

# Transformation Edge Business Coach Institute

*Transforming accomplished professionals into extraordinary coaches*

## Business and Professional Coaching Certificate Program



**[Click to Register](#)**  
**[& Reserve your seat now.](#)**

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.

COMPLETE THE PROGRAM TO BECOME A

***Certified Professional Coach***



***Registration limited to 18 participants per/cohort***  
[transformationedge.com/business-coach-institute](http://transformationedge.com/business-coach-institute)

### Contact Information:

Sackeena Gordon-Jones, Ph.D  
Master Certified Coach (MCC)  
Program Director  
P: (919) 745 - 8944  
E: [admin@transformationedge.com](mailto:admin@transformationedge.com)

## 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.

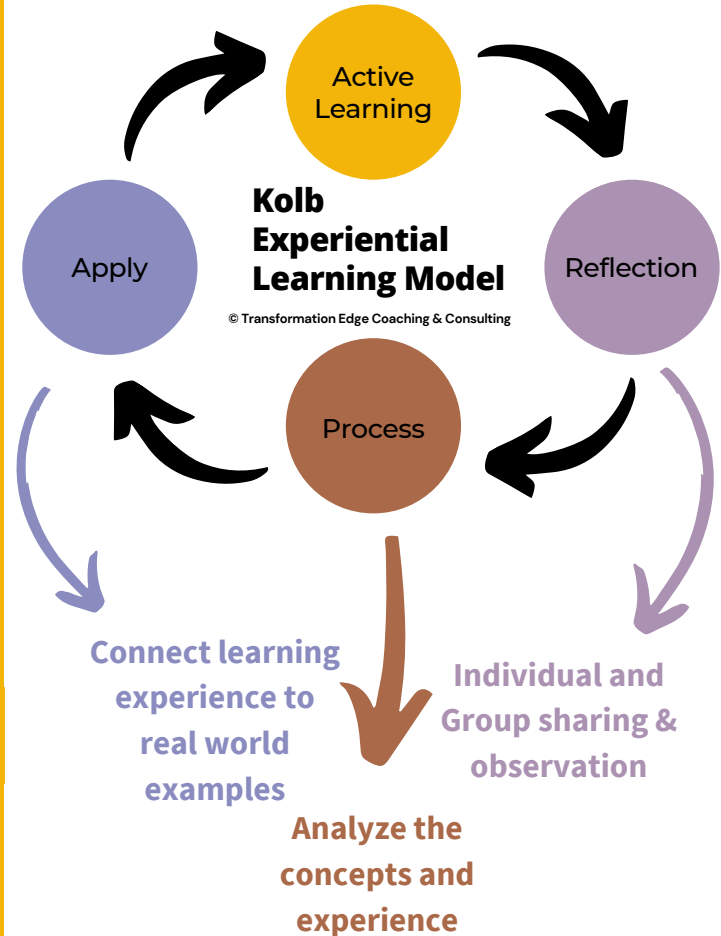
## What makes this program Unique?

- **Outstanding Diverse 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**

**\$10,500 for the 10-month program, including Mentor Coaching sessions. A \$500 deposit is due at the time of registration. Payment plans are also 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**

- ICF Level 2 Accredited Program
- 150.25 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



**Syrena N. Williams, ACC**

Syrena Williams, JD, MBA, ACC is an executive, entrepreneur and transformational coach. Along with coaching, Syrena also is a leader, advocate and educator in the coaching community and provides coach training and facilitation. Syrena has over 15 years of leadership and entrepreneur development experience. Syrena brings practical, relatable and relevant knowledge and expertise into coach training sessions, as she draws on her experience in Business, Entrepreneurship, Legal, Professional Development and Wellness.



**Tiffany Sturdivant, ACC**

Tiffany Sturdivant, MA. ACC is an executive, entrepreneur and transformational coach. Tiffany is a leader in talent management and development, and an advocate for diversity, equity and inclusion. Tiffany brings spiritual and practical experience to the field of coaching, and is a dynamic facilitator of coach training.



**Katrece Boyd, ACC**

Katrece Boyd is a business coach, trained facilitator, and entrepreneur. She has 15 years experience in the financial service and economic development industries supporting the personal and professional growth of small business owners and corporate leaders.



**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.



**Michele Hemric, SPHR, PCC, 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.

## Coaches:

Connie Killebrew, Denise Corey, Stephen Blanchette, Gloria Witt, Peggy Richmond, Barbara Dower, Dr. Sharon Hull, Rick Mazzetti, Lou Raye Nichol, Gerod King, Jen Swanson, Victoria Danielle, Tope Keku, David Onks

## SME, Adjunct Faculty, Mentors, and Panelists:

Joe Diab, Horace McCormick, Katherine Gilliland, Divya Parekh, Matt Kersey, Donna Coulson, Brian Alvo, Michele Ambrose, Katrece Boyd, Teneisha Towe, Lou Raye Nichol, Ann Brown

# What Program Graduates Say



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



Heather Wells,  
Senior Enlisted  
Advisor – J2, Joint  
Special Operations  
Command

“This program was the most challenging and rewarding learning experience I have encountered. If you are looking to grow personally and professionally this is the program. The facilitators are experts and always focused on helping us move forward on coaching competencies, provided timely feedback, and always encouraged us to be patient with ourselves as we built these new skills. Out of five stars, I give it six stars.”



Lauren Anderson, Ph.D.,  
Director of Research  
Development, Duke  
University, Durham, NC

“Transformation Edge is a powerful, self-affirming experience that meets you where you are and works with you to gain the knowledge, skills, and experience to be a practicing coach early on, throughout, and after the program. I highly recommend for anyone interested in an approach that thoughtfully considers the training needs of the coach and the practice that partners with the whole person”



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.”



Toni Mantych,  
Sr. Director of  
Product Content,  
ServiceNow,  
Portland, Oregon

“This program from Transformation Edge is, in fact, truly transformational. Beyond providing a one-stop program for fulfilling almost all of the requirements for ACC credential from ICF, the experiential approach--which exposes students to being coached and gives them a chance to practice coaching in every single class meeting--accelerated the development of both my coaching skill and my confidence”

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 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.



# 2024-25 Program Dates



In-Person  
and  
Virtual

[Click to Register Now](#)

We will start and end the program  
in a hybrid approach

The first session and the last session will be both  
virtual and in-person. All other sessions will be  
held virtually, via ZOOM

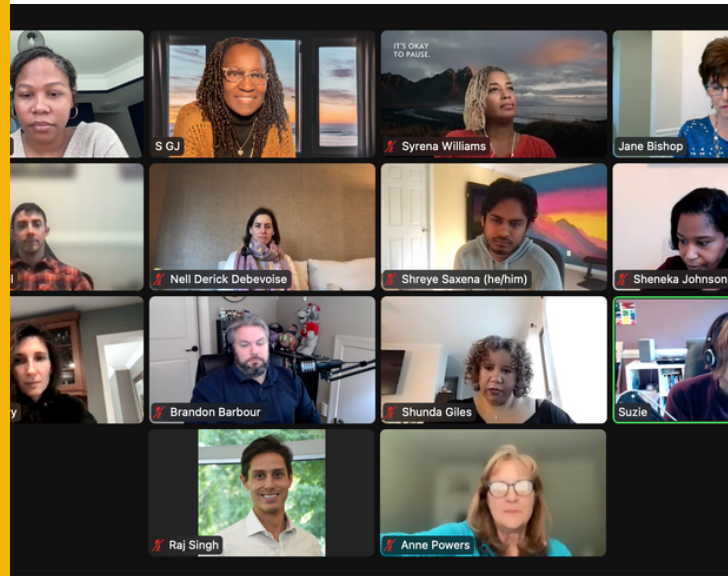
Those that prefer to meet virtually during this  
first session will be 100% supported through our  
ZOOM room, to experience your cohorts and the  
learning in an experiential way.



October 18-19: 8:00 AM to 5:00 PM EDT  
July 11-12 8:00 AM to 4:00 PM EDT

*(All remaining sessions below will be held on  
Fridays from 8:00am to 5:00pm and  
Saturdays from 8:00 AM to 12:30 PM EDT/EST)*

November 8-9  
December 6-7  
January 17-18  
February 7-8  
March 14-15  
April 4-5  
May 16-17  
June 6-7



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



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