

A photograph of three people in profile, smiling and looking towards the right. The person in the foreground is a woman with brown hair, wearing a dark top. Behind her is a man with short brown hair, also smiling. In the background is a woman with dark hair, smiling. The background is a plain, light-colored wall.

New Insights

LIFE COACH
TRAINING

NEW INSIGHTS

LIFE COACH TRAINING AND
CERTIFICATION PROGRAMME

A BRIEF OVERVIEW

FOR TRAINEES AND POTENTIAL SPONSORS



THE NEW INSIGHTS LIFE COACH TRAINING AND CERTIFICATION PROGRAMME

A summary overview for prospective trainees and/or sponsors

New Insights Life Coaching

New Insights was established in 2003 in the UK and, more recently in 2007 in South Africa. We specialise in high quality life coach training that is comprehensive, broad-based and highly effective. The home study/distance learning nature of the training also renders it convenient and affordable.

New Insights currently markets, distributes and supports its life coach training programme internationally through sister companies, New Insights Life Coaching UK, based in England (Reg. 7596365) and New Insights Africa, based in South Africa (Reg. 2007/085446/23).

New Insights strives to provide a programme of life coach training that 'goes above and beyond the rest' in terms of quality, application, support and overall value. We incorporate universally accepted principles, skills, tools and techniques that can be used to great effect anywhere in the world.

The Life Coach Training and Certification Programme

The purpose of this programme is to prepare and equip trainees with the necessary self awareness, knowledge, skill and practical experience to launch and maintain a successful, professional life coaching practice.

It is suitable for anyone wishing to invest in a new part- or full-time career offering high quality personal life coaching sessions to individual or corporate clients, either locally or internationally.

It is also perfect for those who simply want to expose themselves to a very powerful programme of personal growth and development.

Accreditations and Endorsements

New Insights holds Registered and Accredited Provider Status with the international CPD Standards Office, based in the UK. CPDSO is an independent organisation that accredits high quality training and learning activities.

We hold Accredited Agency status with the International Coaches Register (ICR), a fully

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independent ISO 9001:2008 certified subsidiary of the Global Network Group that is supervised by the ICC Council.

The New Insights Life Coach Training and Certification Programme also holds Accredited Level 5 Diploma status with the ACCPH, an independent UK professional body for qualified Counsellors, Coaches, Psychotherapists and Hypnotherapists.

In South Africa, we are a Registered Coach Training Provider member of the Coaches and Mentors Association (COMENSA). We have been quality assessed and evaluated by COMENSA and our certification programme trains all key COMENSA Behavioural Standards.



A Powerful and Unique Training Programme

The New Insights Life Coach Training & Certification Programme is unique in a number of ways:

- (a) It has been specifically designed for people already in employment or leading busy lives and who want the flexibility and convenience to enrol at a time of their choosing, to study and practice in their own time and at a pace that suits their unique lifestyle.
- (b) Courier delivery of an extensive pack of skills training and business practice support material, directly after enrolment, is included in the fees. This offers the benefit of a useful ongoing reference source at the fingertips during and after training.
- (c) Trainees are not required to travel for any purposes during the training, which is all conducted remotely. This offers the trainee freedom to study and practice from any location according to a schedule that suits him or her.
- (d) Quality, caring support and guidance is readily available from New Insights via email, telephone and a range of innovative online facilities and resources.
- (e) The certification process is both comprehensive and rigorous. The trainee's grasp of the theory is assessed through self-test assignments at the end of each module and a final open book exam which is completed remotely. The practical element of the Programme requires substantial practice coaching that generally totals in excess of

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50 hours.

- (f) The Programme exposes trainees to the learning required to master both *transactional* coaching (interventions that are less structured and more short-term in nature) and *transformational* coaching, which involves a proprietary structured coaching programme - comprising fifteen tailored sessions - that we refer to as the New Insights Life Coaching System.
- (g) Once certified, coaches may, optionally, choose to license the New Insights Life Coaching System for use in their practices. This complete System includes all of the necessary support material required to run professional life coaching sessions (either face-to-face or remotely) and comes with a detailed session-by-session user guide.

Prerequisites for Enrolling

No prior qualifications are necessary.

Enrolment is open to all adults of 23 years of age and above. However, we strongly recommend that prospective trainees should possess a few basic attributes that are essential precursors for success in this industry, viz.:

- A genuine desire to work with people and help them achieve results;
- An honest ethical nature and a commitment to coach ethically at all times;
- An open and enquiring mind (relative to the fields of personal development and human motivation) and a desire for ongoing personal development and growth.

The Programme Content

The Programme includes the following elements:

- A **Programme Guide** covering the essentials that trainees need to know about the Programme, its objectives, the competencies taught and the process and requirements for certification purposes.
- Seven **Skills Training modules** covering all the key theory, skills, tools and techniques that the aspirant coach needs to know and be able to apply. There are some sixty chapters of material grouped into the following high level topics:
 - The New Insights Life Coaching model, generic coaching models, and context.
 - The fundamentals of life coaching (e.g. ethical coaching, building rapport, listening, questioning, empowering, self-awareness, dealing with emotions).
 - Setting goals that are challenging, inspiring yet achievable.

- Contracting with clients.
 - Understanding the change process and planning for success.
 - Understanding human needs and the importance of balance.
 - Taking personal responsibility for one's life.
 - Understanding the communication process and the concept of projection.
 - Setting the client up to win in life by uncovering and adapting the client's personal limiting beliefs, values, rules and self questions.
 - Helping the client to identify his or her life purpose and set life changing goals for the longer-term future.
 - Ending and/or extending the coaching relationship - when, why and how.
 - Tools and techniques to build life coaching excellence.
- A **Coaching Session Guide**, which explains in detail how to conduct transactional (or 'free-form') coaching as well as how to conduct transformational coaching using the New Insights Life Coaching System. For the purposes of the latter, we supply a full set of session notes for practice coaching purposes and provide online access to videos demonstrating how each session is run.
 - A full suite of **Online Resources** and facilities to support the trainee. These include a coach and trainee Forum, an online Journaling platform, our 'Life Coaching Insights' Blog and various audios and videos.
 - Four **Business Practice Support** manuals containing a wealth of material that will assist the aspirant/certified coach to plan, establish and promote a successful business practice. These include many hundreds of proven hints, tips and techniques to aid the life coach who is starting out or looking to expand his/her practice.

Competencies Imparted

The Programme, and the New Insights certification process, is designed to help trainees become confident and accomplished life coaches, meeting various standards of competence that are internationally recognised.

The core competencies that the New Insights programme seeks to promote are outlined in summary below:

- Understanding, upholding and applying professional and ethical standards
- Establishing the coaching contract
- Building and maintaining trust and rapport
- Communicating effectively
- Developing and harnessing self-awareness for effective coaching

- Creating client awareness and opportunities for growth and development
- Setting goals and delivering measurable results
- Managing diversity and change
- Understanding the difference between transactional and transformational coaching and using the proprietary INSIGHTS and generic coaching models to best effect in coaching.

The Certification Process

The trainee is required to:

- Complete - and submit for review - self test assignments at the end of each of the seven skills training modules;
- Achieve a score of at least 70% in a two-part open book exam covering the theory;
- Submit a declaration to uphold the New Insights Code of Ethics in coaching;
- Complete the first two sessions of the New Insights Life Coaching System (introduction, life analysis and goal setting) with five practice clients who must submit feedback forms for New Insights scrutiny and/or review;
- Complete the full 15 sessions of New Insights Life Coaching System with at least two practice clients who must submit initial, mid-programme and end-of programme feedback forms for New insights review.
- Complete a free-form (unstructured) coaching session with one practice client who must submit a feedback form for New Insights scrutiny and/or review.
- Complete and submit a detailed Self Reflection Questionnaire.

Duration of Training

Trainees can expect to invest a total of around 300-350 hours in completing certification.

In our experience, completion of the Programme will typically take between 9 and 18 months (if the trainee invests around 4-8 hours per week). We recommend setting a goal of 12 months as a realistic, yet challenging time frame.

Our Programme fee covers certification support for a duration of up to 24 months, if needed.

Programme Fees

For the most up to date fees we recommend consulting the New Insights website:

<https://www.life-coach-training-uk.com/programme-fees-and-payment-options.html>

At the time of writing, the standard fee for the CLASSIC certification track totals £1,495 which includes courier delivery anywhere within the UK and Europe. The programme material can be delivered elsewhere in the world but a courier premium may be applicable.

In the fees quoted above, any VAT/taxes and/or customs duties that may be levied by countries outside of the UK is not included.

Fees quoted constitute the total amount payable by the trainee to cover the Programme, and all administrative support required (provided by New Insights and/or its associated coaches) up to and including certification and the issuance of a certificate.

Post Certification Support

New Insights seeks to develop ongoing relationships with its certified coaches and offers a number of free resources, including unique 'certified life coach' identifiers and ongoing access to the Life Coaching Insights blog and online Forum.

Licensing the New Insights Life Coaching System

Certified coaches may, optionally, choose to license the New Insights Life Coaching System for use in their practices. Licensed Practitioner Coaches benefit from a complete 'done-for-you' 15-session structured coaching system with extensive coaching and client notes and a step-by-step guide to its application.

A licence is valid for the calendar year in question (or remainder thereof) and can be renewed annually.

To protect exclusivity and the copyright in the System, a small fee is levied fee, which, at the time of writing is just £240 per annum (or £20 per month).

Licensed practitioner coaches get exclusive access to a number of additional resources, including the option to list a coach profile on the Life Coach Directory from New Insights.