



SINCE 2016

COACH ACADEMY · CONTINUING EDUCATION · 2026

Business Start-Up Workshops

A workshop series designed for coaches · 8 modules · Live virtual



15 CCE CREDITS

ICF Continuing Coach Education

coachacademy.com

Prices valid for 2026 only. All prices are subject to change.

WELCOME

Coaching is a calling. And a business.

The Business Workshop Series builds the business side, step by measurable step.

The Business Workshop Series (BWS) is a live virtual program of 8 bi-weekly workshops over 16 weeks. It helps you understand where you are in your business cycle, and formulate a strategy for success.

Each module walks you through a critical foundation of a successful practice: your purpose, your value proposition, your offer, your content, your pipeline, your plan.

Workbooks keep you on track, and your accountability circle meets between classes to share ideas and work through challenges.

Earn 15 Continuing Coach Education (CCE) credits while you launch or scale the practice you've been imagining.

Launch or scale, one measurable step at a time.

15

CCE CREDITS (ICF)

8

BI-WEEKLY WORKSHOPS

300+

FIVE-STAR GOOGLE REVIEWS

4000+

GRADUATES



THE DETAILS

Program at a glance

Course	Business Start-Up Workshops · A Workshop Series Designed for Coaches
Format	Live, Virtual, Bi-weekly
Length	8 modules over 16 weeks
Attendance	80% live attendance required for full credit
CCE credits	15 Continuing Coach Education (CCE) credits
Coursework	Workbooks, Classes, Group Meetings + Business Plan
Start date	Bi-annually in April and September
Classroom access ★	Course duration + 3 months
Tuition	\$2,400 plus applicable taxes
Tuition, CA returning students	\$2,100 plus applicable taxes

How you earn full credit

- Attend live 80% of the time
- Post in the classroom each week
- Complete all assignments
- Submit your business plan

What you achieve

- 15 CCE credits, applicable to your ICF credential renewal
- A business plan that captures your initiatives for growth
- Confidence to launch or scale your coaching practice
- Progress, strategies, peer insights, and support!

★ Classroom access ends 3 months after the last day of the course, with no extensions beyond that date. Ask an Admissions Coach for details.

THE CURRICULUM

What you'll learn

In 8 bi-weekly workshops, you'll build the foundations of a thriving coaching practice.

You'll learn how to:

- ✓ **Establish** your differentiators and competitive advantage
- ✓ **Turn** ideas into opportunities
- ✓ **Build** your client avatar and value model
- ✓ **Design** a coaching package and client experience

- ✓ **Craft** your elevator pitch
- ✓ **Create** content that markets, promotes and adds value
- ✓ **Fill** your leads pipeline and know your sales cycle
- ✓ **Write** a business plan that captures your plan for growth

HOW YOU LEARN

Bi-weekly classes

Your class meets live, bi-weekly, with the facilitator. Between classes, meet your group members to maximize support and accountability.

Weekly workbooks

Workbooks keep you on track. Each week you tackle one aspect of your business growth, then bring it to your group.

Your accountability circle

A mentoring and accountability circle helps you take measurable steps to launch or scale your business, week to week.

Your business plan

By the end, you'll have a business plan that captures your initiatives for growth from every module.

You'll leave with a plan, a pipeline, and momentum. Your business will feel it first.

COURSE MODULES

Your 8 modules

MODULE 1

Purpose Shapes Your Start-Up

Establish your differentiators · Turning ideas into opportunities · Uncover your competitive advantage

MODULE 2

Create Your Value Proposition

Build your client avatar · Design your value model · Your elevator pitch

MODULE 3

Building An Offer That Sells

Design your coaching package · Crafting your client experience · Strategic positioning

MODULE 4

Content Creation

Marketing · Promotion · Value chain

MODULE 5

Filling Your Leads Pipeline

Money models · Prospecting for success · Know your sales cycle

MODULE 6

Your Business Plan

Executive summary · Vision board & plan for growth

MODULE 7

Marketing Check List

Social media · Speaker notes (content creation)

MODULE 8

The Abundant Coach

Resilience and your purpose · Fear-facing · Cultivating a “success” mindset

This syllabus is subject to change.



YOUR INVESTMENT

Tuition

TUITION · REGULAR PRICE

\$2,400

Plus applicable taxes

Returning students: \$2,100

- 15 Continuing Coach Education (CCE) credits
- 8 bi-weekly workshops over 16 weeks
- Workbooks + your accountability circle
- Classroom access for 3 months after the last class

Bundle and save \$500

Special price at time of registration for an ICF Certification: add this course for **\$1,900 plus applicable taxes** (save \$500).

This price is only valid for students who register for the BWS course at time of enrolment in an ICF Certification.

KEEP LEARNING · MORE CONTINUING EDUCATION

Motivation · 10 CCEs

Grief · 10 CCEs

Team & Group Coaching Skills · 24 CCEs

Compassion · 10 CCEs

Mentoring Packages

ARE YOU A MEMBER?

Join your peers today.

Learning continues between and beyond classes, with 10+ live events every month in the Coach Academy community:

Clubs and keynotes

Unlimited coaching exchange

Live coach demos

Case study clinics

Coaching skills labs

And so much more

INFLUENCER MEMBERSHIP

\$45 per month

MASTERMIND MEMBERSHIP

\$55 per month

MASTERMIND ONLY

\$85 per month

Public price · for those not yet Coach Academy clients

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