

New generation starts in  
**March 2021**

**PwC's Academy**

Designed for Professionals by Professionals

# PwC's Business Coaching Diploma

Comprehensive coaching course  
accredited by two international  
coaching associations:

**ICF & EMCC**

## We invite you to join the course!

PwC's Academy would like to invite you to participate in the coaching course **Business Coaching Diploma**. The aim of this course is to provide essential knowledge and leadership coaching skills. Allowing all who wish, to continue their journey and become a qualified, professional coach.

## Who it is for

The course is suitable for leaders, managers, HR professionals, business skills trainers, counsellors, consultants, psychologists, educators and **everyone who is interested in coaching, personal and professional development.**

**The mission of this programme** is to grow the awareness of the benefits of coaching and contribute to building coaching cultures within organisations. As the internal coaching trend is emerging we aim to significantly support Senior Leaders and HR professionals to go through this transformational journey.

## Our beliefs



Coaching promotes a systemic approach to the client's experience, taking into account business context, organisational culture as well as personal values and motivation.



Coaching relationship is a confidential alliance between a coach and client formed with the purpose of supporting clients in reaching desired outcomes in work and life.



The coach knows that resources and solutions lie within the client and serves as a facilitator of the process of self-discovery and empowerment.



Programme accredited by:



# Programme benefits

**Business Coaching Diploma** is an accredited coach training course consisting of:

## 15 in-person training days

using a variety of coaching techniques and tools

## Mentoring/supervision

- 3 individual mentoring sessions
- 7 group supervision sessions

## Experiential learning

participants will get a lot of practice in pairs and triads

## Practice and feedback

5 observed coaching sessions with feedback

## Individual coaching

Three 1x1 coaching sessions with a professional coach

## Final exam

- Theoretical test
- Practical (oral) exam

**Workshop part of the course** is diverse in terms of the learning methods and consists of interactive lecture, discussion, demonstrations of various coaching tools, exercises in pairs and groups, case studies, group supervision/mentoring.

**Upon successful completion of the course, participants receive 2 certificates:**

**01.** Issued by PwC's Academy Poland, confirming completion of 156 course hours **approved by ICF as Approved Coach Specific Training Hours (ACSTH)**

**02.** Issued by PwC's Academy Poland, with **European Quality Award (EQA) European Mentoring & Coaching Council (EMCC)** quality mark

*The condition for obtaining this certificate is to document at least 36 coaching hours with external clients (paid or pro-bono)*



Upon completing the course, participants may apply for **individual coach certification:**

- **Associate Certified Coach (ACC)** or **Professional Certified Coach (PCC)** with the ICF through the simplified ACSTH path or/and
- **European Individual Accreditation (EIA)** with the EMCC through a simplified path

# Programme structure

## Mindset

### Introduction & building a coaching mindset

## Module 1

### Building the coaching relationship

- Basics of a coaching relationship in business
- Developing the coach's consciousness
- Communication styles in coaching
- Building the client's self-awareness

## Module 2

### Designing the future

- Setting goals
- Balance of resources
- Action planning

## Module 3

### Releasing and exceeding one's potential

- Working with beliefs
- Innovation – coming out of the box
- Alternative approaches in working with the client (eg. Gestalt coaching)

## Module 4

### Building satisfying relationships

- Coaching techniques for forming effective business relationships
- Releasing internal motivation

## Business Coaching Diploma

brings together a variety of coaching techniques and tools that can be used by professional coaches as well as business professionals in their day-to-day work of managing teams.

Participants will attain a high level of coaching skills and know-how both in a business and private life environment.

**Our trainers** are coaching enthusiasts with many years of experience in business settings.

All hold internationally recognized advanced coaching qualifications:

- **MCC – Master Certified Coach**
- **PCC – Professional Certified Coach**
- **ACC – Accredited Certified Coach**

After the course, participants join the community of **BCD Alumni in CEE**, with such additional benefits as:

- ✓ Group mentoring sessions
- ✓ Peer-to-peer meetings
- ✓ Networking events
- ✓ Membership in closed social media groups
- ✓ Special training and conference discounts

# Join us and become a professional coach!

## Course schedule

<b>Mindset</b>	11-12 March 2021 (9-13)
	13 March 2021 (9-15)
	18 March 2021 (9-13)
	19 March 2021 (9-15)
<b>Module 1</b>	8-9 April 2021 (9-13)
	10 April 2021 (9-15)
	29 April 2021 (9-13)
	30 April 2021 (9-15)
<b>Module 2</b>	20-21 May 2021 (9-13)
	22 May 2021 (9-15)
	27 May 2021 (9-13)
	28 May 2021 (9-15)
<b>Module 3</b>	10-11 June 2021 (9-13)
	12 June 2021 (9-15)
	17 June 2021 (9-13)
	18 June 2021 (9-15)
<b>Module 4</b>	1-2 July 2021 (9-13)
	3 July 2021 (9-15)
	8 July 2021 (9-13)
	9 July 2021 (9-15)
<b>Exam</b>	12-13 July 2021

\*Timing can be subject to change.

**Early bird: €3.500** (excl. VAT) for registrations until 31 January 2021

**Full program fee: €3.800** (excl. VAT)

Possibility to pay in 3 instalments.  
No of participants limited to 12.

## For more information and registration please contact:

Zeljka Kovacevic, PwC's Academy Coordinator  
[zeljka.kovacevic@pwc.com](mailto:zeljka.kovacevic@pwc.com)  
+385 (0)99 3859 513

## Our tutors:



### Zana Goic Petricevic

Zana is an executive leadership and team coach, coaching trainer and leadership development mentor. She has been trained with internationally recognised schools and is PCC accredited by the International Coaching Federation (ICF). Prior to moving into executive coaching and leadership development, Zana spent 10 years working in petroleum and pharmaceutical companies, where her last position was corporate communications director. Today her work is all about developing consciously bold leaders ready to live and lead from a place of integrity. In facilitating the paradigm shift for leaders and their teams, she brings hard-loving truth, depth, wisdom and accountability.



### Pilar Cabral Majerovic

Pilar is an executive business and team coach, coaching trainer, mentor and leadership lecturer. She is an Erickson International certified coach and is ACC accredited by the International Coaching Federation (ICF). Prior to moving into executive coaching and leadership facilitation, Pilar worked for 20 years in the corporate sector, mainly in the field of telecommunications and hospitality, where she held various management positions. For her, purpose comes from within each of us; it's something that can't be imposed or mandated from the outside. At the same time, it compels us to move outside to engage with the world around us.

