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## ***The SeattleCoach® Professional Training and Development Company***

*We are interviewing now for our upcoming Cohorts. Once we've heard from you, we'll set up a time for us to ask each other questions. In the meantime, below is some further information.*

### **The Big Idea, Vision, and Goals**

We focus equally on two core elements that are crucial to solid leadership coaching:

- The essential skills that are the tools to learn, practice, refine, and to then personalize.
- The essential presence that flows from a leader/coach's awareness of their own style, niche, and specialty.

During an initial interview, we ask participants to clarify their goals in professional coach training. Whether those goals are for application within an existing company or role, or as an entrepreneurial coach, our track record shows that our coaches are well-prepared for examination and credentialing by the International Coaching Federation (ICF).

### **History and Content of the Company's Programs**

Through forty years as a master coach, entrepreneur, licensed marriage and family therapist, and campus chaplain, Patricia Burgin is a recognized expert in bringing together and facilitating motivated groups and teams. She has seen evidence that groups can increase their effectiveness when working with coaches and coach training organizations that are ICF certified. After practicing full-time as a coach for several years and becoming credentialed by the ICF, she was receiving a steady stream of requests from mid-career professions to offer professional coach training and development. In the spring of 2008, she broadcast an invitation to several of her favorite leaders to come explore the idea and, finding significant enthusiasm, she designed the Foundational Modules of the Program.

As an ICF education provider since 2008, we have asked to be designated as a Level 2 Coaching Education Organization. We believe our content and process to be world class, and with scores of SeattleCoach ACCs and PCCs (and one MCC and counting!), it looks like we have been solidly on the right track and are well-positioned to continue delivering quality results for aspiring coaches and their clients.

Also, with the proliferation of people calling themselves "coaches" since 2008, our market is rightly interested in how coaches have equipped themselves—and whether they have a community that will support and challenge

them. Graduates of our program find that their association with the ICF and with the SeattleCoach community gives them a well-deserved marketing edge.

When we launched in 2008, Foundational curriculum was quickly approved by the ICF:

- **Module I**, “*The Coaching Alliance: Process, Change and Key Skills*,” and
- **Module II**, “*Personal Presence and the Core Competencies of Coaching*.”

These first two Modules are taught by [SeattleCoach faculty](#) and consist of **75 hours of coach-specific training**. As they complete our foundational training, our coaches fulfill the training requirements (and are solidly prepared to apply) for the ICF’s first level of credentialing.

**In addition, following the completion of our two foundational Modules . . .**

We will award you a [SeattleCoach Certified Badge](#) to add to your signature and to your web presence. It tells the world what you’ve done to prepare yourself as a professional coach or coaching leader.

And, as you continue to work with your coachees (we’ll talk about where to find them!), we will give you direction about how and when to schedule the individual mentor coaching sessions that are part of the deal, and to then move towards completion of your ICF credential.

In addition, great coaches grow steadily in their emotional intelligence, in their social intelligence and in their understanding of how human systems work. Following completion of Module II, you will be invited to participate in [Module III Cohort](#), taught by Patty Burgin and/or by [SeattleCoach Faculty Members](#). These Cohorts are geared towards higher levels of coaching mastery and credentialing (Professional Certified Coach and Master Certified Coach).

## **SeattleCoach Founder and CEO, [Patricia Burgin](#), MA MCC, Talks About the Three-fold and Pragmatic Philosophy of the SeattleCoach Approach:**

*“From the beginning of SeattleCoach I’ve aimed for far more than coach training. Believing that professional coaching is a leadership movement, I’ve designed our work to deepen the personal style and presence along with the coaching mindset of each of our coaches. That means that in addition to teaching the essential skills and core competencies of professional coaching, our development of coaches rests on three components.*

1. *“Before I become a coach, I practiced for years as a licensed marriage and family therapist and became increasingly interested in the overlap of my work with the field of Industrial and Organizational Psychology. In our curriculum you will spot elements of Cognitive Behavioral Therapy, Motivational Interviewing, Appreciative Inquiry, Narrative Therapy, and Solution-Focused Brief Therapy. And throughout, you will experience my convictions about Systems Theory and its two foundational components.*
  - *Personal Presence: The key element in any coaching relationship is the differentiated coach’s calm personal authority and openness to using and learning more about themselves and their impact. They are contagious in the best of ways. These are the leaders who can address reality curiously, without placing blame.*

- ***The leader’s ability to become graciously and generously connected: The power of any network is proportional to the quality and quantity of connections between the links--beginning with the differentiated leader.***
2. ***“The second component is the emerging field of applied neuroscience: Strengths-based/somatic intelligence and process. Simply put, our human brains learn best and change most positively and sustainably when we are in neurologically safe-enough alliances. “Safe-enough” doesn’t mean bubble-wrapped. Coachable people are not delicate, insistent, entitled or victimy. “Safe-enough” means that where there is enough predictability, autonomy, trust, and mutual respect, brains and relationships do better, especially in collaboration and conflict.***
  3. ***“And third, we trust the eclectic human filters of the seasoned leaders we attract. We pick learners: people who are curious, brave, inclusive, and patient with discomfort. They don’t scare easy. Our participant-coaches bring rich backgrounds in a variety of leadership and management approaches. And they apply their learning in a wide array of settings: With executives and teams, as in-house experts and HR professionals, and as external entrepreneurs who specialize in executive, individual, team, wellness, adventure and personal development coaching. Because coaching often connects with one’s sense of purpose, many of our coaches are informed by their personal faith backgrounds in Jewish, Buddhist and Christian spiritualities.***

***“In addition, two key factors are unique to the SeattleCoach approach to developing coaches and coaching leaders.***

***“First is the highly personalized nature of the training. Even though our recent Cohorts have taken place virtually, we have kept the face-to-face magic that has been our hallmark over time with our Cohorts of carefully selected participants.***

***“And in addition to our regular Cohort meetings, we ask participants to meet for peer-coaching by triads between sessions with other members of their Cohort. Participants learn to coach themselves along the way. And when we’ve concluded, our members continue to [grow together as allies](#). [And that’s fun.](#)”***

## Intended Participants

The leaders and managers who enter the SeattleCoach Training Program fall into three categories:

1. Leaders who come with the support of their companies, groups or congregations with the goal of building a strong coaching culture within their organizations,
2. Professionals who want to build their depth of skill as a leader, mentor and manager,
3. And entrepreneurial leaders who are building a professional coaching practice.

## Pre-requisites

Training with SeattleCoach takes place in stages. Each is highly interactive, building on individual strengths and team learning. As mentioned, we focus on bedrock coaching skills, the realities of human change management and on personal presence. Because of our areas of focus, we ask that applicants to the program bring a minimum of ten years of professional and academic experience. Why ten years? Because we’ve noticed that after ten years as a professional, most of our participants have experienced one to two major career transitions/changes

(through different companies, industries and/or job functions). We believe this tends to build additional wisdom in most people--and we build on that wisdom as each of our members develops as a coach.

We start with an informational interview during which we welcome your questions, find out about your background and goals, and get a general, intuitive sense of your maturity and "fit" for this Program. If green lights ensue for both of us, you will be invited to an orientation meeting and to collaborate on the meeting schedule.

## Expectations

Our Cohorts are rigorous! We will choose some terrific people as members of our Cohorts. Your availability to your peer coaches and to coming to our times together well-prepared are keys to our success. In light of that, we ask that all coaches agree to a few things:

1. Treat attendance as a top priority in their schedules and to participate actively in all of our sessions.
2. If a coach-in-training must miss more than a session or two per Module, he or she will be asked to make up the work via individual tutoring with a SeattleCoach faculty member at an additional expense.
3. Before and/or following each of our sessions, you will receive a "pre-work/homework" email. This reading, listening, and study will take an hour or two each month to complete. In addition, coaches are expected to complete a minimum of one hour per week of peer coaching.
4. And from the beginning of training, coaches are expected to learn and practice the [ICF Code of Ethics](#), [Core Competencies](#) and standards of confidentiality, beginning with the group's process and with their peer coaching.

## How We Do Scheduling

Our goal with each SeattleCoach Cohort is to complete both foundational Modules within eight to nine months. We know what a big collaborative commitment this requires. **Here's how we do it:**

1. Once you've been accepted into the program, we ask you start reserving your Cohort's specific meeting times for the full eight to nine months.
2. Then we'll send out a proposed list of Module I dates (skipping major holidays) and ask you to get back to us with your pre-existing "absolutely-can't-be-there" dates. We'll do this again near the start of Module II.
3. Then we do some customizing. If more than one person must be away on a particular date, we may skip that week. If we have to schedule without you, we'll only do it once per Module.
4. If we find that you have to be away for too many dates, we'll ask you to consider a different upcoming Cohort.
5. Rarely, a participant finds out during Module I that their schedule has changed significantly and that they are unable to continue with their Cohort into Module II. When this happens, we will do our best to help the participant join another Cohort to complete Module II, provided there is room and provided the participant can do that within twelve months. If the gap is longer than twelve months, we may ask you to repeat (and pay for participation in) a new Module I Cohort.
6. If you have experienced foundational coach training elsewhere and ask to transfer to an existing SeattleCoach Module II or advanced Module III Cohort, we will conduct a thorough interview with you to ensure that we're a good fit.
7. If it seems wise to cancel an in-person meeting (or to meet virtually) because of conditions of ice and snow, we will send an email to all participants by 10am on the morning of our scheduled session.

Attendance is a big deal, not only for credentialing purposes, but because the Cohort needs you. If, after we've collaborated on scheduling, you miss a meeting of your Cohort, we'll do our best to catch you up, and may suggest a supplementary paid tutoring session to catch you up. Each Module includes a total of fifteen two-hour meetings, with an hour of required peer coaching between each, along with an hour or two of individual reading and study.

## What it Looks Like

SeattleCoach is one of a very few internationally credentialed programs to be taught exclusively **face-to-face**: Whether virtual or at our offices on Lake Union in Seattle, our priority is on creating the most effective environment for developing coaches within an alliance of great peers. So, what it looks like:

1. Approximately thirty weeks of intensive, face-to-face coach development within a Cohort of carefully selected mid-career professionals.
2. Seventy-five hours of coach-specific training in two Core Modules:
  - a. Module I: *The Coaching Alliance: Process, Change and Key Skills (ACC)*
  - b. Module II: *Personal Presence and the Core Competencies of Coaching (ACC)*
3. Weekly real-time practice with peer coaches which will help you to accumulate thirty hours of coaching for your coaching log (a total of 100 hours are required for ACC certification).
4. Weekly homework/prework. We'll give you things to read and to watch and listen to.
5. Hard + digital copies of [The SeattleCoach Playbook: Module I and Module II](#).
6. During the course of Module II, tuition includes office hours before class for processing and review with your faculty members.

One additional text, [Working Identity](#), is required for Module II and is not included in the tuition.

## Signing Up

Each Cohort has a maximum size of ten coaches. Because of this, we ask that invited participants reserve their spot in Module I prior to our launch.

Great companies know that they are only as good as their people: that is, people who are ambitious to learn and grow and get promoted on the basis of getting really good at something important. Many of our coaches through the years have asked their companies for—or taken advantage of—tuition reimbursement. If your company is paying for your participation, or for your entire Cohort's, we can set up a purchase order with your invoicing system. Just put us in touch with your sponsor and financial administrator. If you're from Microsoft, you won't be the first. SeattleCoach is a Microsoft Preferred Vendor (#0001125847).

Each SeattleCoach Cohort is highly customized in scheduling, class composition and materials. And each Cohort has a maximum size of ten coaches. Because of this, we ask that invited participants reserve their spot in Module I 6-8 weeks prior to our launch.

## What it Costs

**The full tuition for Modules I and II is \$9750 if you are paying by check. You can pay that amount now, or you can divide your payments this way:**

- **Your deposit: \$475**

- **Module I: \$4,750 (includes your deposit)**
- **Module II: \$5,000 (due at the beginning of Module II)**

We are also able to invoice your company or to [accept your credit card](#) (it costs a little more to use your credit card).

*SeattleCoach has been accredited as a coach education provider by the International Coaching Federation (ICF) since 2008. If your goal is international credentialing, we will help you to navigate the process. From the beginning of training, we will show you how to start logging your first 100 hours of coaching with at least eight different clients.*

*Following the end of Module II, and as you log hours for credentialing, you will also need to plan on an additional \$1650 for individual mentor coaching, assessment of your competency, and for your application.*

## **Withdrawals and Refunds**

If, within twenty-four hours of the first meeting of Module I, a participant decides to withdraw, SeattleCoach LLC will make a full refund, minus the \$475 deposit. After that, we consider each coach a committed participant and tuition is non-refundable.

**That's it! As the "small craft brewery" of ICF coach training companies, we pride ourselves in being accessible and responsive. Be in touch any time with your questions.**