



Business Start-Up Workshops

A Course Designed for Coaches

Coach Academy
Canada | USA | Global





Coach Academy



Syllabus & Course Expectations

Coach Academy

Founder Nathalie Blais, MCC

Head of Training & Course Programming

All courses at Coach Academy are designed by Nathalie and qualify for ICF Coach Education Hours or Continuing Education Credits.

CEO & Founder

Nathalie Founded the Academy in 2016 to multiply the impact of coaching in the world by mentoring world-class coaches.

Harvard Masters Candidate

Nathalie recently graduated with a Master's in Liberal Arts with a major in Behavioral Psychology at The prestigious Harvard University.



Course Details



[Book a Call With Admissions](#)

Quarterly Sessions

Day and time to be determined.

Resource Hours Coach Education Credits (CCE)

80% attendance is mandatory for full credit.
The day and time of course is selected by
polling the group. Workshops are bi-weekly.

Course Overview



General Description

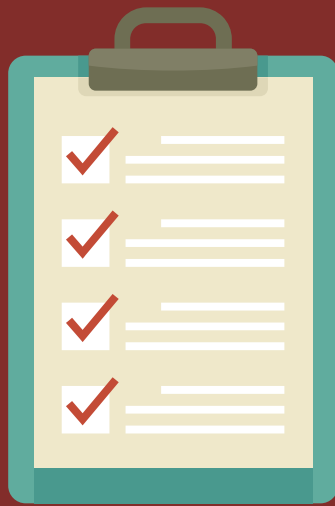
Business Workshop Series (BWS) is a program designed to help coaches understand where they are in their business cycle and how to formulate a strategy for success.



Practical Application

The modules are carefully designed to walk you through critical foundational steps to building a successful practice while providing the mentoring and accountability circle to take measurable steps to launch or scale your business week to week.

Course Modules



Module 1: Purpose Shapes Your Start-Up

Module 2: Create Your Value Proposition

Module 3: Building An Offer That Sells

Module 4: Content Creation

Module 5: Filling Your Leads Pipeline

Module 6: Your Business Plan

Module 7: Social Media

Module 8: The Abundant Coach

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Course Requirements

8 Modules | 16 Weeks | 15 CCEs | Live Virtual

Weekly Commitment

Workbooks are designed to help you stay on track. Each week you will have the opportunity to tackle one aspect of your business growth, and then meet with your group to discuss, share ideas and work thought challenges.

Classes & Challenges

Your class will meet bi-weekly with the facilitator. You are encouraged to meet in between classes with your group members to maximize the support and accountability of the group.

Business Plan

By the end, you will have a business plan that captures all your initiatives for growth and business development from each module.



Learning Leader

Nathalie Blais, MCC

Co-Learning Leader

Jessica Derksen



Course Policies

Format

Classes are live bi-weekly. You are invited to attend and participate in the rich virtual discussions or you can watch the recordings and post your reflections in the online classroom if you miss a class.

You are expected to attend 80% of the classes for full participation credit.

Success Criteria

To earn full credit, you must post in the classroom each week, complete all assignments, submit your business plan and attend live 80% of the time.

Classroom Access

You will have access to the classroom for 3 months after the last day of the course to complete all requirements. There will be no extension offered for completion of the course successfully beyond three months.

Recommended Books



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- ✓ One Small Step Can Change Your Life
By: Robert Maurer
 - ✓ The Business Book Of Coaching
By: Ajit Nawalkha, Neeta Bhushan
 - ✓ Start With Why
By: Simon Sinek
 - ✓ The Prosperous Coach: Increase Income
and Impact for You and Your Clients
By Steve Chandler Rich Litvin
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Your Investment



Tuition, Regular Price

\$2,400

Tuition, Returning Student Price

\$2,200

Special Bundle Price

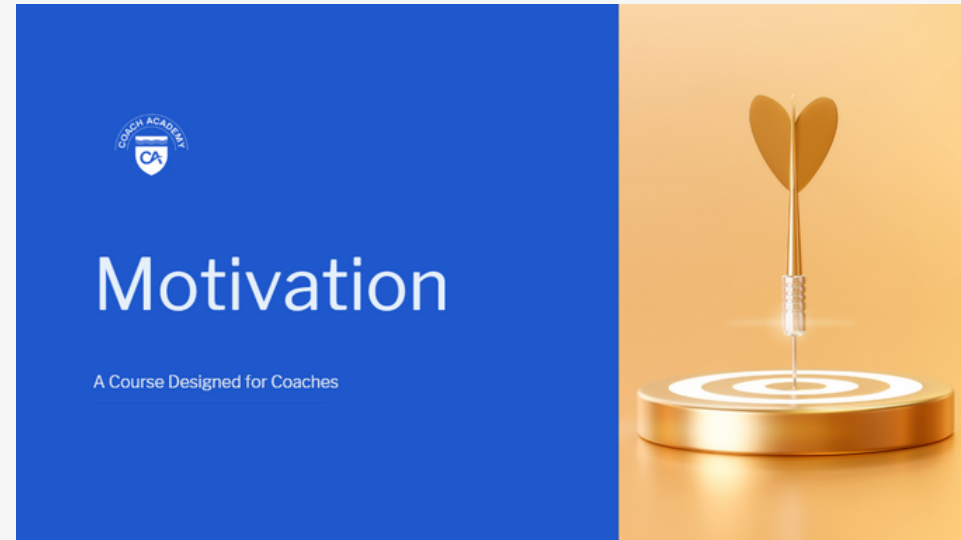
\$1,900*

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



Explore Other Intensive Programs.

Motivation



Compassion



Grief



Start Now. Contact Us.

Admissions Team

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