

# Transformation Edge Business Coach Institute

Transforming accomplished professionals into extraordinary coaches

## Business and Professional Coaching Certificate Program



Register or sign-up on the  
interest list to reserve your  
seat [HERE](#)



Our 10-Month Signature  
Program is described by  
past participants as:

Practical  
Comprehensive  
Cutting-Edge  
Engaging  
Interactive  
Rigorous and  
Transformational.

The 10-Month Program  
Meets one weekend  
per Month.



Training



Mentoring



Credentialing

Graduates meet the educational requirements for the Professional Certified Coach (PCC)

### Contact Information:

Sackeena Gordon-Jones, Ph.D

Master Certified Coach (MCC)

Program Director

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Website Linked [HERE](#)

# Why Coaching is Important

Coaching has become more than a special perk for executives, and is now realized to be the single most powerful development and empowerment option. It heightens awareness, supports strategic action, generates accountability, and accelerates the achievement of goals and desired results. Individuals and organizations face many challenges both personally and professionally. Coaching is a vehicle to reframe and overcome those challenges.

The International Coaching Federation (ICF) defines coaching as “partnering with clients in a thought-provoking and creative process that inspires them to maximize their personal and professional potential.”

The need for coaching is recognized in all facets of life in organizations including: education, healthcare, manufacturing, technology, social services, finance, and government.

Coaches who are trained in an ICF-approved program represent the highest quality of coaches, as they abide by a code of ethics, receive rigorous training, continuing education development, and periodic peer reviews.

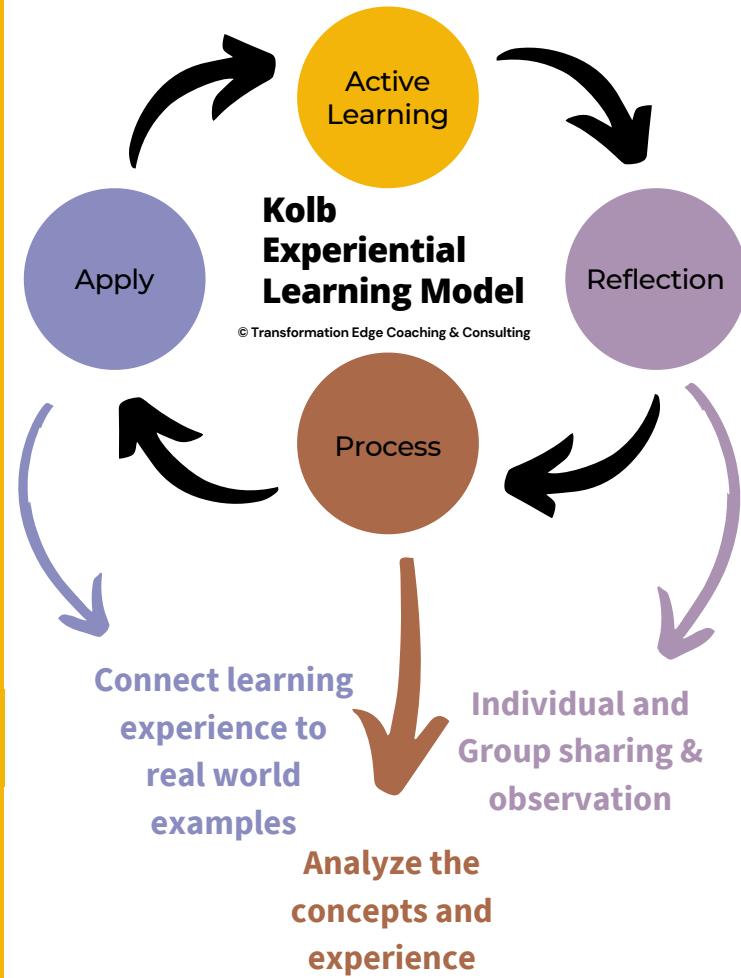
## What makes this program Unique?

- **Outstanding Faculty:** Lead facilitators are practicing coaches with executive business, entrepreneurial, and HR experience as well as leadership and organization development backgrounds. Our faculty will bring you cutting-edge learning and trends in the art, science, and practice of coaching.
- The program is both theoretical and practical. As a participant, you will study the principles and models of coaching and develop coaching proficiency with real clients. Topics in both personal and business coaching will be addressed.
- **Coaching:** The power of coaching is best understood through experience. This program will provide you the opportunity to coach and be coached. You will gain up to 40 hours of coaching experience with your own clients, in addition to peer coaching in small groups. You will also get your own coach!
- Diverse, inclusive, and Equitable
- Highly Experiential & Immersive
- Transformational: Personal Growth of the Coach
- Research, Science and Evidence-Based

## Program Structure

We meet one weekend each month (Fri.-Sat.)  
In-Person 8:30 – 5:00pm  
Online 8:30-5:00pm (Fri.), 8:30-12:30 (Sat.)

**Adult learning | Experiential | Engaging**



An intensive 10-Month course that will provide you with knowledge, skills, and experience to coach effectively and transform your leadership style.

The program includes peer coaching, a practicum, and coaching supervision. The sessions are held retreat-style, which allows for powerful connections-cohort style. The focus is on the development of coaching skills, as well as personal development, equipping you to coach in business, organization, and life niches.



## What Will You Learn?

### Coaching Theory and Models

- Roots of coaching – Influence of psychology, philosophy, social sciences, theology
- Coaching concepts, models and processes
- Distinctions – differentiate and respect helping roles [coaching, therapy, consulting, mentoring, training]

### Coaching Competencies and Ethics

- Create a safe and supportive space that facilitates awareness and growth
- Ethical standards and guidelines
- Evoking Awareness
- Pivotal coaching skills that facilitate transformation

### Personal Development of the Coach

- Self-awareness and Self-regulation
- Developing your signature presence
- Cultural Competence and Emotional Intelligence
- Leveraging strengths and managing reactivity

### Developing Coaching Practice

- Strategies for External and Internal Coaching

## **Program Fees**

\$9,500 for the 10-month program, including Mentor Coaching sessions. A \$500 deposit is due at the time of registration. The balance is due by the start of the program.

Payment plans are available.

Email [admin@transformationedge.com](mailto:admin@transformationedge.com) for information.

Register and pay in full by early-bird date and save \$500.

## **Certification and Credits**

- 142.25 CCEUs for ICF coach-specific training
- 136.5 credits for HR Certification Institute towards PHR, SPHR, or GPHR
- Education credits for both ICF ACC & PCC credential requirements
- Certified Professional Coach
- Specialty designation of Business Coach

## **Who Should Attend?**

- Professionals who are seriously interested in pursuing business, executive, or personal coaching as a profession.
- Leaders wanting to integrate coaching skills into their leadership style or preparing for an encore career.
- Coaches and Consultants who are seeking professional coach training, certification, and/or credentialing.
- Counselors, Clinicians, Psychologist, Therapists who want to develop the coaching competencies and mindset to expand their practices.
- Executives and Managers who want to develop a coach approach to enhance their leadership.
- Human resource/Talent Management or OD Professionals who want to develop/master coaching skills or build an internal coaching practice.



# Faculty

## Sackeena Gordon-Jones, Ph.D., Master Certified Coach (MCC) Sackeena is the Program Director.

Sackeena is the president and chief coaching officer of Transformation Edge Coaching & Consulting, LLC. She works nationally and internationally with leaders as a coach, consultant and trainer. Sackeena is the director of the Transformation Edge Business Coach Institute. She has trained over 800 coaches and leaders across various industries, as well as, private, government and non-profit sectors. She has designed and facilitated highly successful leadership and coach development programs for organizations to build internal coaching capacity, enhance leadership with coaching skills.



She also facilitates a coach approach to diversity, equity and inclusion, to help organizations foster a more inclusive and coaching culture.

When not training coaches, Sackeena provides executive and personal coaching to help leaders transform and play to their edge.

Sackeena is a leader in the coaching industry and has held several board roles:  
President, ICF-Raleigh,  
Chair, ICF -Southeast Region Advisory Council,  
Director, ICF – Coaching In Organization  
Director, ACTO – Association of Coach Training Organizations

## Bronson L. Edwards, MSE, BSE, BS, PCC



Bronson is an executive and organization coach. Along with coaching, Bronson also is a leader in the coaching community and provides coach training and mentor coaching. Bronson serves as an ICF Credential Assessor and has over 15 years of cross-sector leadership development experience.

Bronson brings practical and relevant knowledge and expertise into coach training sessions, as he draws on his experience in Defense, Military, Technology, Manufacturing, Supply Chain and Health Care.



## Maureen Frazer Monroe, ACC

Maureen Frazer Monroe, Chief Coaching Officer & Founder of Ripple Effects Coaching. She is a leadership & executive coach, facilitator, and has 14 years' experience in leadership & development director role with a focus on project management, including design and development.



## Michele Hemric, SPHR, ACC, CBIA

Michele is Assistant Vice President, H.R. and Organizational Effectiveness at Builders Mutual Insurance Company. As a key component of the people strategy, Michele personally directs the internal coaching program.

### SME, Adjunct Faculty, and Panelists:

Joe Diab, Horace McCormick, Krista Moore, Karen Tax, Donna Coulson, Divya Parekh, Brian Alvo, Michele Ambrose, Cindy Domanowski

### Coaches:

Dr. Janice Witt Smith, Connie Killebrew, Denise Corey, Stephen Blanchette, Gloria Witt, Peggy Richmond, Barbara Dower, Dr. Sharon Hull, Rick Mazzetti, Lou Raye Nichol, Susan McCandless



# What Program Graduates Say



**“Expatriates from Germany, we lived in the States for 4 years and the Business and Professional Coaching program was one of the great gifts of our stay! It not only qualified me as an ICF Business Coach – it also enabled me to make valuable decisions for my personal career.”**

Anna Bruegmann,  
PCC,  
Propello, Hamburg,  
Germany



Dr. Janice Witt  
Smith, PCC,  
Chair The Woman's  
Advantage, Piedmont  
Triad Region

**“I had already successfully coached individuals in organizations and had amassed over 1500 hours as a coach or the Center for Creative Leadership. I wondered what benefit I would derive from this program.**

**All that I can say is: “Wow”! I learned more about coaching theory competencies and practice that I ever thought possible. I have successfully completed the ICF certification process, for which this program prepared me. I learned more about myself and what I wanted to do and be as a person and as a coach. I have already received a high ROI from my investment in this program, and expect to quadruple my coaching practice within the next year.”**

**You will learn,  
You will develop,  
You will experience,  
You will transform!**



Anthony Powell,  
VP, Coach, CPC,  
SPHR, SHRM-SCP

**“I have been a Human Resources professional in leadership roles for over 30 years. The BCP utilized my professional interpersonal strengths in new ways. I gained a deeper understanding of how to facilitate clients' ability to tap into their own inherent strengths, phenomenal potential and unlimited personal power. Coaching has enhanced my life and the lives of those around me to reach for higher levels of fulfillment and meaning in life.”**



Rebecca Simons,  
Director for Jewish  
Life, Duke University,  
Durham, NC

**“This program has changed my perspective and the lens through which I approach my work and major life decisions.”**

**For more information on having us deliver a coach training program on-site at your organization,  
email us at: [admin@TransformationEdge.com](mailto:admin@TransformationEdge.com)**



**TRANSFORM THE WAY YOU  
THINK, LEAD, WORK, & LIVE**

We partner with you to transform the quality of the experiences, performance and relationships in your leadership, life and workplace. Our goal is to give you the competitive edge by leveraging your potential.

