

# Professional & Self Coaching - PSC

TRAINING AND INTERNATIONAL CERTIFICATION PROGRAM IN COACHING



THE ONLY ONE  
WITH 6 SPECIALIST  
CREDNETIALS



SELF  
COACH



PROFESSIONAL  
COACH



LEADER  
COACH



BEHAVIORAL  
ANALYST



360°  
ANALYST



UNIVERSITY  
EXTENSION



## | What is Coaching?

Coaching is a powerful tool for developing and managing human behavior and aims at helping each individual to achieve a goal or reach a desired state by means of conceptual changes and sustainable transformations focusing on enhancing performance and improving results. It is a process of competence improvement that gathers knowledge, tools and techniques from various fields of science, such as: Psychology, Neuro-Science, Business Administration, Neuro-Linguistic Programming (NLP), Personnel Management, Anthropology, Sociology, among others.

More than that, Coaching is a philosophy of life, a process of continuing development, learning, producing positive and lasting transformation, as well as a powerful methodology of behavioral improvement that impacts substantially on people's skills and competencies helping them to achieve goals, solve problems and producing continued growth, and maximizing personal and professional results.



# | Professional & Self Coaching - PSC

The Professional & Self Coaching Program is the best and most complete training in Coaching in Brazil. A unique life and career experience, aiming at educating Professional Coaches, empowering people and leaders to promote change and evolution, providing participants with a significant and immediate investment return:

- Personal and Professional Growth
- A new career opportunity
- Leadership Development
- Acquisition of new and powerful skills and competencies

By completing IBC's Professional & Self Coaching Training Program, you will have acquired techniques and tools which give you great competitive advantage in the market. You will have developed your skills and enhanced competencies that will surely drive you towards achieving your results in a short time. Also, you will be able to apply your knowledge by coaching people, work teams and organizations, with focus on both Professional and Life Coaching.

## | International Certification

The Professional & Self Coaching Program – PSC has the endorsement and recognition from four renowned International Institutes of Coaching which accredit the quality and methodology provided by IBC (the Brazilian Institute of Coaching).





# | Credentialing

The Professional & Self Coaching – PSC offers six credentials, and you will be accredited to Coach in various fields:



## SELF COACH

During the training you will experience Coaching. You will learn hands-on each and every tool and technique, which will provide you with deeper self-awareness and empowerment of your self-development through a continuing growing process.



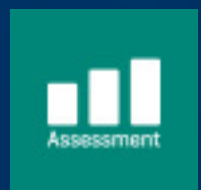
## PROFESSIONAL COACH

You will be a Professional Coach certified by the largest accrediting Coaching Institution in the country. You will have acquired credibility in the market and will be enabled with expertise, techniques and tools, to offer Coaching services and also enhancing your professional performance.



## LEADER COACH

You will develop leadership skills that will enable you to work with professional teams by using the tools, techniques and concepts of Coaching. You will have acquired enough knowledge to become a more assertive and high-performance leader.



## BEHAVIORAL ANALYST

You will get the certificate of Behavioral Analyst which will accredit you to apply and use the Theory of Behavioral Profiles and IBC's own and exclusive Coaching Assessment Software, a powerful behavioral profile and trends mapping tool validated and endorsed by the Federal University of Minas Gerais – UFMG.



## 360° ANALYST

You will get the Certificate of 360° Assessment Analyst and will be licensed to use IBC's 360° Assessment Software which is a powerful tool for assessing leadership and behavioral profiles and provides an accurate and systematic view of the characteristics, attitudes and behaviors of a professional.



## UNIVERSITY EXTENSION

The PSC Training Program has the academic recognition and credibility from Monteiro Lobato College. You will get the University Extension Certificate\*, with recognition and endorsement from the Ministry of Education and Culture – MEC. Therefore, your Coaching Training will also give you post-graduation credibility.

*\* The University Extension Credential is granted to graduates only*



# Academic Recognition Monteiro Lobato College



IBC – the Brazilian Institute of Coaching, in partnership with Monteiro Lobato College (FATO), one of the largest Education Centers in the state of Rio Grande do Sul, provides academic recognition and excellence education along with its Coaching Training Programs.

Monteiro Lobato Educational Society has over 50 years of tradition and is considered today one of the largest educational complexes and one of the best and most traditional colleges in the state capital.

The partnership between IBC and FATO provides PSC students with a University Extension Credential that not only accredits them to perform with more credibility as Professional Coaches but also empowers them to use Coaching as a Philosophy for their professional and personal lives.



# | Self Coaching Methodology

IBC's Self Coaching methodology is exclusively unique for you experience Coaching intensely by using techniques and tools during training and because not only contents are presented but also Coaching sessions are held between participants. Thus, while you become a Coach, you also go through the process, developing your self-awareness and improving your skills and competencies.



All IBC's Coaching Training Programs have a unique Self-Coaching teaching methodology, designed and developed by IBC's President, José Roberto Marques, who aims at development through the CAVE concept (CAVE is an acronym in Portuguese that stands for Experimental and Living Learning Cycle) and based on the belief that in order to achieve change one must question first (discover), next feel (experience), and then do (practice).

# | LEADING-EDGE CONTENT

You will have access to a complete, updated and comprehensive teaching material with contents from the largest and best Leadership and Human Development Coaching Training Centers in the world.

## Material includes:

- Handouts
- Logbook
- Forms
- Tools
- DVD with comprehensive research and Coach-support material

# | Syllabus

- History and evolution of Coaching
- Bases, concepts and fundamentals
- Evolutionary Process
- Limiting Beliefs
- Techniques
- Tools
- Structured Teaching Roadmaps
- Record and report forms
- Coaching Models
- Identity Process
- Accelerated learning
- Principles of Positive Psychology
- Principles of NLP
- Leadership
- Coaching Assessment
- 360° Assessment Tool
- Ethical Code
- And much more....





# | Detailed Workload and Training Duration

The biggest Coaching Education workload in Brazil!

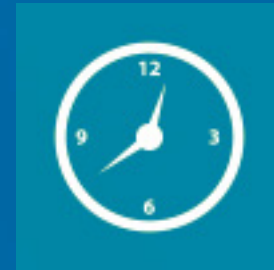
A Total of 180 hours. 30 of which are done on the Virtual University of Coaching (online), 96 hours face-to-face training and 54 hours of complementary activities.

IBC offers a complete learning process, combining Distance Learning, Face-to-Face Training and Practical Hands-on Activities.

Distance Learning is offered through the Virtual University of Coaching with an introductory module which helps students take their first steps into the universe of Coaching, allowing them to have an excellent preparation for both face-to-face and practical phases.

The Virtual University of Coaching levels up the participants, allowing for everybody to grasp the initial knowledge and concepts, optimizing interactive learning during face-to-face and practical modules.

The PSC Program is given in two formats: intensive groups, in seven consecutive days, or in two separate modules of 4 days each. IBC is the only Coaching Institution that has made Coaching Training Courses available in all regions in Brazil, in more than 50 cities across the nation.



# 180 HOURS

THE LONGEST COACHING COURSE DURATION IN BRAZIL



## 30 HOURS

VIRTUAL UNIVERSITY OF COACHING



## 96 HOURS

FACE-TO-FACE



## 54 HOURS

COMPLEMENTARY ACTIVITIES



# IBC's Survey

During the 27th CBTD (Brazilian Congress on Training & Development), held in 2012, the Brazilian Institute of Coaching – IBC – carried out a survey with 266 managers and professionals from the areas of Executive Training and Development and Corporate Education in Brazil's largest organizations and the survey showed that:

**100%**

of Corporate Education and Development and Training professionals consider Coaching as an effective methodology for leadership development..

**70%**

believe that professionals who hold leading positions are not prepared to give or get feedback

**83%**

of professionals surveyed believe that what is most important in a leader is to focus on people and Coaching is the most effective tool there is for people development

**33%**

believe that the core competence that a leader needs to have is an effective team communication

**97%**

of professionals surveyed consider there is a shortage of leaders and that explains why organizations need to develop and prepare their future leaders.

**20%**

stated that the leaders of their respective companies use coaching as a Leadership Philosophy.

**74%**

stated that leaders are not prepared to develop and retain talents.

# IBC Survey

The survey carried out by IBC during the 27th CBTD also concluded that a large percentage of organizations intend to invest in team development programs in 2013, however over half of those companies still do not offer Coaching Training to their employees.

**63%**

of the people surveyed have never taken any Coaching training

**58%**

of companies still do not offer any Coaching training to their employees

**84%**

of companies plan to invest in Team Development Programs

**55%**

of organizations do not offer any Coaching Training to their leaders

► The survey showed a professional's most valued competencies:

**31%**

interpersonal skills

**17%**

enthusiasm and motivation

**14%**

teamwork skills



## | Main Tools

Here are some of the more than 100 Human Development Tools and Techniques IBC's Professional & Self Coaching students are introduced to:



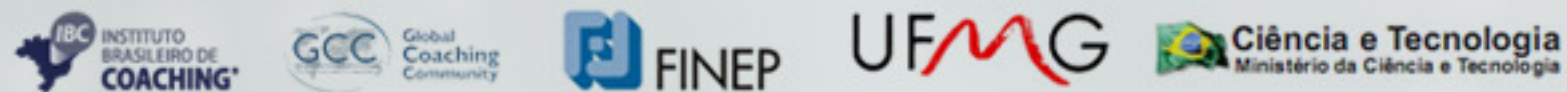
**Coaching Assessment:** IBC's exclusive tool for mapping behavioral tendencies through which you gather information on how a person behaves in certain situations, their behavioral tendencies, their strengths and points for improvements, and lots of further information.

This Coaching Assessment tool highlights important aspects of a person's personality and shows how to work on them effectively, assertively seeking better performance.



**360° Assessment Tool:** it is a measurement tool developed by IBC which is used for collecting information on the perception of skills, capacities and competencies of a professional on a multi source feedback basis. It is a feedback that is taken from an employee's immediate work circle. A feedback from a person's subordinates, peers, supervisors, as well as a self-evaluation and, in some cases, the evaluation includes feedback from external sources such as customers and suppliers or any interested stakeholders.

This tool is used for measuring feedback results, for analyzing deeper and helping to plan and map specific paths for improving or developing a professional's management, recognizing strengths and weaknesses aiming at achieving a more assertive and effective leadership performance.



PSC participants are certified and licensed to apply both the Coaching Assessment and the 360° Assessment tools.

## | A few more tools:

- Behavioral Profile Test;
- Life Wheel
- NLP
- Rapport
- Relational Field
- Ranking/ Commitment
- Probable eye movement
- Positive Sponsoring
- Self-feedback
- Representational Systems Test
- The Triad of Time
- 360° Projective Feedback
- Personality Profile Test
- Competency Wheel
- Action Path
- Force Field Analysis
- Emotional Intelligence Wheel
- Linguistic Auxiliaries
- Accelerated Learning



# | PSC Differentials

IBC's Professional & Self Coaching Training Program offers many advantages:

**- Four International Certificates:**

IBC's PSC is recognized and accredited by the largest Coaching Education Centers in the world;

**- University Extension:** IBC's PSC has the Academic Recognition from Monteiro Lobato College that certifies it as University Extension;

**- Six Professional Credentials:** the only Coaching Education Program that offers six credentials;

**- Brazil's Biggest Hourly Load:** totaling 180 hours of learning, with both on-campus, face-to-face and on-line, distance-learning hours, and with the most complete and most modern methodology in Coaching;

**- Limited number of students and nationwide availability classes:**

APSC groups are set up with a limited number of participants, ensuring teaching quality. IBC's PSC is the only Coaching Education Program available in more than 50 cities nationwide.

**- Methodology:** IBC's Global Reference Methodology is fully adapted into the Brazilian culture, offering the most comprehensive, leading-edge and up-dated syllabus in Coaching and Behavioral Technology aiming at educating and empowering students to achieve extraordinary professional and personal results.

# | Advantages

- Personal Development
- Professional Development
- Self-knowledge
- Self-development
- A new profession
- Growth as a Leader
- Career Valuing Boost
- Continuing Evolution
- Systemic View
- Overcoming Limiting Beliefs
- Setting of goals
- Focus
- Strategic Planning
- Developing and improving skills and capabilities



# | PSC Groups

IBC is present in all regions in Brazil, with classes available in over 50 cities nationwide.



São Paulo/SP



Rio de Janeiro/RJ



Brasília/DF



Cuiabá/MT



Fortaleza/CE



São Luís/MA



Salvador/BA



Goiânia/GO



Belo Horizonte/MG



Campo Grande/MS



Curitiba/PR



Florianópolis/SC



Belém/PA



Palmas/TO



Porto Alegre/RS



Aracaju/SE



Porto Velho/RO



Recife/PE



Rio Branco/AC



Teresina/PI



Vitória/ES



# | My Results as a Coach

More than providing excellence and quality Coaching training, IBC is concerned with the results of Coaches on the market. Below is a series of inspiring professionals who have become coaches or who applied this process within their organizations, in their career or in their personal lives:



Marcos Tito  
Master Coach / Business Administrator  
Watch: <http://youtu.be/0ZC3RS1OtQM>



Denise Schwartz  
Master Coach / CEO at Brasil PerkinElmer  
Watch: [http://youtu.be/2UJhItDM\\_nk](http://youtu.be/2UJhItDM_nk)



Aline Sobral  
Professional & Self Coach  
Watch: <http://youtu.be/ve9wkXzpwdS>



Edmar Nogueira  
Master Coach / HR Director  
Watch: [http://youtu.be/ICQ6KS\\_48AU](http://youtu.be/ICQ6KS_48AU)



Robson Dutra  
Professional & Self Coach / Lecturer  
Watch: <http://youtu.be/BXEShp4k0a0>



Mara Suassuna  
Coach / Master's Degree in Psychology  
Watch: <http://youtu.be/I-JqLM5ub6M>

# | About IBC

In six years of existence, IBC has become the best and largest school of Coaching in the country with over 6,000 coaches trained with Professional & Self Coaching Program - PSC. More than 100,000 people have attended lectures, short courses, workshops, and other events organized by IBC.

IBC's mission is "To awaken and develop one's infinite human potential", thus seeking to introduce and share the philosophy of Coaching with more and more people. In addition to offering training and coaching solutions, all with quality and excellence, with support and recognition from the best and largest Coaching Education Centers in the world.

## ■ Mission:

To awaken and develop one's infinite human potentials

## ■ Vision:

To become the world's main reference in Coaching

## ■ Values:

Humanity, Loyalty, Systemic View, Continuing Evolution, and Seek Extraordinary Results.



# IBC's Highlights

- ▶ **CAC (Coach Assistance Center):** The only Coaching institution in Brazil to offer Coaching support aid to Coaches with prime quality assistance service and advising from Master Coaches to clarify doubts and questions about Coaching sessions, procedures, providing constant and unlimited support for the development of our Coaches.
- ▶ **International Certifications:** IBC has the largest number of recognitions and certifications from international Coaching Centers. There are seven Coaching institutions that are the most renowned and important in the world, who accredit IBC's Methodology providing students with more credibility, reputation and quality assurance in their education .
- ▶ **Coaching Supervision:** IBC places special focus on the results its Coaches achieve. For that reason, we offer free Coaching Supervision, by helping Coaches who may have questions, presenting success stories, expanding network, and narrowing relationship gaps and strengthening bonds between IBC's Coaches and Trainers.
- ▶ **Academic Recognition:** The Brazilian Institute of Coaching – IBC, in partnership with Monteiro Lobato College (FATO), one of the largest educational centers of Rio Grande do Sul, not only offers post-graduation courses but also certifies its Coaches with University Extension level excellence education and academic recognition credentials.
- ▶ **Post-Graduate Education:** IBC offers postgraduate courses in HR Management Coaching and Positive Psychology Coaching. Syllabi are designed based on IBC's Coaching Training Programs.
- ▶ **Training Staff:** All trainers at IBC have been trained at IBC and by IBC's President, José Roberto Marques, who is Senior Master Coach and Trainer, a pioneer in Coaching in Brazil, with over 15 years of experience and more than 28 years in Management and Human Development. He is the developer of the PSC - Professional and Self Coaching Methodology himself and provides all trainers with constant guidance and supervision.

# IBC's Distinguishing Highlights

- ▶ Awards and acknowledgements: the IBC has won important awards. A confirmation of the credibility, quality, acceptance and excellence in coaching methodology offered by the institute.

Some awards are: The Brazilian Institute of Coaching is one of Brazil's most renowned companies in the Human Resources industry, with the following awards:



## Trustworthy Supplier Award:

The Brazilian Institute of Coaching - IBC is the only Coaching school in Brazil holding the Trustworthy Supplier Award, a prestigious award from the best HR Management Magazine, the official magazine published by the Association of Human Resources - ABRH, one of the most respected publications in the area of People Management throughout Brazil.

## Top of Mind Estadão HR:

The Brazilian Institute of Coaching - IBC, in its first appearance on Top Of Mind Estadão HR, was among the 5 finalists, in the Training & Development Category. IBC's outstanding performance as one of the companies that most contribute bringing effective and innovative solutions to maximize results regarding T & D (Training & Development).



■ Successful Entrepreneurs International Award

■ WEC Portal Quality Seal

■ Top Business International Award

■ Top Quality Brazil

■ Top Quality

■ "Garoa de Ouro" Gran Award



# IBC's Highlights

► **Major sponsor of events:** IBC is the biggest sponsor of events, conferences and meetings, in the segment of Management and Human Development and Training, among others, such as CONARH, CBTD, CONGREGARH, CBGP and CONAD.

► **IBC and its professionals are linked to important entities:** the Brazilian Association of Training and Development - ABTD, the Brazilian Association of Human Resources - ABRH, the Federal Council of Psychology, the Federal Board of Business Administration, the Latin American Association of Positive Psychology, the Brazilian Society for Neuroscience and Behavior, the Federal University of Minas Gerais - UFMG, FINEP and the Ministry of Science and Technology through the Coaching Assessment Tool.



► **IBC has strong performance bringing executive solutions to large companies:** therefore IBC's students get to learn what the institute really applies in practice within big organizations, institutions and companies in Brazil and abroad.



► **Research and Knowledge Production Center:** the Brazilian Institute of Coaching - IBC has as one of its core competencies, the research and development of tools in the world of Coaching and Human Development, operating consistently as a generator of knowledge in Coaching, often publishing books with concepts, trends and techniques through IBC Publishers®.

## | IBC's Highlights

- ▶ **Coaching Training Programs available from north to south:** The only truly national institution that has carried out Coaching Training in all regions of the country, in more than 50 cities.
- ▶ **Brazilian Congress of Coaching:** IBC is the sole organizer of the Brazilian Congress of Coaching, Brazil's major Coaching event and one of the three largest in the world, which always brings worldwide references and cutting-edge content on Coaching to Brazil.
- ▶ **Advanced Senior Coach:** IBC is the only Latin American institution authorized to administer ASC training, which is given in five cities around the world: New York (USA), Singapore (Singapore) Bangkok (Thailand), London (England) and Sao Paulo (Brazil). This training, offered to a select group of coaches, is considered the most advanced training in the field of Coaching worldwide, and is supported and orchestrated by the Behavioral Coaching Institute (BCI).

## | IBC in the Social Networks

The Brazilian Institute of Coaching - IBC is the largest School of Coaching in Brazil and in social networks is the World's Largest. IBC's Facebook® page has over 300,000 fans. Be sure to log into IBC's website ([www.ibccoaching.com.br](http://www.ibccoaching.com.br)) and get access to quality content, news, updates, promotions and events:



TWITTER



FACEBOOK



LINKEDIN



YOUTUBE



GOOGLE+



SLIDESHARE



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*“ IBC´ s PSC is the beginning of a new life cycle.  
Allow yourself to go beyond and achieve extraordinary results ”*

### **José Roberto Marques**

Master Coach Senior & Trainer

Chairman of IBC – the Brazilian Institute of Coaching