of Leadership, Internationally published author, Edutainer and a Musician. He holds a degree in International Marketing and an MBA from Copenhagen Business School.

Ingvar is a late bloomer with a restless inner drive and desire to inspire and develop others. After a diverse carrier as a chef, sailor, graphic designer, software developer, musician and stand-up comedian he started his studies at the age of 37. After graduating at the age of 42 he has published three books with the fourth on its way in January 2020. He runs a Coaching School in Iceland and is opening a field office Profectus Coaching House in London in January 2020.

In 2015 he published the book Whole Brain Leader together with Sjoerd de Waal. In 2017 he wrote a workbook “Coaching – Bringing Out the Best” for his Coaching training which is certified by the ICF.

In January 2018, his latest book, Your Best Self in 21 Days—For Ordinary People Who Crave an Extraordinary Life, was published in Iceland and was #1 bestseller in its category that year.

This year two of his books will be Published in English “Discover Your Inner Viking – a 21-day coaching journey to living a courageous live” and “Who Are You – a Captain or a Passenger?”

A Thought Leader in Coaching & a Contributor of Value

“During the World Coaching Congress 2020, Ingvar was recognized as one of **“101 MOST FABULOUS GLOBAL COACHING LEADERS”** for being a Thought Leader in Coaching & a Contributor of Value.”

