



SYSTEMIC BUSINESS COACH TRAINING COURSE OUTLINE

1. ACADEMIC LEVEL & COURSE PREREQUISITES

The GWEN Systemic Business Training is a certification that is offered to individuals and groups that are interested in understanding how a coaching intervention can be used to assist individuals, teams, business units, and organisations that are challenged with systemic unwellness, to move from a Culture of Adversity to a Culture of Growth.

The coaching modality is used to empower individuals and groups from diverse sectors of the socio-demographic of any organisation. The training focuses on creating Systemic Wellness that is challenged by diversity, cultural and ethnic differences, political- and economic uncertainty, and the ongoing disruptions caused by the international COVID-19 pandemic.

The training is delivered in a way that is experiential and practical to accommodate learners from all backgrounds, cultures, and education levels. English literacy is required for certification and assessment purposes, but not for training attendance. However, community trainings can be offered in languages other than English and overseen by U-ACT and GWEN facilitators working in collaboration with the local facilitation team.

2. ADMISSION CRITERIA AND PRIOR LEARNING

There are no formalised admission requirements and prospective students are considered for enrolment and registration on an individual basis. This may include an informal interview to determine the prospective students' ability to handle the course material that is presented. No prior coach- or business training is necessary, but experience of working and networking in corporate- and organisational spaces is recommended.

Individuals with extensive coaching experience may apply for RPL with regards to their practical coaching hours.

Prospective coaches should have a strong interest in coaching, organisational development, and professional empowerment. The training, classes, groups, material, and certification are delivered in English, so a good grasp of English is required to complete the training.

3. COURSE CURRICULUM AND OBJECTIVES

The objective of the GWEN Systemic Business Coach training is to introduce and develop core coaching competencies through the delivery of theory and practical lectures, tasks, and assignments.

THE CORE COMPETENCIES ARE:

- Communicating effectively
- Client focus/presence
- Building rapport

THE TRAINING OBJECTIVES AND REQUIRED OUTCOMES

TOOLS, METHODS & TECHNIQUES

- Delivering measurable results
- Facilitate learning & development
- Powerful questioning

COACHING PROCESS & PRACTICE

- Being fully present and authentic
- Co-creating the relationship with the client and the system





- Deep listening

COACHING MODEL | THE GROW MODEL

- Understanding the application of the Systemic Model of Intervention in Business Coaching.

ENSURING CONTINUOUS LEARNING AND DEVELOPMENT

THIS IS ACHIEVED BY:

- Introducing coaches to practical coaching tools and techniques,
- Giving coaches an opportunity to practically experiment with the tools over the course of the trainings,
- Delivering theory about systemic business coaching for integration into coaching conversations,
- Assigning coaches practical tasks to complete during and after the trainings, including completing coaching hours, session recordings, a case study, a self-reflection journal, and an open-book exam, and finally a live coaching assessment,
- Assessing and certifying coaches in a process that is in-line with the coaching competencies outlined above, that reflects the competencies outlined in the training accreditation with the ICR.

4. THE COACH TRAINING COMPRISES OF TOPICS INCLUDING, BUT NOT LIMITED TO:

- Adult Archetypes and Spiritual Principles.
- Adult Learning and Communication Theories and Tools.
- Coaching Contracting.
- Goal Setting and Action Planning
- Listening Techniques.
- Powerful Questioning Techniques.
- Systemic Coaching Frameworks.
- Systemic and Business Coaching Tools and Models.
- The Brain and Coaching Tools for Overcoming Triggers and Urges.
- The Coaching Continuums.
- The Coaching Conversation.
- The Systemic Approach to Organisational Wellness.

THE COURSE IS DELIVERED LIVE AND/OR ONLINE AND CONSISTS OF FOUR MODULES

MODULE 1:

1. Introduction to the Conversation
2. What is Systemic Business Coaching?
3. More about Systemic Business Coaching
4. The Systemic Coaching Framework
5. The Adult Learning Model
6. The Collins' Expanded Coaching Window
7. Substance Use, Addictive Behaviours and Cooccurring Mental Health Disorders

MODULE 2:

1. Session Contracting
2. Listening Skills
3. The Power of Open Questions
4. Coaching Techniques
5. Powerful Questioning techniques

MODULE 3:

1. The Continuums





2. The (Well) Brain
3. Working with Triggers
4. Developing Mindsight and Mindfulness
5. Working with Stress
6. Working with Tools to Stay Present
7. The Wheel of Life
8. The GROW Model and Goal Setting

MODULE 4:

1. The Four Archetypes and Spiritual Principles
2. Transactional Analysis
3. Overcoming Trauma and Moving Towards Resiliency
4. Towards an Integrated Model
5. The Systemic Model of Intervention
6. The 4Q Model

5. STUDENT COMMITMENT AND PROFESSIONAL SUPPORT

- The U-ACT online training consists of 42 hours of live and online training and classes.
- Live classes: **24 hours** over three days
- Live, online classes: **16 hours**
- Teachable Self-Directed Study (Videos, models, self-reflection, and quizzes): **10 Hours**
- Workplace: Online class and group attendance with U-ACT Facilitators: **10 Hours**
- Total Training Hours = 60 hours of theory
- The online groups are self-directed and can be decided by the student.
- The coach will keep a personal log of the classes attended.
- Following 60 hours of live and online classes and self-directed study, the coach will be able to complete the assessment and certification process.
- Coaches complete **60 hours of practical coaching** between and/or after live training sessions.
- Coaches are required to complete a certification and assessment process to be awarded a **SYSTEMIC BUSINESS COACH** certification.

THIS IS OUTLINED IN THE U-ACT CERTIFICATION PROCESS DOCUMENT:

- Coaches are given access to our online WORKPLACE network, which is a source of online learning, professional development, and industry networking.
- Individual coaching and group coaching support and supervision is also offered to certified coaches at a discounted fee following completion of the training.
- The learning material is available on Workplace and includes videos, training manuals and live coach support.
- The course content is available in hard- and soft-copy and is used to complete the open-book examination at the end of the training.
- Coaches have six months following the training to complete the assessment and certification process. This is the recommended time to complete the practical requirements following the training.
- On completion of the training there is a national examination and assessment process. We are also aligned internationally with the [International Coaches Register \(ICR\)](#) [ISO 17024].

6. FEES

The fees and are inclusive of group sessions and integration calls, and the business coaching assessments and certification. This also includes life-time access to the e-learning platform on Teachable which is made up of course





material, videos, self-reflection, and quizzes. The live, South African, training fees are subsidised by U-ACT which is a Section 18A Trust.

3-DAY INTENSIVE (HYBRID) SYSTEMIC BUSINESS COACH:

- Private/corporate @ R23,950.00/person
- NGO/PBO/Full-time student @ R16,950.00/person
- Proof of employment and student registration required

ONLINE CERTIFIED SYSTEMIC BUSINESS COACH

- USD1,400 (including assessment and certification)
- USD500/month for 3 months (including assessment and certification)

7. FACILITATORS

DAVID COLLINS is a Master Coach with many years of experience working in the areas of corporate, and organisational development, systemic wellness, growth, transformation, and diversity. His passion and thinking bring an experiential depth to the work that he facilitates. Along with my specialised work in the areas of systemic coaching and organisational development, he coaches leaders and executives to support them in creating organisational success and sustainable growth. David founded the Ubuntu Addiction Community Trust (U-ACT) as well as being the co-founder of Calm Lion Coaching. He utilises his corporate- and lived experience to support his clients in achieving the outcomes and results that they aspire towards in their personal and professional lives.

LEIGH-ANNE BRIERLEY is a Master Coach and has trained both locally and internationally across several coaching modalities. She is particularly passionate about assisting students and clients to discover their truth and purpose, while developing their personal power, through practical tools and techniques, which aid sustained, long-term personal development and transformation. Leigh-Anne's background in adult-education and ongoing personal development has aided in her co-creating The Foundation Recovery Coaching Wellness Programme. The programme is based around peer support, adult education and coaching and is also the basis of the Cognitive Behavioural Therapy and Coaching Inpatient programme at The Foundation Clinic. Leigh-Anne also runs a recovery and wellness coaching business, Be the Change Coaching.

EMMA DE CRESPIGNY is a Systemic Business Coach, Certified Professional Recovery Coach (CPRC) and Facilitator. She is TRE® Certified, which is an innovative series of exercises that assist the body in releasing deep muscular patterns of stress, tension, and trauma. and is busy with her qualification in Transactional Analysis. She plans to resume studies in trauma counselling in 2022. Emma has a BA in Philosophy from Case Western Reserve University, Cleveland, USA and a Master's in History of Design from Cooper Hewitt Design Museum, New York City. She is a furniture designer and manufacturer. Emma is based in Cape Town where she runs her private coaching practice, as well as facilitating U-ACT's online CPRC training with international groups of coaches.

There are other international coaches and facilitators working on the online training platform. The above-mentioned are the academy's primary facilitators. There is more information available about our [international facilitators on our website page](#). We are always available to discuss the training and professional development opportunities, so please feel free to contact me should you require any further assistance or wish to make an appointment, using the details below.





YOURS IN WELLNESS,

David Collins

OD PROFESSIONAL, MASTER COACH AND COURSE CREATOR

GLOBAL WELLNESS EDUCATION NETWORK

UBUNTU ACADEMY OF COACHING AND TRAINING

