



# Association for Talent Development

Formerly ASTD

1.800.628.2783

## ATD EXPERT COACH™ PROGRAM



The ATD Expert Coach™ Program leverages your coaching experience and shows you how to have purposeful, powerful coaching conversations that provide the most value to your clients and organization. This unique, assessment-based program enables you to master the skills required for effective coaching with the guidance of expert facilitators. You'll benefit from multiple opportunities to practice coaching and receive individualized feedback to reinforce your learning, and gain a toolkit of resources to use immediately back on the job.

Proving your ability will earn you the respected title of ATD Expert Coach. Join this

exclusive group today.

### dates & locations

[Enroll Now](#)  
**Washington, DC**  
Sep 13-16, 2016  
[Show details](#)

[Enroll Now](#)  
**San Diego, CA**  
Dec 13-16, 2016  
[Show details](#)



[View all dates and locations](#)

### pricing

Member	List
\$2,795.00	\$3,095.00

**Become a member** or **login** to save \$300

Have a group to train? [Get The Best Price](#)

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### About the Program

#### About the Program

As organizations increasingly focus on coaching for leadership development, performance improvement, career development, and more, it is important for talent development professionals to be well-versed in and have mastery of coaching competencies and what it means to be a professional coach. The ATD Expert Coach Program covers the key competencies of coaching, along with coaching ethics, benefits, dialogue tools, and the business case for coaching. In addition, this program explores professional branding as a coach and coaching across cultures. Grounded in theory and focused on practice and application, this program will help you master your professional capacity for coaching.

In this program, you will:

- Engage in an online learning community.
- Participate in a four-day, face-to-face course to assess and demonstrate your mastery of coaching.
- Select an elective course to meet a unique learning need.
- Deliver a post-course capstone assignment of five recorded coaching sessions.

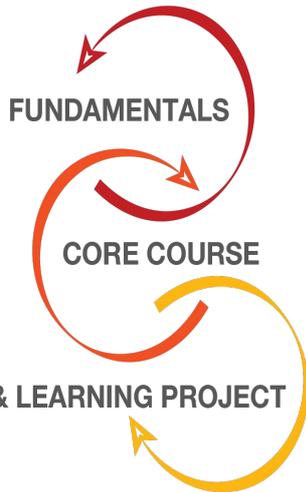
#### Program Benefits:

- Connect with a cohort of learning professionals.
- Gain access to ATD's comprehensive guide to coaching.
- Receive the industry-recognized certificate, ATD Expert Coach.
- Experience multiple practice and feedback opportunities.
- Share five recorded coaching conversations and receive individualized feedback and analysis for your final project.
- Take home a robust participant guide with tools, resources, and templates to use back on the job.

*The ATD Expert Coach Program is offered by the ATD Certification Institute.*

### Program Components

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**Part 1: Fundamentals**

(online)

Take this online portion three weeks prior to Part 2: Core Course

**Part 2: Core Course**

(face-to-face)

Select the date and location most convenient for you to take this four-day, face-to-face learning immersion.

**Part 3: Elective and Capstone Coaching Sessions**

Select one of the program electives and complete it within three months of taking the core course.

**Part 1: Fundamentals (online)**

Three weeks prior to the face-to-face component, you'll join your peers in a private online community to complete self-directed exercises. You'll be welcomed to the program, invited to network with your facilitator and fellow learners, and given access to key program materials and resources.

These valuable resources include the ATD Learning System Coaching Module; online discussions led by your ATD expert facilitator; three issues of *TD at Work*: "Building a Coaching Organization," "Creating an Internal Coaching Program," and "Mentoring and Coaching: Where Do I Start?"; and a self-guided, four-module online course to help prepare you for the knowledge assessment and core course.

**Part 2: Core Course (Face-to-Face)**

The four-day classroom training is intended to help you elevate your coaching skills. Discover expanded content that addresses the coaching competencies, ethical standards and guidelines for coaching, making the business case for coaching, mastering the use of a model and tools for coaching dialogue, strategies to coach across different cultures, determining your brand as a professional coach, and more.

Program features include:

- working with peers to apply learning to real coaching situations and build a cohort learning network
- experiential exercises to explore coaching competencies in-depth against relevant scenarios
- multiple opportunities to practice your coaching skills and receive feedback
- tips for selecting your capstone coaching conversations for recording and submitting for scoring
- a Knowledge Assessment to confirm your capabilities, which can be completed any time during the program.

Class size is limited to 16 to provide a more comprehensive, tailored learning experience.

**Part 3: Elective and Coaching Capstone**

Continue your learning experience by recording and submitting five coaching sessions to help you demonstrate in a real-world setting the critical knowledge, competencies, methodologies, and tools you've acquired in the program. Continue increasing your knowledge and skills by taking a complimentary ATD certificate program as your elective.

Choose from the following options:

- [Change Management](#)
- [Consulting Skills](#)
- [Creating Leadership Development Programs](#)
- [Creating New Manager Training Programs](#)
- [Improving Human Performance](#)
- [Integrated Talent Management](#)

ATD estimates it will take approximately three to four months to successfully complete the program.

*Keep in mind the ATD Expert Coach Program is a unique and robust assessment-based program. If you want to strengthen your ability in coaching, but are not interested in committing to the ATD Expert Coach assessment component, capstone coaching sessions, or timeframe, consider the Coaching Certificate program instead.*

**Learning Objectives**

**Learning Objectives**

After this program, you will be able to:

Assess your current strengths in coaching and identify opportunities for ongoing improvement.

Apply ATD's COACH Model to coaching conversations, including working with coaching clients to assess the current situation, set objectives for the coaching session, and decide alternatives and choices for how they can move forward with their goals.

Establish and maintain a trusting relationship with the client and key stakeholders during coaching engagements and beyond, following ethical guidelines.

Use proven methodologies and tools to effectively coach any manner of client, whether internal or external, for any type of coaching, including business, career, executive, leadership, life, and performance coaching.

Learn more about additional tools and strategies that coaches use, including establishing effective coaching agreements, measuring the effectiveness of coaching, working through difficult situations, and effectively marketing coaching services.

Establish a business case for coaching that supports your work with clients and organizations to gain buy-in for use of coaching as a discipline.

Draft and use a professional coaching branding statement that aligns with your personal attitudes and beliefs of what it means to be a coach.

Explain the similarities and differences in using specific coaching methodologies and tools across cultures based on geographic location, organization size, industry type, and more.

Demonstrate mastery of coaching by passing a Knowledge Assessment and capstone project.

Join a network of professional coaches for ongoing support, coaching practice, and partnering opportunities.

## Facilitators

### Facilitators



#### Lisa J. Downs, CPLP

Lisa Downs, M.S. Ed., CPLP is the owner of DevelopmentWise Consulting in Redmond, WA, specializing in leadership coaching and consulting. Focusing on technical (STEM) professionals, she works with individuals and organizations to ensure they have the leadership and team performance solutions they need to be successful. Lisa's worked as a learning professional for EMC2, The Boeing Company, PEMCO Mutual Insurance, T-Mobile USA, and spent 6 years in the accounting industry. While ...

[Learn More](#)

## FAQs

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[Where does the ATD Expert Coach Program™ sit on the professional development spectrum and how is it different from a certificate program and the CPLP®?](#)

#### **Where does the ATD Expert Coach Program™ sit on the professional development spectrum and how is it different from a certificate program and the CPLP®?**

The ATD Expert Coach Program™ is a new offering from ATD created at the request of coaching professionals. It sits on the spectrum of professional development between an ATD certificate program and the Certified Professional in Learning and Performance® certification.

[Are there any prerequisites?](#)

#### **Are there any prerequisites?**

There are no prerequisites or materials required. However, three years or more experience with coaching or the ATD Coaching Certificate is highly recommended.

[May I get a discount as an ATD member?](#)

#### **May I get a discount as an ATD member?**

Yes, as an ATD member you save \$300 on the program, we are happy to continue offering our members the lowest price possible.

[If I attend in full will I pass the program?](#)

#### **If I attend in full will I pass the program?**

While passing the program is not assumed, ATD is committed to your success. Our expectation is that participants will bring significant dedication and effort to the experience in order to acquire the core knowledge and skills and design and submit a learning solution to demonstrate foundational expert in the program's concepts.

[Can I study prior to the Knowledge Test and Skill Demonstration?](#)

#### **Can I study prior to the Knowledge Test and Skill Demonstration?**

Yes, during the Part 1: Fundamentals you will have pre-work/reading, which will help prepare you not only for the Core Course, but for the Knowledge Test and Skill Demonstration as well.

[When will I know the results of the Knowledge Test and Skill Demonstration?](#)

#### **When will I know the results of the Knowledge Test and Skill Demonstration?**

Participants will know the results of their Knowledge Test and Skill Demonstration at the conclusion of the assessment. Participants who successfully pass the Knowledge Test and Skill Demonstration can move directly onto the final component of the program, the Elective. Participants who do not automatically pass the Knowledge Test and Learning

Project submission may consider and plan to redo either or both components before moving onto the Elective.

[What if I don't pass either the Knowledge Test or Learning Project submission?](#)

## What if I don't pass either the Knowledge Test or Learning Project submission?

Participants will have an opportunity to retake the Knowledge Test as many times as necessary. However, you will only have one opportunity to resubmit your learning project design.

### Knowledge Test

Participants will have the option to complete a make-up Knowledge Test as many times as needed to complete the test.

### Learning Project

Participants will receive individualized feedback, and have an opportunity to resubmit the learning project within one month of the initial review.

[How long do I have to complete the entire program?](#)

## How long do I have to complete the entire program?

ATD estimates that it should take approximately three to four months to complete the entire program. Keep in mind that this is a blended learning experience consisting of three parts: online Fundamentals, Core Course, and an Elective. The Fundamentals section is completed three weeks prior to the program, the Core Course takes place over four days via an in-person training, and then you choose an elective from a predetermined list of ATD certificate programs that may be taken in person or online. How long it takes to complete the elective course depends on scheduling (for example when the program will be offered). Upon successful completion of all components, participants will receive their ATD Expert Coach™ certificate via email or the ATD Learning Portal.

[What does successfully completing the ATD Expert Coach™ Program really mean?](#)

## What does successfully completing the ATD Expert Coach™ Program really mean?

This means that you have successfully demonstrated a foundational expertise in the core concepts associated with coaching. All participants who successfully complete the program receive an ATD Expert Coach™ certificate.

Participants are also encouraged to note this achievement on their resume or resume. In addition, ATD will keep a roster of all participants who successfully complete the program. We encourage you to invite your employer or clients to contact the ATD Education Department to verify your participation and success.

[Can I put ATD Expert Coach™ on my business card?](#)

## Can I put ATD Expert Coach™ on my business card?

Successful completion of this program does not equate to receiving a credential. This is a certificate program rather than a certification program, so there is not a credential associated with this achievement. However, you can list your achievement as:

Credentialed ATD Expert Coach

Verified ATD Expert Coach

Designated ATD Expert Coach

[What are the differences between ATD's certificate programs, the ATD Expert Coach Program™, and the Certified Professional in Learning and Performance® \(CPLP®\)?](#)

## What are the differences between ATD's certificate programs, the ATD Expert Coach Program™, and the Certified Professional in Learning and Performance® (CPLP®)?

The ATD Expert Coach™ program is an enhanced certificate program, based specifically on one Area of Expertise (AOE) in the ATD Competency Model, coaching. This unique program is a combination of a learning solution development and assessment component; offering instructional guidance to participants needing to develop or strengthen their foundational expertise in delivering engaging and effective design. The ATD Expert Coach™ Program is a great way for professionals to prove their ability in this one area of expertise.

The CPLP® is a comprehensive workplace learning and performance certification, based on all nine AOE's in the ATD Competency Model. CPLP® credentialing represents a level of professional achievement and competence. Just as important, achieving the credential demonstrates proficiency in support of learners and organizational performance and sets a standard of commitment to the learning and development profession. Becoming CPLP® certified makes you a leader as well as a role model in the learning and development community.

### Credits & Attendance

## Credits & Attendance

### Continuing Education Units (CEUs)

Earn 2.8 Continuing Education Units (CEUs) upon successfully completing this program. [Learn More](#)

### CPLP Recertification Points

This program may be eligible for up to 28 CPLP recertification points. [Learn more at astd.org/recertification](http://astd.org/recertification).

### HRCI Recertification Credits

This program has been pre-approved for 28 (General) recertification credit hours toward PHR, SPHR, and GPHR recertification through the HR Certification Institute.

## Attendance Policy

Participation in all originally scheduled days of the program is mandatory in order to receive the certificate of completion and 2.8 CEUs. Participants who miss more than two hours of the entire program will not be eligible to receive the certificate. Participants who fulfill the attendance requirement will receive a certificate at the end of the program.

## What Participants Are Saying

Here's how our programs drive results



**Dustin Staiger**

"My involvement in ASTD [now ATD] has given me guidance in a dynamically changing market, while making me more valuable to my organization. Joining ASTD [now ATD] has literally been a career-defining decision for me."



**Dustin Staiger**

Dustin Staiger  
Sr. Project Consultant  
The Frontline Group of Texas

"My involvement in ASTD [now ATD] ha: making me more valuable to my organiz defining decision for me."



**Chris Kagy**

"In my opinion and experience, ASTD [now ATD] is the most cost-effective way to invest in my professional development."



**Chris Kagy**

Chris Kagy  
Deputy Director  
Devis

★★★★★ 5/5 Rating

"In my opinion and experience, ASTD [n professional development."



**Valerie Kendrick**

"ASTD [now ATD] has the broadest selection of education resources and courses to meet any L&D need. I can always find the course I need to meet the changing demands of my industry."



**Valerie Kendrick**

Valerie Kendrick  
Performance Development Coach  
Pacific Dental Services

★★★★★ 5/5 Rating

"ASTD [now ATD] has the broadest sele need. I can always find the course I nee

Share your experience. [Submit a testimonial.](#)