



SINCE 2016



COACH ACADEMY · PROGRAM OVERVIEW · 2026

Leader As Coach

Coaching skills for people leaders · Custom programs · Live virtual or on site

ICF-APPROVED COACH EDUCATION

Hours count toward ICF credentials

coachacademy.com

WELCOME

Build a coaching culture.

Are you supporting the development of people leaders?

Leader As Coach is Coach Academy's Corporate Lane: leadership training that takes a coach approach, custom built for your people leaders. Designs range from 15 to 40 hours, delivered live, online and on site. You choose the outcomes, we build the program that delivers them.

Your people leaders are having high-stakes conversations that decide job satisfaction, retention, and performance, most with little to no formal skills training. They are responsible for delivering feedback, setting goals, de-escalating conflict, and managing change, and no one showed them how. Coaching skills turn those conversations into skilled connection conversations, the kind that build cohesive teams and produce strong results.

The shifts are practical. Leaders learn how to engage, develop, support and empower.

Leadership conversations change within days.

50,000+

HOURS OF RESEARCH AND
FACILITATION

15–40

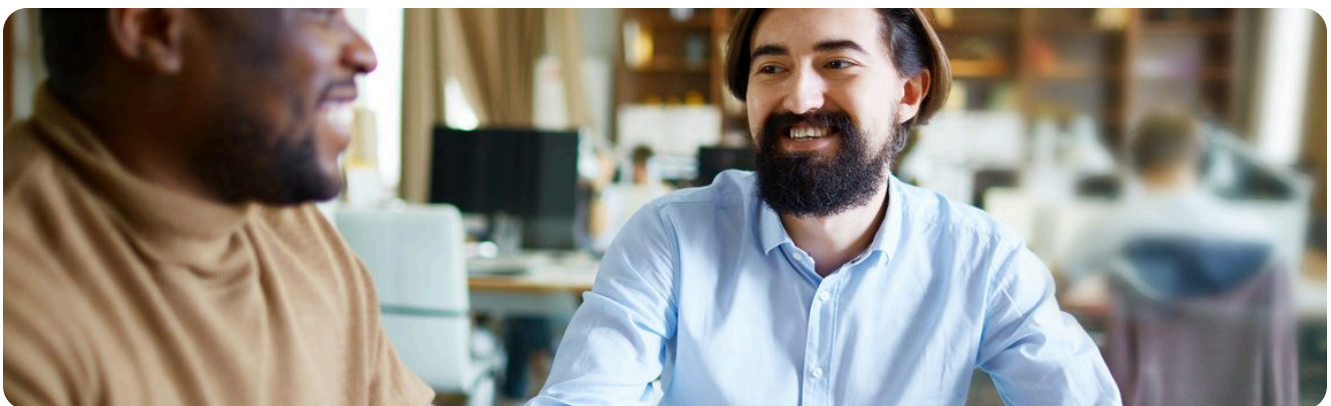
PROGRAM HOURS, CUSTOM
BUILT

300+

FIVE-STAR GOOGLE REVIEWS

4000+

GRADUATES



THE DETAILS

Program at a glance

Program	Leader As Coach
Audience	People leaders, managers, and executives
Format	Live · on site and online
Length	Custom, 15 to 40 hours
Typical structure	1-2 days live on site, followed by 10 to 15 weeks online
Session length	2 hours live (virtual programs)
Ideal group sizes	Online cohorts: 8 to 16 · In person: 8 to 40
Facilitators	World-class, ICF-credentialed
ICF hours	Count toward ICF coach education hours (varies with length)
Includes	Classroom, community, materials, and tool box
Start dates	Scheduled with your team
Investment	Scoped on your discovery call

Every engagement includes

- Discovery call and outcome mapping
- A custom curriculum built from our skills and strategies menu
- Live, experiential training with practice and feedback
- Classroom, community, materials, and tool box

What your organization gains

- Leaders who coach, with skill they use the next day
- Feedback and difficult conversations handled well
- Engagement, ownership, and retention
- Alignment between company strategy and individual goals

Travel and related costs for onsite delivery are scoped separately. Details are covered on your discovery call.

THE CURRICULUM

What you'll learn

In a program built around your outcomes, your leaders practice the fundamentals behind coaching conversations. They learn how to:

- ✓ Acknowledge the “advice monster”: ask before telling
- ✓ Turn why into what to open exploration instead of putting others on the defensive
- ✓ Deliver feedback in a way that is invited, then applied
- ✓ Learn the PARTNER model for progressive conversations and start measuring change
- ✓ Discover the power of learning positions, to unlock stagnation and procrastination
- ✓ Adopt practices to create brave spaces that invite innovation and strategic risk
- ✓ Handle difficult conversations with confidence, clarity and alignment
- ✓ Recognize individual, team and cultural bias to lead with greater awareness and appreciation
- ✓ Increase individual and collective emotional intelligence to grow resilience and capacity

HOW YOU LEARN

360-degree learning

Coach, be coached, and observe coaching. You develop leadership skills from every angle, inside brave spaces created by expert facilitators.

Live coaching + feedback

Coaching demonstrations, role playing, group coaching, peer coaching with observation and live feedback for perspective and development.

Real scenarios, from your organization

Drills and case work built on the conversations your leaders actually have: feedback, goals, conflict, and change.

Tools, research, and tutorials

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

Your leaders will leave different. Their teams will feel it first.

THE OUTCOMES

What changes when leaders coach

The research on coaching cultures is consistent: when leaders coach, people stay, engage, and perform. Leaders who coach:

- | | |
|---|--|
| ✓ Establish reliable systems to guarantee progress and responsiveness to changing needs | ✓ Detect problems and opportunities quickly through ongoing feedback loops |
| ✓ Handle difficult conversations with skills that grow confidence and capability | ✓ Build an agile organization with strategic tools and evidence based coaching practices |
| ✓ Invite diversity with a coach mindset to shape perspectives and promote innovation | ✓ Increase the collective awareness and responsibility while shaping a culture of resourcefulness |
| ✓ Increase employee loyalty with values based leadership and high engagement | ✓ Create alignment between company strategy and individual objectives for a cohesive team experience |

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The Leader as Coach program empowers leaders to help their teams have a broader perspective about themselves and the impact they can have within the organization. Learning how to ask insightful and powerful questions that disrupt thinking and lead to permanent and positive change using the coach approach is the key. The sessions are results-driven, well-organized, and facilitated effectively. If you want to raise organizational performance, no one is better to engage your leaders.

BIJU MISRA · DIRECTOR, TRANSFORMATION & OPERATIONS · ★★★★★

BUILD YOUR PROGRAM

You choose the outcomes. We build the program.

Leader As Coach is a la carte. We partner with you to design the right-fit program based on a menu of desired outcomes. Realize the company culture you dream of. Start with up to 40 hours of coach training, online, onsite, or both (recommended).

Difficult Conversations Handled Well

A Proven Conversation Framework

Leaders Who Listen

Powerful Questions

Strategic Feedback Loops

Brave Spaces

Fear Deconstructed

Emotional Agility

Bias Recognized

Inclusive Language

A Learner Mindset

Ownership & Responsibility

Skilled Connection

Cohesive Teams

Greater Collaboration

Alignment

Agility

Retention

Motivation

Values-Driven Culture

DELIVERY OPTIONS

Onsite kickoff

1 to 2 days live, in your offices: tools, drills, and practical application, with your teams in the room.

Online program

10 to 15 weeks on Zoom, 2 hours live per week, with tools and practical application between sessions.

Flexible by design

Most programs combine the two. Fully virtual or fully onsite delivery is available when that fits your teams better.

Every program is experiential: your leaders practice on real conversations, live.

HOW IT WORKS

From discovery call to coaching culture

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

1

Discovery call

Measures of success, audience, timeline, and budget. You tell us what needs to change; we partner with you like coaches.

2

Custom design

We build your program from the menu of desired outcomes: length, format, and delivery to fit your calendar.

3

Live delivery

Experiential training in cohorts of 8 to 16 online, and groups of 8 to 40 in person: practice, feedback, drills, and real scenarios. Most programs open live on site and continue online.

4

Measure and grow

Feedback loops, leader check-ins, and next cohorts. Depending on program length, hours count toward ICF coach education hours, which participants can later apply toward ICF credentials.

One Academy, A Lifetime of Learning

Leaders who want to go further can continue into our ICF-accredited certification programs.



Level 1

Certification pathway



Level 2

Professional and advanced training



Level 3

Mastery-level training



CCE

Continuing education

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 PARTNER coaching model

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

Adult learning principles

Your leaders learn live, in strategic group sizes, practising on the conversations they are actually having every day. Sessions stay small for engaged learning and discussion.

Made in Canada, for the world

Cross-cultural experts, built in multinational corporate cultures. We guide leaders to a real impact in diversity, equity, and inclusion.

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The delivery of knowledge by the facilitator was impressive, along with the ability to ground the learning in practical experience. Coach Academy makes the training real and tangible for managers. Our facilitator quickly established a good rapport and kept the room engaged. Our managers were able to see possibilities with the suggested tools and approach. The examples created opportunities for pause and reflection, creating a “2mm shift” in thinking. If you want to learn more about the world of coaching or are looking for someone to introduce the concept to your organization, I highly recommend Nathalie and the Canada Coach Academy.

SYLVIA MONTEIRO, CHRL · MANAGER, PEOPLE & CULTURE, BIOTECH · ★★★★★

★★★★★ 300+ five-star Google reviews

4000+ Graduates

Scoped to your outcomes

INVESTMENT

Custom

Every program is built to order, so pricing is scoped on your discovery call.

- Classroom and online community
- Materials, tool box, and copyright usage
- Online cohorts of 8 to 16 · in-person groups of 8 to 40
- A second facilitator for larger groups
- Hours count toward ICF coach education hours
- Travel for onsite delivery scoped separately

Bringing this to your organization?

Most Leader As Coach programs are funded through leadership development, L&D, or professional development budgets. Coach training is a recognized investment in retention, engagement, and culture.

Your Admissions Coach can prepare everything your approver needs:

- ✓ This program overview and an outcomes map
- ✓ A proposal scoped to your program
- ✓ An invoice made out to your organization
- ✓ A receipt and documentation for development funds

Ask about Membership, Advanced Coaching 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: they can walk you through outcomes, formats, scheduling, and whether Coach Academy fits the culture you're hoping to build.

[Book a call](#)

No sales pitch. Just a clear conversation.

COACH ACADEMY

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