



Patricia Ellen Burgin, MA

Master Certified Coach

2727 Fairview Ave. East, Suite F
Seattle, WA 98102
206.412.6224

www.seattlecoach.com /
peb@seattlecoach.com



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.

Our Big Idea, Vision, and Goals

At SeattleCoach we think of ourselves as *the small craft brewery of professional coach training programs*. Here's what that means:

1. We start with great ingredients: That's you + our world-class content and process.
2. Then we leverage the strengths and relationships of participants (some of whom will likely become your life-long allies).
3. We do what we do well—and it takes time. It is not cheap, easy, or immediate. We ask participants to plan on four hours a week x thirty weeks.
4. In the words of one of our faculty members, ***“We're going to make you a starter.”***
5. In our months together, you'll learn and practice essential coaching skills, behaviors, and core competencies. And we will challenge and support you as you deepen your personal presence as a coach: Your strengths, values, style, niche, and specialties.

During an initial interview, we'll ask you to clarify your goals in seeking 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 professional credentialing by the International Coaching Federation (ICF).

History and Content of SeattleCoach

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 are a Level 1/Level 2 Coaching Education Organization. We believe our content and process to be world class, and with scores of SeattleCoach ACCs and PCCs and

MCCs, 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*,” (taught in 15 two-hour meetings), and
- **Module II**, “*Personal Presence and the Core Competencies of Coaching*.” (also 15 two-hour meetings).

Each of our Modules are taught by **SeattleCoach faculty** and your hours of training with us more than fulfill the training requirements for the ICF’s first level of credentialing. Our focus is on the foundational training in essential coaching skills, behaviors, competencies, human change management, and ethical awareness. This happens in the company of up to ten carefully selected peer coaches, and under the leadership of SeattleCoach® Faculty members. Along the way, we’ll help you to begin talking about and marketing this thing you’re doing and becoming.

At the close of Module II, your certificate will reflect 90 hours of accredited coaching education. Included in those hours are 7 hours of group mentor coaching.

Upon completion of our Level 2 Flagship program, our coaches are awarded this badge **SeattleCoach Certified**. It tells the world what you’ve done to prepare yourself as a professional coach or coaching leader, even before you are **professionally credentialed by the ICF**.



As they move toward ICF credentialing, our coaches are required to:

1. Log a minimum of 100 hours with at least eight different clients (75 of these must be paid). Coaches may begin to log their hours from the first day of training.
2. Complete three hours of individual mentor coaching.
3. And to then be assessed by SeattleCoach via a recorded session.

Then, with their SeattleCoach Completion Certificate in hand and thus all training requirements satisfied, coaches submit their ACC application to the ICF. The final step is an invitation to take the final Coach Knowledge Assessment exam.

As an ICF Level 2 program, SeattleCoach can then help veteran ACC coaches to satisfy the requirements for continuing education and higher levels of credentialing.

SeattleCoach Founder and CEO, Patricia Burgin, MA MCC, Talks About the four-fold and pragmatic philosophy of the SeattleCoach approach:

From the beginning of SeattleCoach in 2008, I've aimed for far more than training coaches. Believing that professional coaching is a twenty-first century leadership movement, I've designed our work to deepen the personal style and presence, along with the coaching mindset, of each of our coaches. Our work of teaching our coaches and coaching leaders both the skills and personal presence of this craft, is enriched by the following foundational components.

1. Psychological Competencies

Before I became 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 Solution-Focused Brief Therapy, Acceptance and Commitment Therapy (ACT), Emotionally Focused Couples Therapy, Internal Family Systems, Motivational Interviewing, and Appreciative Inquiry.

2. Systems Theory

*Above all, you will experience my convictions about Systems Theory and its most foundational component—the leader and his or her personal presence. Good leadership is less about skill, data, or command and control of subject matter expertise. It's far more about the leader's ability to understand and navigate the relational climate of their family, group, or team. And in Systems Theory, this is referred to as **differentiated** leadership.*

A differentiated leader is marked by their calm personal authority, their openness to learning more about themselves and their impact, and their ability to then apply that wisdom in the moment. These are the leaders who can address reality curiously, resiliently anchored in their own lives, without slipping into automatic reactivity and blame. They listen to understand as readily as they listen to respond. Or as our coaches at Microsoft are fond of saying, they know how to “press pause, zoom out, and make a choice.”

Differentiated leaders may not be the positional leader, but they are almost always the most influential. They are the leaders who know how to be both separate, and at the same time, generously connected. They tend to be contagious in the best of ways, and that increases the overall quality and quantity of connections in the family, group, or team.

3. Applied Neuroscience

The third 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” does not mean bubble-wrapped. Coachable people are not delicate, insistent, entitled, or victimy. “Safe-enough” means that where there is enough predictability, autonomy, trust, compassion, and mutual respect, brains and relationships do better, especially in collaboration and conflict.

4. The Wisdom of the Seasoned Leaders We Attract

And finally, we trust the wise and 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

easily. 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 everything we do in the development of coaches and coaching leaders, we are highly personalized and face-to-face (both virtually and in-person). We have designed SeattleCoach to be a coach training and development program that leaves a community of support and collaboration in its wake.

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.

How this Works

At SeattleCoach we place a high value on **face-to-face coach development**. Whether virtual or at our offices on Lake Union in Seattle, our priority is on creating the most effective environment for coaches to grow within an alliance of great peers. Our foundational training consists of two 15-week, two-hour Modules, together lasting around eight months. You’ll receive both a hard copy and a PDF of our **SeattleCoach Playbook**:

- **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 fulfill the hours of coach-specific training that are required for the first level of certification through the International Coaching Federation (ICF). There are other requirements, and we’ll help you to navigate your application as you move through the process.

And along the way, your faculty members will be accessible and responsive. You can count on our office hours 15 minutes before each session begins.

Our Cohorts are Rigorous

Three elements are key to the SeattleCoach approach to developing coaches and coaching leaders. You'll see the word "required" in each one. We don't mean to sound bossy, but when everyone commits to all three, the whole experience is richer, plus all three are "required" for your eventual ICF certification.

1. First is the highly personalized nature of our face-to-face training. Some of our Cohorts meet in-person, some virtually, some a little of both from week to week (it's all one or the other, not hybrid). Our goal is always to keep the face-to-face magic that has been our hallmark for 15 years. Your weekly presence in our sessions is "required."
2. In addition to our regular Cohort sessions, we'll ask you to schedule an hour in small break-outs for peer-coaching between each session. You will coach and be coached along the way. And when we've concluded, the members of your Cohort will probably continue to grow with you as allies. Your peer coaching is "required."
3. The third factor is the full hour between each session of independent study and reflection: We'll send you pages to read, videos to watch, and questions to reflect on. Your time in independent study is "required."

At the beginning of Module II you and the members of your Cohort will be listed with the larger [SeattleCoach Network](#) where you can add a link to your website, email address, or to LinkedIn profile.

From the beginning of training, coaches are expected to learn and practice [The ICF Code of Ethics](#), beginning with the group's process and with their peer coaching. In our months together, you will be equipped, and you will also be coached by your faculty coaches and by other members of your Cohort. Expect to become a good coach and a better person. As a member of this training and development Cohort, and in the partner coaching that is part of it, we ask that you join us in agreeing to maintain the confidentiality of all information that is communicated to you by other group members. Progress is enhanced when group members discuss their work with trusted colleagues and friends outside of the Cohort. Even in these discussions, we'll expect you to be very careful not to share any specific information belonging to others in your Cohort. Bottom line, SeattleCoach faculty are rigorous about [The ICF Code of Ethics](#) and we ask you to do the same.

How We Do Scheduling

Our goal with each SeattleCoach Cohort is to complete both foundational Modules within around eight 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 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. And for "blended" cohorts, we'll propose in-person meetings as well as virtual ones where we'll also ask for your responses. We'll do this again near the start of Module II.
3. Then we do some customizing. If more than a few people must be away on a particular date, we

may skip that week. If we must schedule without you, we'll only do it up to twice per Module. In addition, your faculty facilitators are available fifteen minutes before and following each meeting for review, questions, and socializing.

4. You are welcome to ask your faculty members to schedule additional review meetings (at an additional cost) during either or both Modules.
5. If in this process we find that you are unavailable for too many dates, we'll ask you to consider joining a future Cohort.
6. 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.
7. For blended Cohorts: 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.

Again, 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 of independent study.

To Reserve Your Seat

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 and class composition. And each Cohort has a maximum size of ten coaches. Because of this, we ask that invited participants reserve their spot 6-8 weeks prior to our launch.

Once you've interviewed and been invited to join us, you can:

- **You can send us your deposit to reserve your seat: \$475 (the balance is due two weeks before we launch),**
- **Or you can send us your full Module I payment: \$4,750 (includes your deposit), and your Module II payment of \$5,000 will be due at the beginning of Module II**

We can accept your credit card (it costs a little more to use your credit card). **Click here** to see those payment options.

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. SeattleCoach is a Microsoft Preferred Vendor (#0001125847).

Withdrawals and Refunds

If, within twenty-four hours of our first meeting of Module I, you decide to withdraw, SeattleCoach LLC will make a full refund, minus your 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 or for future Cohorts.

Related Costs

SeattleCoach has been accredited as a coach education provider by the 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.

In addition to your hours of training and coaching, there are other requirements for professional certification which happen in the months following completion of Module II, and as you are close to logging your first 100 hours. Since everyone tends to complete these final requirements at different times, we'll ask you to pay for these last parts of your tuition only when you're ready to apply.

When you're ready, the final part of your tuition will cover **three individual mentor coaching sessions, and a performance evaluation by one of our assessors.**

- **The cost of individual mentor coaching, plus the performance assessment is \$1500.**

Following your mentor coaching and a successful performance review, we'll help you to prepare your application to the International Coaching Federation.

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