

TRIPLE ACCREDITED ICF LEVEL 3

ADVANCED COACH TRAINING PROGRAMME

Your Pathway to
MASTER CERTIFIED COACH (MCC)



CoachME's ICF Level 3 Accredited Advanced Coach Training Programme provides you with...



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WHO IS AN MCC COACH?

Who is an MCC Coach according to the ICF Standards?

First, you must have 2,500 hours of direct coaching experience and 2,250 of those hours must be paid. Second, you must attend 200 hours of coach-specific training. Third, you must engage in 10 hours of mentor coaching. Fourth, your performance in taped coaching conversations must be evaluated. Master Certified Coach (MCC) Credential-holders are highly trained (200+ hours of coaching education) and experienced coaches. They have demonstrated knowledge and highly proficient application of the ICF Core Competencies, Code of Ethics, and definition of coaching. If you are a coach and you'd like to master your coaching practice, read on to learn how to achieve this prestigious credential.

According to the ICF (International Coaching Federation, the largest coaching organization in the world), only 4% of credentialed coaches in the world received an MCC (Master Certified Coach) credential! And there is only one ICF application path for the Master Certified Coach (MCC) Credential.

Are you ready?

What's unique about this programme is that you not only gain all the required training and mentor coaching for your MCC credential, you also graduate as a Certified Mentor Coach and a Professional Coach SUPERvisor!

WHO IS AN MCC COACH?

Graduates from our Level 3 programme can apply for the Master Certified Coach (MCC) Credential using the MCC application path with 2500+ hours of actual 1:1, group or team coaching practice hours.

Using a structured framework, you will understand how to demonstrate your coaching competency in the MCC skillset. Each learning session will be supported by an in-depth study of a coaching conversation approved by the ICF at the MCC skillset. Special attention will be given to help you to go beyond demonstrating the understanding of the markers to an artful, skilful demonstration of the mastery of coaching at the MCC level.

What ways can this programme support you?

1. You will receive a 100+ pages manual that carefully documents how the markers are expected to be demonstrated at the MCC level of coaching.
2. You will be guided systematically to understand how the core competencies are integrated.
3. You will access recorded MCC coaching conversations as the case study to learn how to demonstrate the behaviour.

WHAT'S INCLUDED?

What's included:

- 120+ hours of blended learning with 70+ hours of live training (in person or online)
- Delivery by a number of our 7 Master Certified Coaches (MCCs)
- 5 hours of SUPERvision from our Accredited SUPERvisors
- All required Mentor Coaching from our Certified Mentor Coaches who are also PCC Marker Trained by ICF (7.5 group and 4 hours one-to-one)
- Numerous MCC recordings for you to listen to and assess
- Insightful personalised verbal and written feedback from our global team of Master Certified Coach (MCCs)
- Peer reviewed feedback to provide you with a range of different perspective that will sharpen your coaching
- Practical structured assignments
- Opportunities to reach out to our global network of CoachME Coaches to practice your skills, apply your knowledge and use your MCC behavioural competencies
- Opportunity to earn more through our SUPERvision and expertise on business protocol and contracting plus guidance on pricing, pitching and promoting your Masterful services (Master coaches reported higher fees and annual income plus increased client satisfaction)
- Develop and inspire a generative mindset, coaching principles, models and techniques and the professional practices to deliver sustainable excellence for your clients.
- Demonstrations of Masterful coaching
- A deep sense of collaboration, support, and camaraderie among our global CoachME alumni community
- Reciprocal peer coaching.

Level 3 accreditation is for 75 contact learning hours and is designated as MCC Accredited Education.

MCC Coaching Certification For Credibility & Success

With a small class size of experienced PCC Coaches our team of MCCs will provide an in depth programme to prepare you for your MCC application, including highly interactive workshops, practice coaching (with debriefs), Mentor Coaching and Group Development skill drill Sessions.

You need to be actively coaching so that you have ample opportunity to practice, prepared to discuss real life coaching cases, sharing your recordings with the group, whilst also assessing our library or MCC recordings.

We guarantee that you will pass your MCC exam or you may continue to take classes complementary until you do.

“Having attended this programme then gaining my MCC in 2023, I highly recommend it because of the dedicated MCC Faculty and the rich, diverse students it attracts...”

Why Become a Master Certified Coach?

Becoming a MCC bring with it numerous benefits that include:

- 1. Masterful coaching skills:** Successfully completing our MCC certification indicates that you have achieved the highest level of coaching skills recognised by the International Coach Federation (ICF). This certification requires you to have at least 2,500 coaching hours, including 200 hours of coaching clients at the PCC level, and to undergo a rigorous evaluation process. You will be equipped with a range of advanced coaching techniques and strategies that can help you to better serve your clients.
- 2. Credibility:** ICF's MCC certification is widely recognised as a symbol of excellence in coaching. It will increase your credibility and reputation in the coaching industry, leading to increased client trust and respect.
- 3. Higher earning potential:** ICF's most recent Global Coaching Study reports that as an MCC you will earn a higher average annual income compared to coaches who hold other ICF credentials. This is because the MCC certification is a mark of distinction that can help coaches stand out from their peers and attract high-paying clients.
- 4. Professional development:** Pursuing an MCC certification requires you to undergo ongoing professional development and self-reflection. This will help you to continuously improve your coaching skills, staying up-to-date with the latest coaching trends and best practices.
- 5. Exceptional Credential:** Currently there are about 1600 Master Certified Coaches in the world. Gaining your MCC credential shows that you are part of an elite masterful community.

While psychology forms the basis for the skills taught, coaching is first and foremost about applying skills and being fully present with clients.

Course Outline

- Professional Certificate in Systemic SUPERvision (28 hours live)
- Mentor Coaching Certification (20 hours live)
- Master Classes on a range of tools and techniques including gestalt, AI, systemic coaching, metaphorical landscapes... (16 hours live)
- Mentor Coaching (11.5 hours live)
- SUPERvision (5 hours live)
- Assignments and listening to our MCC Recordings (40 + asynchronous)

Contact simon@beckett-mcinroy today for a more detailed outline, dates and timings and to speak to one of our MCC Faculty.

What ways can this programme support you?

1. You will receive a 100+ pages manual that carefully documents how the markers are expected to be demonstrated at the MCC level of coaching.
2. You will be guided systematically to understand how the core competencies are integrated.
3. You will access recorded MCC coaching conversations as the case study to learn how to demonstrate the behaviour.

The training will be delivered in English, Farsi, Arabic, Russian and French.

Our International Coaching Federation (ICF) Level 3 programme is highly beneficial for both clients and coaches due to the rigorous standards and competencies they encompass. Here are several reasons why:

- **1 - Standard of Excellence:** The ICF is a globally recognised organisation that sets high standards for coaching. By gaining Level 3 and then achieving the Master Certified Coach (MCC) credential, you are demonstrating your commitment to professionalism, ethics, and continuous learning. Clients benefit from knowing that you have undergone a rigorous assessment process too.
- **2 - Enhanced Coaching Skills:** CoachME's Level 3 programme focuses on developing advanced coaching skills as well as understanding ways to assess your own competencies. You will learn techniques and strategies to facilitate deep, meaningful conversations, promote self-awareness, and encourage clients to explore their values, goals, and aspirations. These skills enable you to support clients in making significant changes and achieving desired outcomes.
- **3 - Professional Growth:** Our Level 3 programme offers you an opportunity for personal and professional growth. You will deepen your understanding of a range of coaching theories, methodologies, and best practices for one-to-one, group and team coaching. You will also receive feedback from our experienced team of MCCs so that you can engage in reflective practice, allowing you to refine your coaching approach and increase your impact.
- **4 - Expanded Toolset:** You will be introduced to a wide range of coaching tools and models so that you can tailor your approach to individual client needs, employing various techniques such as powerful questioning, active listening, reframing, and goal setting. This expanded toolkit enhances your ability to address diverse client situations and facilitate transformative coaching experiences.

BENEFITS

- **5 - Credibility and Marketability:** Gaining Level 3 and then the MCC credential adds credibility to your professional profile. Clients seeking coaching services often prefer working with coaches who have attained recognised credentials, as it provides assurance of your expertise. You will also have a competitive advantage in the coaching market, as it demonstrates their commitment to excellence and ongoing professional development.
- **6 - Ethical Practice:** The ICF emphasizes ethical guidelines and the CoachME Level 3 programme reinforce these principles. Coaches are trained to establish and maintain ethical boundaries, confidentiality, and a client-centered focus. This ensures that clients feel safe, respected, and supported throughout the coaching journey.
- **7 - Networking and Community:** This ICF Level 3 programme provides you with opportunities for networking and building connections within the CoachME global community. You can engage in peer learning, collaboration, and mentor coaching, which fosters a sense of belonging and professional support. This network has been shared to be valuable for coaches seeking ongoing development and business opportunities.

Overall, this Level 3 programme offers a comprehensive framework for developing advanced coaching skills, ensuring ethical practice, and enhancing your professional standing. By undertaking this programme, you will better serve your clients as they benefit from working with highly skilled professionals.

Overview of Content

ONE

Mentor Coaching Certification

TWO

SUPERvision Professional Certificate

THREE

Group and One-to-one Mentor Coaching

FOUR

Master Classes from our Global Team of MCC:

- **Marc Bowles MCC:** A deep dive into working with metaphors.
- **Dr Clare Beckett-McInroy MCC, MP, ESIA, ACTC:** Gestalt techniques and demo.
- **Iman Abrishamchi MCC:** Cultural intelligence from cross-cultural understanding.
- **Benita Stafford-Smith MCC:** Body, mind and spirit.
- **Caroline Beckett MCC:** What's not being said?
- **Dr Clare Beckett-McInroy MCC, MP, ESIA, ACTC:** Working with space and emergence.
- **Sameera Baba MCC, SP:** Partnering and agreements.

FIVE

Analysis of our data bank of MCC recordings.

Post MCC

Once you've completed your Master Level education programme and you have successfully applied for the MCC credential, you're not finished yet. You need to re-shape your professional identity and we are aware of the impact that being an MCC can have on your clients and on your business.

You need to be fully prepared to take care of a set of tasks (by developing some required skills or outsource them) that might generally include:

- creating and maintaining a professional and ethical website, that meets the needs of your customers and that allows you to be seen as an impactful professional
- managing the administrative and billing tasks in a way that is sustainable for you and for your agenda
- keeping your calendar up-to-date, managing your days and weeks in a way that allows you to deliver a high quality service
- managing communications with clients about coaching and around the administrative side
- dedicating enough time to communicate with prospect MCC clients (this is a very important part of your activity!)
- dedicating time to webinars, workshops, speeches and any other activity that will surely increase as you are an MCC.

Disability, Discrimination & DEIJ Statement

In recent years, progress has been made in widening access and participation to coach training to disadvantaged and underrepresented groups of students, but we also aware that substantial inequalities persist between students of different socio-economic, ethnic backgrounds and learning needs.

BECKETT MCINROY is deeply committed to promoting diversity, equity, inclusion, belonging and justice in our world. We believe that organizations must recognize their role to ensure that any strategies developed seek to address these issue and create a more just society. It is important for us at BECKETT MCINROY to consider how to frame our priorities and commitments in relation to these topics.

THE TEAM



Dr Clare Beckett-McInroy

ICF MCC, ACTC, MP, ESIA



Sameera Baba

ICF MCC, EMCC SP & ESIA



Caroline Beckett

ICF MCC, EMCC SP & ESIA



Mark Bowles

ICF MCC



Iman Abrishamci

ICF MCC, EMCC SP & ESIA



Benita Stafford-Smith

ICF MCC, SP ESIA

Contact office@becktt-mcinroy.com to book your place on our International Coaching Federation (ICF) Level 3 programme.

CONTACT US

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AND DISPUTE RESOLUTION CENTRE



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