



StandOut[®] Strengths Coaching

CERTIFICATION

2nd Edition



38.5
ICF
CCEUs!

BUILD A STRENGTHS-BASED COACHING PRACTICE

The StandOut[®] Strengths Coaching Certification provides **professional coaches** with the knowledge, tools, and resources they need to coach individuals from a strengths-based perspective. The certification combines virtual classroom learning, 1:1 mentoring with a TMBC-certified coach, and peer-to-peer coaching to build a solid foundation for becoming a strengths-based coach.

Participants Will



Learn the core concepts and distinctions in adopting a strengths-based approach to coaching



Use the 9 StandOut Roles and Debrief as a starting point for teaching people to use their strengths and manage their weaknesses



Explore TMBC's comprehensive strengths-based coaching model, strategies, and tools



Learn strategies to coach clients through a 6-session strengths coaching engagement



Gain access to a coaching toolkit that helps coachees leverage their strengths



Audience

Great for professional coaches who want to:

- Apply a strengths-based coaching model to help people achieve their goals
- Earn continuing education credits for ICF certification



Certification Commitment

42 hours over 5 months:

- 3 (5-hour) Virtual Training Sessions
- 4 (2-hour) Virtual Group Sessions
- 4 (1:1) Mentor Coaching Calls
- 12 (60-minute) Client Coaching Calls (2 clients, 6 sessions each)



Materials

- Participant Guide
- Strengths Toolkit
- Coaching Toolkit

Prerequisites

In order to participate in this certification, you must:

- Have successfully completed The Marcus Buckingham Company's (TMBC's) StandOut Debrief Certification
- Hold a coaching certification from the International Coaching Federation (or equivalent credential)

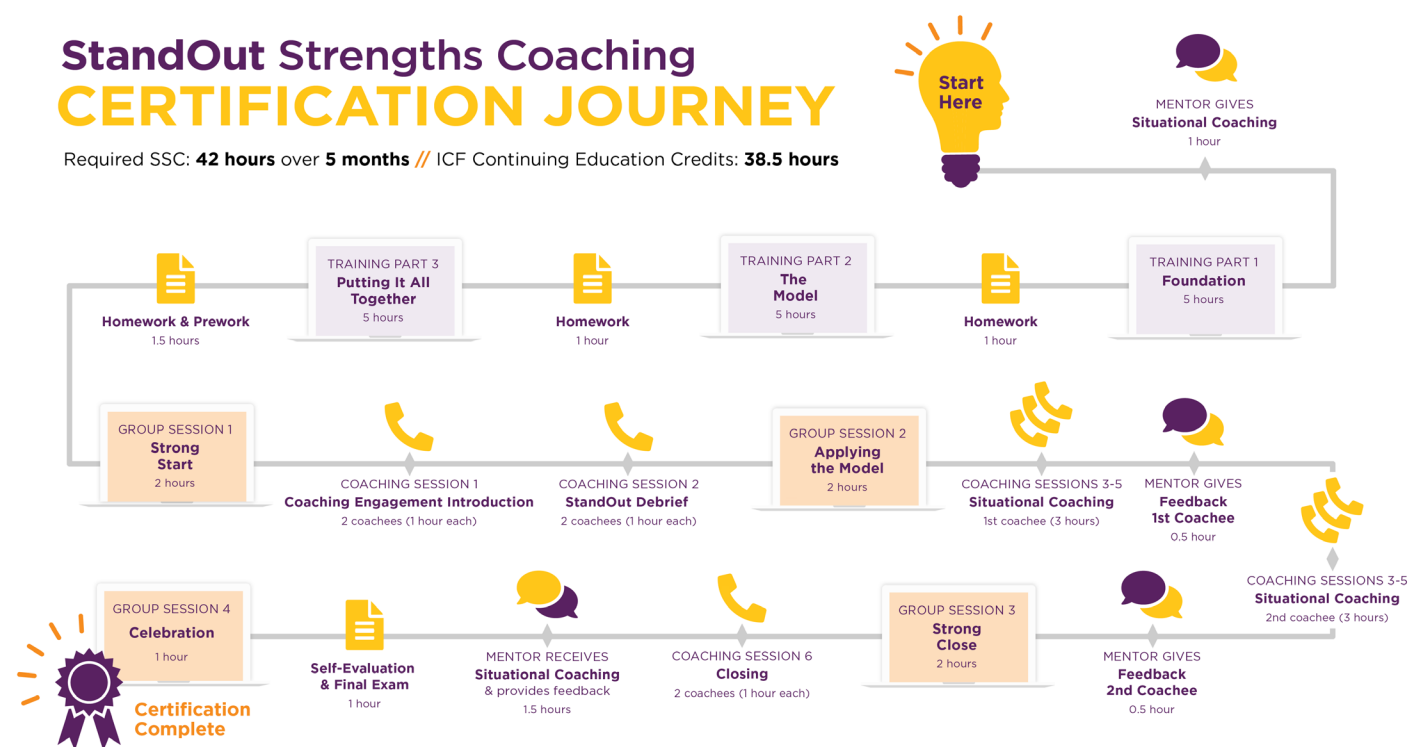
Learning Approach

TMBC-Certified Coach Instruction

All of the sessions are led by a Principal Coach with extensive expertise in Marcus Buckingham's work and deep knowledge of strengths-based coaching.

Practice Coaching

Practice coaching sessions are the primary learning method of StandOut Strengths Coaching Certification. Each participant will have multiple opportunities to practice strengths-based coaching.





1 hour

MENTOR COACHING: **Situational**

- Receive situational coaching from your designated mentor coach.



5 hours

TRAINING PART 1: **Foundation**

Foundation

- Welcome and overview.
- Identify *your* vision of coaching.
- Review the Strengths-Based Foundation.
- Explore the distinction between coaching, strengths coaching, and StandOut Strengths Coaching.

Putting on the Strengths Lens

- Learn how to put the strengths lens on, through two key principles.



1 hour

Homework

- Watch a real strengths coaching demonstration.



5 hours

TRAINING PART 2: **The Model**

- Overview of the StandOut Strengths Coaching Model.

Situation

- Learn how to clarify coachees' situations and desired outcomes.
- Observe coaching demonstration, then practice coaching.

Story

- Learn how to approach coachees' stories from a strengths-based viewpoint.
- Observe coaching demonstration, then practice coaching.



1 hour

Homework

- Conduct a self-coaching exercise.



5 hours

TRAINING PART 3: **Putting It All Together**

Strategy

- Learn to guide coachees toward actions that address their outcomes through a strengths approach.
- Observe coaching demonstration, then practice coaching.



Putting It All Together

- Learn when and how to use the StandOut Strengths Coaching tools.
- Practice coaching using the full StandOut Strengths Coaching Model.
- Debrief your practice coaching experiences.

Coaching Engagements

- Learn what a coaching engagement entails.
- Review the next steps of setting up your coaching engagements and post-work.



1.5 hours

Homework & Prework

- Read “Coaching Engagement” pages in your Certification Guide.
- (Optional) Re-watch recorded coaching sessions to gain insights after learning the Model.
- Complete prework for Group Session 1.



2 hours

GROUP SESSION 1: **Strong Start**

- Acquire skill in guiding coachees toward powerful goal-setting (outcome determination).
- Learn how to leverage coachees’ StandOut Debrief and Roles in your coaching engagement.



2 hours

COACHING SESSION 1: **Coaching Engagement Introduction**

- Deliver a standard goal-setting session to each of your two coachees (1-hour coaching call for each coachee).



2 hours

COACHING SESSION 2: **StandOut Debrief**

- Deliver a StandOut Debrief session to each of your two coachees (1-hour coaching call for each coachee).



2 hours

GROUP SESSION 2: **Applying the Strengths-Based Coaching Model**

- Refresh learning on the StandOut Strengths Coaching model, in preparation for your coaching sessions 3–5.



6 hours

COACHING SESSIONS 3–5: **Situational Coaching**

- Deliver situational coaching to each of your two coachees.
- Submit two recorded situational coaching sessions to your mentor coach, one from each coachee.



1 hour

MENTOR COACHING: **Feedback**

- Receive feedback from your mentor coach on the two recorded coaching sessions you submitted.



2 hours

GROUP SESSION 3: **Strong Close**

- Debrief situational coaching call experiences and share learnings with the cohort.
- Prepare for closing coaching calls.
- Prepare for coaching your mentor coach.



2 hours

COACHING SESSION 6: **Closing**

- Deliver final coaching to each of your two coachees, revisiting goals/desired outcomes from the intake call, and check on completion/success.
- Ask one of your coachees to submit a “Coachee Evaluation Form.”



1.5 hours

COACH YOUR MENTOR: **Situational Coaching**

- Deliver a 60-minute situational coaching session to your mentor coach, using the StandOut Strengths Coaching Model.
- Receive 30-minute feedback and guidance from your mentor coach.



1 hour

Self-Evaluation & Final Exam

- Submit a self-evaluation and take a final exam, indicating readiness for certification in StandOut Strengths Coaching.



1 hour

GROUP SESSION 4: **Celebration**

- Discuss and share your key learnings from coaching your mentor coach.
- Explore feedback themes provided by TMBC’s mentor coaches.
- Celebrate and join the strengths-based community of coaches, where you will receive ongoing support and resources.

Certification Requirements:

1. Mandatory attendance at all three Training Sessions. No absences allowed. If absent, participant will be placed in the next public cohort.
2. Mandatory attendance at all four Group Sessions. One absence allowed by exception only, with advance notice to facilitator. Otherwise participant will be placed in the next public cohort.
3. Successful completion of two client coaching engagements of 6 sessions each.
4. Successful completion of mentor coaching, with endorsement from your mentor coach.
5. Successful completion and submission of self-evaluation and final exam.

