



BRIGHT RESEARCH GROUP

OAKLAND UNITE
Life Coaching Certification Fellowship

October 2018

OAKLAND UNITE: Life Coaching Certification Fellowship

About the Certification Fellowship

The Life Coaching Certification Fellowship is a five-month learning experience for frontline staff, such as street outreach workers, life coaches, crisis interventionists, and employment specialists, supervisors, and program managers. Fellows will learn coaching skills, receive mentorship, and build peer professional networks. Coaching certification will deepen their skill set for promoting behavior change and positive life choices among their clients and provide them with greater professional recognition. Upon completion participants will receive a certification in coaching that is recognized by the International Coach Federation. The Fellowship is designed for peer professionals committed to working with Oakland Unite clients in a direct service capacity. Program Managers and supervisors with relevant experience who meet our criteria will also be considered. The Fellowship covers the full cost of certification.

ELIGIBILITY

The certification is designed for peer professionals. Program managers and supervisors with lived experience will also be considered.

- Case managers, life coaches, and other staff working in a direct service role with Oakland Unite clients will be considered
- Staff from any currently funded grantee under every strategy area is eligible to apply
- Preference for at least two years of experience working directly with clients
- Preference for peer-professionals who share lived experience with their clients
- Must receive supervisor approval/support

TO APPLY

Oakland Unite will select up to 9 fellows from currently funded Grantees. Interested in applying? Talk with your supervisor to make sure they approve your participation:

- Application link is available at: <http://www.oaklandunitetraining.com/>
- *Due date: December 5, 2018*
- *Interviews: Held on a rolling basis in November and December*
- *Notification: January 2019*

BENEFIT

- *Certification:* Fellows will receive a certification in Coaching for Community Transformation as a Certified Community Coach from Leadership that Works. This certification is recognized by the International Coaching Federation.
- *Coaching Skills:* Fellows will learn essential coaching skills designed to empower clients and communities to initiate personal and community change.
- *Professional Connections:* Fellows will participate in a cohort experience with life coaches and others working in a direct service role.
- *Fully Paid by Oakland Unite:* Oakland Unite will cover the full cost of certification for up to 9 life coaches from the network.



Oakland Unite believes that the experienced peer professionals are uniquely positioned to reach and work effectively with our target population. Investing in coaching certification will build fellows' skills to support behavior change among Oakland Unite clients and support professional development within the network.

COMMITMENT

The Life Coaching Certification Fellowship is a 5-month program that will run from March 2019 through July 2019. Fellows will complete 116 training hours during 4 in-person training days, plus weekly 2-hour teleclasses. In addition, fellows will participate in 1 group mentoring session and 3 individual mentoring sessions, and 10 hours of peer coaching.

Approximate time commitment is 20-25 hours per month.

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- **Course:** March 2019-July 2019
- **In Person Full-Day Trainings:** March 1, 2019, April 5, 2019, June 7, 2019, July 26, 2019
- **Tele-classes:** Weekly, 2 hours each class on Thursday 7:00-9:00pm; see training calendar for dates.

TRAINING CALENDAR

Date	Time	Format
Friday, March 1, 2019	9:00-5:00pm	In-Person Launch
Thursday, March 7, 2019	7:00-9:00pm	Teleclass
Thursday, March 14, 2019	7:00-9:00pm	Teleclass
Thursday, March 21, 2019	7:00-9:00pm	Teleclass
Thursday, March 28, 2019	7:00-9:00pm	Teleclass
Thursday, April 4, 2019	7:00-9:00pm	Teleclass
Friday, April 5, 2019	9:00-5:00pm	In-Person Training
Thursday, April 11, 2019	7:00-9:00pm	Teleclass
Thursday, April 18, 2019	7:00-9:00pm	Teleclass
Thursday, April 25, 2019	7:00-9:00pm	Teleclass
Thursday, May 9, 2019	7:00-9:00pm	Teleclass
Thursday, May 16, 2019	7:00-9:00pm	Teleclass
Thursday, May 23, 2019	7:00-9:00pm	Teleclass
Thursday, May 30, 2019	7:00-9:00pm	Teleclass
Thursday, June 6, 2019	7:00-9:00pm	Teleclass
Friday, June 7, 2019	9:00-5:00pm	In-Person Training



Date	Time	Format
Thursday, June 13, 2019	7:00-9:00pm	Teleclass
Thursday, June 20, 2019	7:00-9:00pm	Teleclass
Thursday, June 27, 2019	7:00-9:00pm	Teleclass
Thursday, July 11, 2019	7:00-9:00pm	Teleclass
Thursday, July 18, 2019	7:00-9:00pm	Teleclass
Friday, July 26, 2019	9:00am-5:00pm	In-Person Final Training

CERTIFICATION REQUIREMENTS

- 100% attendance at the 4 full day in-person trainings in Oakland, CA.
- Completion of 18 required Coaching Teleclasses as listed in the syllabus. Participants are only allowed 4 missed teleclasses before being considered ineligible for certification.
- Active participation in 3 one-on-one Mentoring Sessions and 1 group Mentoring Session.
- Completion of the mid-point assessment.
- 10 Peer coaching hours, 5 monthly coaching logs

LEADERSHIP THAT WORKS (LTW)

Oakland Unite has selected Leadership that Works as the trainer for the Life Coaching Certification Fellowship. The primary objective of the training is to introduce and support the integration of coaching skills into the work of front line community workers involved with Oakland Unite. Participants will learn and be able to use specific coaching skills that can enhance their work. Leadership that Works (LTW) is at the forefront of a growing field of nonprofit coaching with a focus on training and supporting the nonprofit sector and their partners. LTW is accredited by the International Coaching Federation.

QUESTIONS

- For more information on Leadership that Works, please visit: <http://www.leadershipthatworks.com/Public/CCT/index.cfm>
- To speak with Oakland Unite, please contact Josie Halpern-Finnerty at: JHalpern-Finnerty@oaklandnet.com
To speak with Bright Research Group, who is coordinating TA & Training, please contact Pearl Mar, at training@brightresearchgroup.com



Frequently Asked Questions about Coaching

What is coaching?

At Leadership that Works, we define coaching as “a partnership that maximizes human potential.” It is life-changing, world-changing work.

Coaching empowers individuals and organizations to meet the pressing challenges of our time with new levels of creativity, sensitivity, and awareness.

What exactly does a coach do?

CCC coaches help clients articulate their vision and values, deepen their self-awareness, and expand their sense of possibility. Clients identify and build on their strengths, set goals they are passionate about, create dynamic action plans, achieve greater fulfillment and success, and make the changes that are needed in this world.

What type of coaching do you focus on at Leadership that Works?

We develop transformational coaches. Many of our graduates go on to specialize as life coaches, executive coaches, social justice coaches, health coaches, business coaches, career coaches, internal coaches, and more.

What are some reasons people hire a CCC coach?

- to create a healthier, happier, more meaningful life
- to work with their team to increase productivity and effectiveness
- to lead a change initiative in an organization or community
- to transform themselves and the world around them

What are the primary reasons to take a CCC course?

- To use coaching skills in your profession
- To use coaching skills to improve your life or your community

How is coaching different from psychotherapy?

Psychotherapy frequently focuses on the past and on healing psychological problems such as depression, anxiety, phobia, trauma, destructive behaviors and addiction. Coaching is primarily learning and action-oriented, moving people toward the fulfillment of their life purpose, dreams, and goals.

How important is cultural awareness in the coaching profession?

Diversity and inclusion is often overlooked and undervalued in the coaching world. We think that is a huge mistake. Since 1998, Leadership that Works has been an innovator in the coaching field, expanding cultural awareness, and making coaching available to the people who are most vulnerable. To be truly effective, the coaching profession needs to address power and privilege at the personal and systems level. Together we can make coaching more accessible to all, as we give people the tools to effect lasting social change.



Course Details and Logistics

How long is the coach training program?

The course is 5 months and includes both in-person and virtual components.

What kind of certification do CCC coaches receive?

When you graduate, you become a Certified Community Coach (CCC) from an International Coach Federation (ICF) Accredited Coach Specific Training Hours (ACSTH) Program. The ICF is recognized worldwide as a governing body of the coaching profession. It sets the standards, core competencies, and ethics for both coaches and training schools.

Are classes in person or over the phone?

This course features 4 day-long in person trainings as well as 18 weekly 2-hour teleclasses.

How are classes structured?

Whether in person or on the phone, all coach training classes are highly experiential. They include teaching points, skill building, demonstrations, practice, small group work, feedback, and discussion about what you're learning.

What if I miss a class?

We understand that people have busy lives. That's why we've built in additional flexibility so that you can miss an occasional tele-class without jeopardizing your coach certification. Students are required to complete all 18 tele-classes live on via listening. That said, if you miss a class, you can catch up by listening to the recording on your own time however, you are required to alert your mentor faculty as well as schedule time with a peer in the class to practice the skills you missed on a call. Students are only able to miss 4 tele-classes before being considered ineligible for certification by the International Coaching Federation. For in-person trainings, attendance is mandatory.

What is the time commitment?

We anticipate the commitment to be 20-25 hours per month, though students may dive deeper into the material. This includes attending classes and mentor sessions, practice coaching, and preparing for classes. Many participants also take advantage of the materials in the resource library, which features videos and recordings of live coaching and more than 1,000 articles.

Will I learn how to start a coaching business?

No. CCC is focused on equipping students with coaching application skills to support community transformation. Therefore, we will not focus on business development within this program.

Who are the instructors?

Our faculty are a diverse team of highly successful coaches with many years of coach training experience. They undergo continuous development so they can provide the highest caliber training. They practice what they preach, and consistently receive outstanding feedback from students for their sensitivity, wisdom, skill, and leadership.

Check out the [diverse backgrounds](#) of our faculty.

