

# Nine Essential Deliverables To Look For From Any Christian Coach Training

To Accelerate Your Launch Into A Highly Successful Coaching Mission At Home, At Work, Or Church

If you're interested in becoming a coach, you are faced with a herculean effort to figure out your most important first step: *Finding a great Christian coach training organization that matches your needs.* The training program you select will be a critical choice: it will influence your entire career and calling, one that coaching is meant to enhance.

The following is a “coach approach” to finding the right training that will be one of the best investments you ever made:

- *What are the most important factors to consider*
- *The difference between Credentials, Certifications and Accreditations*
- *What to look for in a program to ensure a good match for your unique design*
- *How to make your decision based on your Life Purpose and Passion*

## Coaching From The Heart Of God



To begin, with let's address the obvious, but too often missed. The entire training program needs to understand and thoroughly mesh the coaching values and methods of Jesus the *Master Coach*. Compare coach training curriculum with the biblical foundation of the heart of God and the compelling, life-changing questions of Jesus. This is the hallmark of Christian coach-

ing and what creates the unique, transforming difference. Avoid organizations that simply borrow a current business model and layer scripture references on top.

As Christians, we are commissioned to “make disciples” so any coach training that works for the church or ministry must involve a form of **discipleship coaching**. That means that the Christian worker, leader, or staff person must be assured that they are getting **Christ centered coach training** that will result in **biblical, spiritual formation** as it equips and empowers people toward their calling in life. At its heart this is **spirit-filled, transformational coaching** that will maximize the role of volunteers in the ministry, with modules for **group coaching** and **leadership coaching** training with resources.

The most effective **coaching cultures** in non-profits, ministries, and churches have **small group coaches, youth coaches, or mentor coaches** all playing key roles. The most dynamic **kingdom influencers** are those whose **prophetic coaching** and dynamic communication skills from the heart of God to form empowering leaders, **spiritual fathers** and **spiritual mothers** in ministry or work, with friends, and family.

## Coaching Training That was Built To Last



Examine how long a coach training company and ministry has been successful and how many age groups, cultural groups, ethnic groups, and language groups it continues to effectively train and coach. Like many small businesses, coach training programs can come and go with a two to five-

year shelf life. Look for programs that have been successful for at least 15-20 years and not simply built around a celebrity.

The best coach training organizations create movements that multiply and connect successful coaches and coach trainers. One key in that is the way they continuously upgrade and renew their core curriculum and training methodologies to adapt to the unique and growing demands. Look to see how many versions of their curriculum have been updated through the feedback of the participants. Ask about their **international coach-training** footprint which can show that **multi-ethnic coaching** and **multi-language coaching** is available, such as **Spanish coach training** and **Spanish leadership coaching**.

## Gold Standard Accreditation



Determine if this training meets or exceeds the rigorous standard of third-party accreditation, such as from the **International Coach Federation**. Look for a reputable certification seal or logo. This assures ethics and competencies, the level of certification of the curriculum trainers, and the caliber and quality of the training school's graduates.

Certificates alone refer to those who simply show up to a training and may only serve as a record of taking attendance. **Certifications** and **Accreditations** require **supervised standards**, evaluated curriculum and competencies, and ongoing **continuing education** that is approved by a **coaching community** of professionals. In addition, very few coach training programs have also met the rigorous **academic standards** to count for **college credit** at the undergrad, graduate, and doctoral level. Know the organization that you will want to stand behind you throughout the life of your career or ministry.

## Trained To Transform Lives



Don't shortcut your transformational training. Examine how the program requires enough time and processes to deliver the coach training transformation that is key to coaching effectiveness. This includes ***purpose coaching*** that honors your unique design, desires, and dreams and calling as well as all those you serve.

***Accelerated coach training*** should be offered that is flexible around busy trainee lives and schedules. This allows the trainee to work out a one-to-one schedule with their trainer and ***peer coaching*** appointments. It also would enable ***group coaching*** sessions as ***online coaching*** that work for everyone, while offering recordings for those who experience disruptions in their lives. ***Transformational coaching*** comes from ***transformational training*** that is not slam-dunked in a weekend or two. Two to three months has proven to be the ***gold standard*** in the formation of lasting ***coaching values*** and ***professional coaching*** competencies.

## Results That Really Matter



Look to see what the graduates are doing with their training. This starts with having an accessible, critical mass of graduates, preferably in the thousands. What kind of stories are they saying about the ***coach results*** of the training in their lives, vocations, and ***coach clients*** they have coached? How many have integrated their training in the places where they work as respected ***ministry coaches, staff coaches, manager coaches, or executive coaches***? How

many have started successful **coach businesses** or added coaching to their speaking, training, and other skills?

## Making A Living Doing What You Love



Ordinary coach training produces coaches only, while extraordinary coach training produces great coaches who get great clients? What **coach marketing** help is offered early on (even during training) to train you how to get coaching clients, start a coaching business/ministry, or align coaching with a successful product or service? This will include marketing collateral, **technology help**, and current resources that are critical to success. Great training does not provide clients directly, but more importantly, trains you within how to get them and coach them as paid clients within their program schedule! Whether for internal organizational presentation or as external brand development, you need market-based training. And, the best coach training does not force coaches into **selling coaching** but in the very spirit of coaching, introduces **conversational marketing** as the way that matches their **emotional intelligence (EQ)**, **relational intelligence (RQ)**, and **conversational intelligence (CQ)** skills acquired in their coach training. This takes the “selling” out of marketing.

## Is It Affordable, Accessible, and Achievable?



**Affordable coach training** is not defined just by the total cost but how the trainee can get a coaching income while going through the training itself! Most programs are too intense on content and leave little room for the context of **coaching while learning**. Look for programs in which the investment in the coach training process actually requires and assists you to **coach paid clients** that cover your training costs as you go through it.

**Achievable coach training** means that the training can be done while continuing other commitments. Many looking for coaching need **transition coaching** skills themselves while they mesh the training and coaching time into their already full lives. Those learned skills will make them effective in the world of their clients who need to navigate their own busy and complex lives.

**Accessible coach training** means that the trainee experiences the simplest integrated system to conduct their own coaching on a **digital coaching platform**. How does the combination of online live-stream, pre-recorded videos and audios, online live peer coaching and supervised coaching, and group debriefs save travel and onsite room and board costs? How does the **online digital technology** enable even the least tech-savvy coach to enjoy both the coaching dynamic and the systems that make it possible?

## Is The Organization Innovative and Imaginative?



What other products, services, and **JV partnerships** does the coach training company provide so that the graduates can monetize their training in creative ways beyond one-to-one coaching. A well-researched **adult education** process in coach training will enhance the skills to be better speakers, facilitators, trainers, writers, supervisors, seminar and webinar leaders, and even spouses and parents. With low-cost courses, materials, e-books, and online virtual summits that have proven to be marketable, many trained coaches can develop **multiple income streams**. In addition, they can recruit clients through these coach-based products as a result of the quality of the materials and the **authentic coaching** of the presenters with these resources. The added value in the coach

training is when the same coach training organization also provides these additional creative options to the coaches they train.

## Are You Brought Into A Great Community?



What makes a coach training program go from **good to great** is the **coaching community** they belong to during and after the training. That community provides the ongoing support, encouragement, and accountability as a **lifelong learning** experience with one another. Look for stories where some of the most creative **market niches** and **collaborative teams** have worked to bring about more success than could be accomplished by a single **solopreneur** or individual coach trying to make it on their own. The best coach training organizations have discovered that we learn so much **better together!**

Get in touch. We would be Glad to provide more key resources as you embark on your rewarding experience in the life and ministry of transformational coaching!

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