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The 2022 Coaching for Leaders in Health Care Cohort

We are interviewing now for a Coaching for Leaders Cohort that will focus on leaders in health care in 2022. [Be in touch](#) and we'll get right back to you to set up an interview.

In the meantime, below is some further information.

The Big Idea, Vision, and Goals of Coaching for Leaders (CFL)

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

- 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.

History and Content of SeattleCoach

Through thirty-five 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 thinks groups can produce magic. After practicing full-time as a coach for several years and becoming credentialed by the International Coaching Federation (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 our Foundational curriculum.

Today, scores of SeattleCoach Cohorts later, over 500 great coaches and coaching leaders are continuing to grow steadily in their emotional intelligence, in their social intelligence, and in their understanding of how human systems work.

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 2022 CFL Cohort will take place virtually, we promise to keep 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 CFL Cohort meetings, we ask participants to meet for peer-coaching by triads between sessions with members of their CFL Cohorts. Participants learn to coach themselves along the way. And when we've concluded, our members continue to [grow together as allies.](#)"

Intended Participants

Our Coaching for Leaders in Health Care will focus on leaders and people managers who come with the support of companies and organizations that hold the goal of building a strong coaching culture.

Pre-requisites

Training with SeattleCoach 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 CFL 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 CFL—and vice versa. If green lights ensue for both of us, we will invite you to join us.

Expectations

CFL is rigorous! We will choose some terrific people as members of our CFL in Health Care Cohort. 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 you agree to a few things:

1. To treat attendance as a top priority in your schedule, and to participate actively in all of our sessions.
2. Before and/or following each of our monthly sessions, you will receive a "pre-work/homework" email. This hour of reading, listening, and study will take an hour or two each month to complete.
3. And in the course of our year together, we will assign you to peer-coaching triads. We will ask you to schedule an hour of practice—or more if you want—with the members of your triad each month.

Our Schedule

Our goal is to complete your SeattleCoach Coaching for Leaders CFL Cohort in twelve months. We know what a big collaborative commitment this requires. **Here's what to plan on: Once you've been accepted, we ask you start reserving your CFL Cohort's specific meeting times. In the case of the CFL in 2022, we will meet every third Tuesday, 3-5pm (PT) beginning on Tuesday, May 17, 2022, and concluding on Tuesday, April 18, 2023.**

Attendance is a big deal, mostly because other members need you. If you miss a meeting, we'll do our best to catch you up and will ask you to check in with your peer coaches to see what you've missed. We will also request that you come for office hours with Faculty the next time your CFL Cohort meets. Faculty coaches are always available during "office hours" fifteen minutes prior to and following each of our meetings. If you miss more than four hours of training, (i.e., two of our sessions) we will not be able to give you a completion certificate for your ICF credentialing purposes. In this rare occurrence, we'll ask that you schedule a supplementary paid session with one of the faculty coaches at an additional expense to you. The session will count as a make-up for the time missed and you will get your completion certificate.

Signing Up

Each SeattleCoach CFL Cohort is highly customized. Because of this, we ask that invited participants reserve their spot prior to our launch. Once we've invited you to join us, we will send you a Coach Training Agreement to review. Included in the Agreement is a payment link. Full payment for your year with CFL is \$9000. A non-refundable \$450 deposit will hold your spot and be applied to your tuition.

In addition, we will ask you to purchase a copy of The Coaching for Leaders Playbook.

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, we can set up a purchase order with your invoicing system. Just put us in touch with your sponsor and financial administrator

Withdrawals and Refunds

If, within twenty-four hours of the first meeting you decide to withdraw, SeattleCoach LLC will make a full refund, minus the \$450 deposit. After that, we consider each coach a committed participant and tuition is non-refundable and can't be transferred for use in individual sessions.

Related Costs

Though our track record shows that our coaches are well-prepared for examination and credentialing by the International Coach Federation (ICF), we know that some SeattleCoaches are not aiming at certification with the ICF (at least initially). For those who are, these are the additional costs to budget for:

1. You will need ten hours of group and individual mentor coaching. These sessions are available from the [SeattleCoach Mentor Coach Team](#) at a rate of \$250 per session.
2. [ICF Membership](#) (paid directly to the ICF).
3. [Applying for Credentialing](#) (the “ACSTH” path, paid directly to the ICF): \$300 for ICF members. \$500 for non-members.

[Click here](#) to read about the process of International Credentialing with the ICF as a SeattleCoach.

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.

The small print: *The SeattleCoach Training Company has been approved for a total of **381 hours of Approved Coach Specific Training** by the International Coaching Federation (ICF). The Approved Coach Specific Training Hours designation is awarded to companies that follow the ICF Definition of Coaching, Code of Ethics, and Core Competencies, and that meet professional standards for coach training established by the ICF.*

