



SINCE 2016



COACH ACADEMY · PROGRAM OVERVIEW · 2026

Certified Professional Coach

ICF-approved coach education · 28 modules · Live virtual



ICF LEVELS 1 + 2
Accredited Coaching Education

coachacademy.com

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

WELCOME

Confidence is earned.

This program is for people who want Ivy-League, quality education.

This is Coach Academy's flagship program: 125 hours of ICF-accredited coach education that qualifies you for both Levels 1 and 2 ICF Credentials, in one 7-month, part-time, live virtual program. And it comes with a special bonus: a 12-month membership inside our private global community. It's built for people who want more than foundations: they want to be the best at what they do.

People gravitate towards you. Colleagues book time on your calendar to think out loud. Friends call you before the big decisions. Somewhere along the way, you developed an instinct to coach others, and now you want the credibility and confidence to do it with skill.

That is what this program is. 125 hours of coach education, led by the best in the field, ICF accreditation, ICF mentoring included, and a community to log all your practice coaching hours. Your complete professional education, in one place, at your fingertips.

Differentiate yourself with coaching-based connection skills.

125

ICF COACH EDUCATION
HOURS

7

MONTHS, PART-TIME

11

MENTOR COACHING HOURS

300+

FIVE-STAR GOOGLE REVIEWS

4000+

GRADUATES



THE DETAILS

Program at a glance

Program	Certified Professional Coach
Format	Live virtual training, on Zoom
Length	28 modules, 1 per week
Breaks	Mid-way integration week + applicable holidays
Classroom access	12 months from start of program
Weekly class	2 hours live
Coursework	About 3 to 4 hours per week
Coaching practice	About 2 to 6 hours per week
Coach education hours	125 (ICF Levels 1 and 2)
Mentor coaching	11 hours (8 group, 3 individual)
Designation earned	CA Certified Professional Coach
Premium Community Membership	Influencer, included (\$540 value)
Tuition (all-inclusive)	\$11,700 plus applicable taxes
Deposit at registration	\$1,500
Payment plans	Up to 7 instalments (interest-free)
Start dates	Monthly

Successful completion

- 125 hours of coursework
- 11 ICF mentoring hours (8 group, 3 individual)
- 40 practical coaching hours completed
- 20 hours being coached

What you achieve

- Graduate a CA Certified Professional Coach
- Qualify for ICF Levels 1 and 2 (pathway to ACC and PCC)
- Certificate of completion for 11 ICF Mentor Hours
- 12-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 28 modules, you'll train in the full method behind professional coaching conversations, from the fundamentals through to the advanced competencies of ICF Level 2. You'll learn how to:

- ✓ Lead the PERFORM™ coaching conversation, directional and progressive
- ✓ Have a step-by-step framework to coach inside organizations with the Circle Method™, from intake to results
- ✓ Use clean language, and self-regulate your bias
- ✓ Discover the power of metaphors to expand fixed ideas
- ✓ Learn the research backed science of change
- ✓ Develop skills and awareness to coach across cultures, teams, and groups
- ✓ Practice the ICF Core Competencies to the professional standard
- ✓ Apply it all in case studies, peer coaching submissions, and a capstone project
- ✓ Listen for change talk to shift limiting patterns of thinking
- ✓ Build the business strategies that make coaching official, in-house or independent

Our signature model: The Circle Method™

A step-by-step framework for coaching inside organizations: six guided conversations that carry an engagement from stakeholder intake to 30, 60, and 90-day check-ins, with the worksheets, prompts, and visual tools that make progress something your clients can see. Whether you coach in-house or independently, the Circle Method™ turns your coaching into a program organizations understand, and results you can report.

Stakeholder intake

Alignment conversations

PERFORM™ coaching sessions

30 | 60 | 90 check-ins

Worksheets and guided prompts

Documented progress

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 with skill you can name, and a standard you can defend.

COURSE OUTLINE

Weeks 1 to 9

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

ICF group mentoring 1 ★

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

WEEK
6

Listening Actively + Consciously

Rapport defined · Learner vs judge · Conscious listening strategies · Project: case study assigned (due week 20)

WEEK
7

Evoking Awareness + Clean Language

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

WEEK
8

Language, Metaphors, and Positive Regard

Unlocking fixed ideas with metaphors · Difference between acknowledgments, recognition, validation and appreciation · Coach vision board

WEEK
9

ICF group mentoring 2 ★

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

Course outline is subject to change.

COURSE OUTLINE

Weeks 10 to 18

WEEK
10

Coaching A Team

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

BREAK

Break for Integration Week

WEEK
11

Coaching A Group

Differentiate from team coaching · Enable team leaders to flourish as powerful influencers and role models · Best applications for group coaching · Presentation assigned: ICF Core Competencies (due week 15)

WEEK
12

Coaching across cultures

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

WEEK
13

Your Mission

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

WEEK
14

Science of goal setting

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

WEEK
15

Student presentations: ICF Core Competencies

Present a competency that challenges you · 7 minutes, live or recorded

WEEK
16

Evoking awareness: present vs desired state

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

WEEK
17

Fear factor: under the surface

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

WEEK
18

Facilitating learning and growth

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

Course outline is subject to change.

COURSE OUTLINE

Weeks 19 to 28

WEEK
19

ICF group mentoring 3 ★

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

WEEK
20

Capstone Project Due

Practical reflection of ICF Core Competencies on a client case study · Report: submit a 5-page paper · Presentation and peer review

WEEK
21

Science of Motivation + Coaching Submissions

Question pyramid · Goal systems for success · Types of goals · Final project assigned: service offer

WEEK
22

ICF group mentoring 4 ★

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

WEEK
23

Competing Commitments + Values Based Coaching + Coaching Submissions

Unearthing competing commitments · The real reason people won't change · Powerful change framework: immunity to change

WEEK
24

Ethics + Coaching Submissions

ICF ethical interpretive statements · Upholding the coaching profession · ICF pledge

WEEK
25

Business Mentoring + Coaching Submissions

Practice · Feedback

WEEK
26

Case Studies Clinic + Coaching Submissions

Practice · Feedback

WEEK
27

Present Your Service Offer

Present your service offer

WEEK
28

Course completion & final reflections

Review course success criteria · Revisit mission · Reciprocity 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

28 modules, live classes, coursework, and real coaching practice: 125 ICF coach education hours (Levels 1 and 2), 11 mentor coaching hours, 40 practical coaching hours, and 20 hours being coached.

2

Graduate a CA Certified Professional Coach

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

3

Apply for your ICF credential

Your 125 hours and mentoring meet the education requirements for both the ICF Associate Certified Coach (ACC) and Professional Certified Coach (PCC) applications. We walk you through it, including the performance evaluation step.

4

Keep growing, for life

Level 3 mastery training and continuing education keep your credential moving toward MCC, with a community that grows with you.

One Academy, A Lifetime of Learning



Level 1

Included in this program



Level 2

Included in this program



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 \$540 value) is included for 12 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 \$540 value, yours for 12 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 at time of registration, and only 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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My experience at Coaching Academy restores my faith in humanity! It has been a while since I have felt so taken care of and left with the experience that I matter.

From the Founder Nathalie Blais, to her incredible team, Kelly, Penny, Cate and Roula, and the support staff, in particular Marian, the student success manager. The level of professionalism, follow up, feedback and the environment to learn in, was nothing short of exceptional. And I haven't even begun to speak of the curriculum and body of work presented that has left me touched, moved and inspired to move on powerfully into the next stage of creating my future.

Last but not least is the Community you get to belong to, both while you're in the program and thereafter. Support, creativity, honest and fulfilling relationships created, and a group of like minded members who will always have your back.

SIMON LEVIN · GOOGLE REVIEW · ★★★★★

★★★★★ 300+ five-star Google reviews

4000+ Graduates

YOUR INVESTMENT

Tuition, and how to get sponsored

ALL-INCLUSIVE TUITION

\$11,700

Plus applicable taxes

- \$1,500 deposit at registration
- Payment plans up to 7 instalments (interest-free)
- 125 ICF coach education hours (Levels 1 and 2)
- 11 mentor coaching hours (8 group, 3 individual)
- Influencer Membership included (\$540 value) for 12 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. Professional 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 pressure. No sales. Just a clear conversation.

COACH ACADEMY

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