



SINCE 2016

COACH ACADEMY · CONTINUING EDUCATION · 2026

Motivation

A specialization designed for coaches · 8 weeks · Live virtual



10 CCE CREDITS
ICF Continuing Coach Education

coachacademy.com

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

WELCOME

What makes people change?

The research has answers. This specialization puts them in your coaching.

Motivation is an 8-week, live virtual specialization for coaches. You'll study key findings in motivation research: what influences motivation, the characteristics of powerful goals, and the psychology of how people actually change.

Then you'll apply those findings to your coaching strategies, challenging your coachees to explore what they want, why it matters, and what will carry them through when willpower runs out.

Earn 10 Continuing Coach Education (CCE) credits while you build skill and confidence in coaching goal success.

Success is not a destination, it's daily, sometimes hourly, decisions.

10

CCE CREDITS (ICF)

8

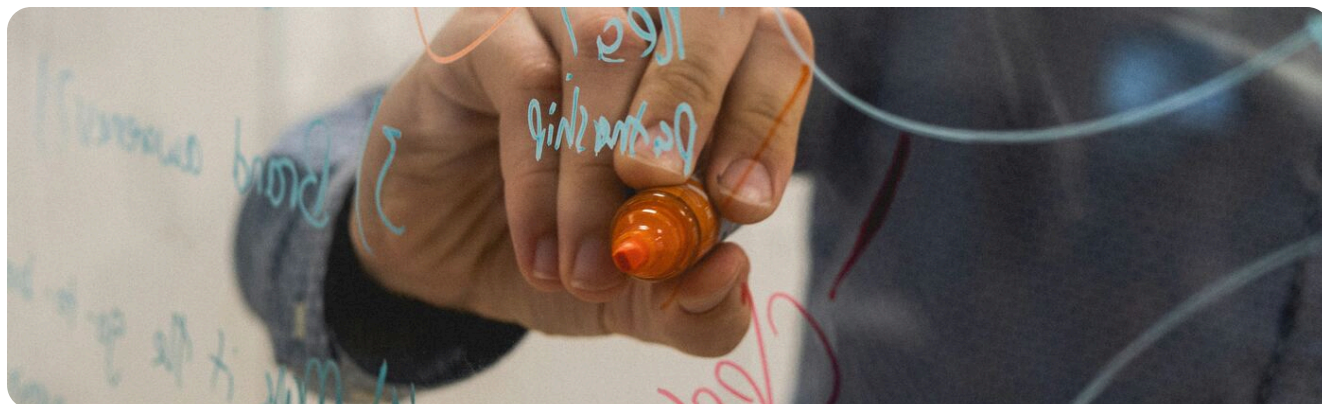
WEEKS, LIVE VIRTUAL

300+

FIVE-STAR GOOGLE REVIEWS

4000+

GRADUATES



THE DETAILS

Program at a glance

Course	Motivation · A Specialization Designed for Coaches
Format	Live, Virtual, Weekly
Length	8 weeks, 1 class per week
Attendance	Attend live, or watch the recording for full credit
CCE credits	10 Continuing Coach Education (CCE) credits
Coursework	Reading, Class Lessons, Videos, Reflections + Final Project
Prerequisites	A practicing coach, or Enrolled in a CA ICF Certification
Start date	Annually in December
Classroom access ★	Course duration + 3 months
Tuition	\$950 plus applicable taxes
Tuition, CA returning students	\$750 plus applicable taxes

How you earn full credit

- Attend live, or follow along with the recordings
- Post in the classroom each week
- Complete all assignments and weekly challenges
- Complete the final project

What you achieve

- 10 CCE credits, applicable to your ICF credential renewal
- Research-backed frameworks to coach motivation and goal success
- Confidence to support coachees through real change
- A Certificate and Specialization in Coaching Motivation

★ 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 weeks, you'll build research-backed skill in coaching motivation and goal success.

You'll learn how to:

- ✓ **Understand** key findings in motivation research
- ✓ **Coach** the characteristics of powerful goals
- ✓ **Recognize** what influences motivation, and what drains it
- ✓ **Apply** research findings to your coaching strategies
- ✓ **Support** coachees to achieve their desired outcomes
- ✓ **Explore** the psychology of how people change
- ✓ **Grow** your confidence in coaching goal success
- ✓ **Raise** your awareness through weekly practice and reflection

HOW YOU LEARN

Weekly classes & challenges

Classes are live each week. Each one comes with a challenge to apply the learning, and a reflection to post in the online classroom.

Readings, videos & audio

Dive into a stimulating selection of readings, videos and audio materials on every aspect of motivation.

Shared wisdom

Learn through peer discussion with coaches at every stage of their journey. The conversation is where the material comes alive.

A final project

A creative, practical opportunity to tie your learning and self-reflection together.

You'll leave with science behind your questions. Your clients will feel it first.

COURSE MODULES

Your 8 weeks

WEEK
1

What is Growth Mindset?

Carol Dweck's research on fixed and growth mindsets · What mindset changes about effort, feedback and failure

WEEK
2

Making Change Intentional

How people actually change · Turning vague wishes into deliberate, coachable intentions

WEEK
3

Disengagement from goals is normal!

The research on letting go of goals · Coaching re-engagement without judgement

WEEK
4

Six Degrees of Separation - Goals and Relationships

How relationships shape goal success · Coaching the support network around the goal

WEEK
5

Persistence is a framework!

What carries people through when willpower runs out · Structures that make persistence repeatable

WEEK
6

Are you ready to change, and why it matters

Readiness as a predictor of goal success · Meeting coachees at their stage of change

WEEK
7

Review + Self Reflection

Integrating 6 weeks of research and practice · Reflecting on your own motivation story

WEEK
8

Final Project Due + Commitments

Present your creative, practical final project · Commitments to carry the learning into your coaching

Course outline is subject to change.



YOUR INVESTMENT

Tuition

TUITION · NEW STUDENTS

\$950

Plus applicable taxes

- 10 Continuing Coach Education (CCE) credits
- 8 live virtual classes, with recordings
- Attend live or on demand, for full credit
- Classroom access for 3 months after the last class

Returning students

Coach Academy graduates and returning students register for **\$750 plus applicable taxes**.

Continuing education keeps your ICF credential current, and your skills sharper than the day you certified. Every course counts toward credential renewal.

KEEP LEARNING · MORE CONTINUING EDUCATION

Compassion · 10 CCEs

Grief · 10 CCEs

Team & Group Coaching Skills · 24 CCEs

Business Workshops · 15 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

Join your peers today

COACH ACADEMY