



SINCE 2016

COACH ACADEMY · PROGRAM OVERVIEW · 2026

Certified Leadership Coach

ICF-approved coach education · 21 modules · Live virtual



ICF LEVEL 1
Accredited Coaching Education

coachacademy.com

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

WELCOME

Leadership is a skill.

Most people are put into leadership positions, with little to no training.

Coach Academy trains leaders to have the kinds of conversations that build connection. The Certified Leadership Coach Program is an ICF-approved, 6-month, live virtual program for people who want the skill, presence, and credibility to influence, inspire and lead people through coaching.

People already come to you. They confide in you, ask you for advice at work, in your community, in the hallway after the meeting ends. Somewhere along the way you became the unofficial coach.

It's time to make it official. Gain confidence, clarity, strategy, and credibility with an ICF accreditation, recognized globally.

Coaching is the language of connection, curiosity and influence.

90

ICF COACH EDUCATION
HOURS

6

MONTHS, PART-TIME

10

MENTOR COACHING HOURS

300+

FIVE-STAR GOOGLE REVIEWS

4000+

GRADUATES



THE DETAILS

Program at a glance

Program	Certified Leadership Coach
Format	Live virtual training, on Zoom
Length	21 modules, 1 per week
Breaks	Mid-way integration week + applicable holidays
Classroom access	Program duration plus 3 months
Weekly class	2 hours live
Coursework	About 3 to 4 hours per week
Coaching practice	About 2 hours per week
Coach education hours	90 (ICF Level 1)
Mentor coaching	10 hours (7 group, 3 individual)
Designation earned	CA Certified Leadership Coach
Premium Community Membership	Influencer, included (\$270 value)
Tuition (all-inclusive)	\$7,400 plus applicable taxes
Deposit at registration	\$1,500
Payment plans	Up to 5 months
Start dates	Monthly

Successful completion

- 90 hours of coursework
- 10 ICF mentoring hours (7 group, 3 individual)
- 30 practical coaching hours completed
- 10 hours being coached

What you achieve

- Graduate a CA Certified Leadership Coach
- Qualify for ICF Level 1 Credential (ACC)
- Certificate of completion for 10 ICF Mentor Hours
- 6-Month membership in a world-class global community

Additional fees apply for ICF Performance Evaluations and/or Portfolios. Details are covered on your call with an Admissions Coach.

THE CURRICULUM

What you'll learn

In 21 modules, you'll practice the fundamentals behind professional coaching conversations. You'll learn how to:

- ✓ Ask questions that help people think differently
- ✓ Offer feedback with skill
- ✓ Create trust in high-stakes conversations
- ✓ Notice your own assumptions and blindspots
- ✓ Listen for meaning, values, and patterns beneath the words
- ✓ Learn reliable coaching frameworks and strategies
- ✓ Engage skillfully in difficult conversations
- ✓ Coach toward goal success, backed by science
- ✓ Work with team and group coaching dynamics
- ✓ Grow emotional intelligence and leadership presence
- ✓ Stay agile and coach people through change
- ✓ Understand the ICF Core Competencies

HOW YOU LEARN

360-degree learning

Coach, be coached, and observe coaching. You develop as a coach from every angle, inside the safety of a learning community.

Live coaching + feedback

Coaching demonstrations, group coaching, peer coaching, and observations, both in class and in community.

Unlimited peer coaching exchanges

Unlimited access to a global network of peers working toward ICF credentials, ready to practice coaching with you every week. This is our best kept secret and most valuable feature.

Tools, research, and tutorials

Ongoing development, research, and resources embedded in the classroom and the community.

You'll leave a different leader, colleague, friend. The people around you will feel it first.

COURSE OUTLINE

Weeks 1 to 7

WEEK
1

Introduction to coaching

Peer introductions and program overview · What coaching is and is not · Dive-in: setting a benchmark for progress

WEEK
2

The difference a coach makes

Communication styles · Cycle of empowerment · Pillars of change and coaching

WEEK
3

Empirical evidence for coaching

Grounded theories · RAS explained · Language and beliefs

WEEK
4

PERFORM™ framework

The coaching conversation · Directional and progressive

WEEK
5

Group mentoring 1 ★

Questions forum · Live coaching demos · Mentoring on coaching opportunities and challenges

WEEK
6

Strategies for listening & rapport

Rapport defined · Learner vs judge · Conscious listening strategies

WEEK
7

Increase awareness

Stairway of consciousness · Clean language (David Grove) · Non-directive communication strategies: feedback and reframing

Course outline is subject to change.

COURSE OUTLINE

Weeks 8 to 14

WEEK
8

Power of metaphors & positive regard

Working with fixed ideas through metaphors · Difference between acknowledgments, recognition, validation and appreciation

WEEK
9

Group mentoring 2 ★

Questions forum · Live coaching demos · Mentoring on coaching opportunities and challenges

WEEK
10

Intro to team coaching

Holding teams and individuals accountable · Helping teams succeed in complex systems

BREAK

Break for Integration Week

WEEK
11

Intro to group coaching

Differentiate from team coaching · Enable team leaders to flourish as powerful influencers and role models · Best applications for group coaching

WEEK
12
VIDEO
LESSON

Coaching across cultures

Recognizing culture in communication · Coaching to break down cultural bias · Judgement detox

WEEK
13

Mission statements (assignment)

Cultivating and inspiring resilience as a leader · Resist, reassess, reengage: a model of perseverance with a clear mission

WEEK
14
VIDEO
LESSON

Science of goal setting

The science behind goal success · Crystallizing outcomes · Coaching to increase goal success rate

Course outline is subject to change.

COURSE OUTLINE

Weeks 15 to 21

WEEK
15
VIDEO
LESSON

Stairway of consciousness

Perspective is reality: disrupt habitual thinking · Strategies to move from subjective to objective thinking · Creating awareness and responsibility for impact

WEEK
16
VIDEO
LESSON

Fear factor

Define, prevent, repair, learn: an offensive strategy · Confronting the F words (fear, failure, feelings) in teams · Building resilience in teams

WEEK
17
VIDEO
LESSON

Facilitating growth

Question storming: partnering for success · Protecting others' confidence · Commitments, anchoring success

WEEK
18

Group mentoring 3 ★

Questions forum · Live coaching demos · Mentoring on coaching opportunities and challenges

WEEK
19

Presentations: ICF Core Competencies

Present a competency that challenges you · 7 minutes, recorded

WEEK
20

Capstone Project

Project presentation · 7 minutes, recorded

WEEK
21

Closing class

Next steps · Reciprocal circle

Course outline is subject to change.

★ ICF group mentoring hours

THE ICF PATHWAY, EXPLAINED

From your first class to a globally recognized credential

Coach Academy is an approved partner of the International Coaching Federation, the gold standard in coaching worldwide. Here is exactly how the pathway works.

1

Complete the program

21 modules, live classes, coursework, and real coaching practice: 90 ICF Level 1 coach education hours, 10 mentor coaching hours, 30 practical coaching hours, and 10 hours being coached.

2

Graduate a CA Certified Leadership Coach

Your Coach Academy designation, backed by documented hours and evaluated practice.

3

Apply for your ICF ACC credential

Your 90 hours and mentoring meet the education requirements for the ICF Associate Certified Coach (ACC) application. We walk you through it, including the performance evaluation step.

4

Keep growing, for life

Levels 2 and 3 and continuing education keep your credential moving toward PCC and MCC, with a community that grows with you.

One Academy, A Lifetime of Learning



Level 1
Certified Leadership Coach



Level 2
Professional and advanced training



Level 3
Mastery-level training



CCE
Continuing education

BEYOND THE CLASSROOM

A vibrant community, included with your tuition

Learning continues between and beyond classes with 10+ live events every month. Your Influencer Membership (a \$270 value) is included for 6 months:

Clubs and keynotes

Unlimited coaching exchange

Live coach demos

Case study clinics

Coaching skills labs

ICF group mentoring hours

And so much more to enrich your learning

Influencer Membership: included with tuition

A \$270 value, yours for 6 months. Offer is subject to change at Coach Academy's discretion.

Mastermind Membership: the next level

When you're ready for more, upgrade to the Mastermind Membership for \$55 per month, our client rate. Offer is subject to change at Coach Academy's discretion.

Mastermind Membership: open to the public

New to Coach Academy? Join the Mastermind community for \$85 per month, our public rate for people who are not clients yet. Offer is subject to change at Coach Academy's discretion.

Add a specialization

For a limited time... add an 8-week specialization (Compassion, Grief, or Motivation) for \$250 when you register. Regular price: \$950.

This offer is only valid until Dec 30th, 2026. This offer cannot be combined with any other offer. Restrictions apply.

Why we are different

Rigorous training, human delivery

Built for people who take this work seriously. The curriculum is grounded in ICF standards, evidence-informed practice, and 50,000+ hours of curriculum design, mentoring, and facilitation since 2016.

The PERFORM™ coaching model

Our CA Coaching Framework PERFORM™ delivers consistent, structured, powerful conversations. World-class, experienced facilitators mentor coaches at every level.

Small cohorts, real practice

You'll learn live, beside people who lead in companies, non-profits, schools, healthcare, and communities around the world. Classes stay small for engaged learning and discussion.

A boutique learning experience

Classes are capped at 17, more attention. Our programs strive for the academic excellence of the Ivy League and deliver, with the care and rigor you would expect from a world-class institute.

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They say that when the student is ready the teacher will come. When I decided to pursue formal training in coaching, I found a home with CA. From the engaging workshops and professional, supportive mentoring, I gained powerful tools and knowledge that have strengthened my confidence in walking this path. My experience was also enriched by a wonderful community of coaches, at all stages of their journey, and opportunities to learn from specialists in the field. It was life-changing.

SHARI LASH · GRADUATE · ★★★★★

★★★★★ 300+ five-star Google reviews

4000+ Graduates

YOUR INVESTMENT

Tuition, and how to get sponsored

ALL-INCLUSIVE TUITION

\$7,400

Plus applicable taxes

- \$1,500 deposit at registration
- Payment plans up to 5 months
- 90 ICF coach education hours
- 10 mentor coaching hours (7 group, 3 individual)
- Influencer Membership included (\$270 value) for 6 months
- Additional fees apply for ICF Performance Evaluations and/or Portfolios

Sponsored by your organization?

Many of our students are sponsored by an employer, a non-profit board, or a professional development fund. Leadership coaching is a recognized investment in retention, engagement, and culture.

Your Admissions Coach can prepare everything your approver needs:

- ✓ This program overview and course outline
- ✓ The ICF-approved hours and credential pathway
- ✓ An invoice made out to your organization
- ✓ A receipt and documentation for development funds

Ask about Membership, Advanced Skills, Business Workshops, Mentoring Packages, and Intensive Programs.

THE FOUNDER



Nathalie Blais, MCC

FOUNDER & CEO, COACH ACADEMY

Nathalie Blais is the Founder and CEO of Coach Academy and an ICF Master Certified Coach whose work focuses on how people think, connect, and lead. Her central idea is both simple and disruptive: connection is not an assumption; it is a skill.

Blais holds a Master's degree in Psychology from Harvard and has logged more than 50,000 hours in facilitation, learning design, research, and education development. She is the architect of multiple ICF-accredited coach education programs and has trained thousands of leaders and coaches worldwide.

A TEDx Speaker on the power of coaching based connection skills, her research explores fear, motivation, grief, compassion, and connection. Her forthcoming 2027 book offers practical ways to prioritize human-centred connection in an increasingly automated world.

Your next step is a conversation.

Speak with an Admissions Coach: a graduate of our programs who can walk you through the pathway, the time commitment, tuition, and whether Coach Academy fits what you're hoping to build.

[Book a call](#)

No sales pitch. Just a clear conversation.

COACH ACADEMY

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