

BECOME A TEAM COACH, AND JOIN THE CREDENTIALLED COMMUNITY OF TEAM COACHES



**TEAM AND CULTURE
TRANSFORMATION
COACHING PROGRAM**

AATC
ADVANCED ACCREDITATION
IN TEAM COACHING

 **INNOVATION CREED**
GROWTH AND PERSEVERANCE

ICF

 **Authentic**
COACHING ACADEMY



Join Now: Phone/WhatsApp: +201011024011 - Email: invoke@innovationcreed.com

SYSTEMIC TEAM & CULTURE TRANSFORMATION COACHING

The modern shifts in the market, is demanding more focus on developing workforce and talents in their business contexts, and different team development techniques and approaches are brought into focus of requirements to develop organizations, and bring better cultures, resilience and enhance performance.

Why Develop High Performing Teams?

23%

Increase in economic return provided by high performing teams

29%

Increase in financial return when a team has a clear purpose and line of sight of company goals

21%

Likely to have above average profitability when you have diverse teams

Price & Toye (2017); McKinsey & Company (2018)

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WELCOME



Mohamed Sharaf Eldin Founder of the Academy

Founded in 2017 to create a community of modern elders who seek wisdom and share knowledge with individuals who possess significant social capital and influence. We provide training based on science and best practice to help them elevate their skills and offer valuable services to their clients and circles of influence.

With our accreditation from International Coaching Federation, we are professional coach educators, and the place of choice in the Middle East for Systemic Coaching.



Mission

We serve organizations to develop wise leaders to systemically influence communities and organizations spiritually, socially, psychologically and professionally.



Vision

Develop tools and methodologies that increase the capacity of change agents to systemically influence teams and organizations to align and sustain growth.

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03

WHAT IS TEAM COACHING?

How ICF Defines Team Coaching?



ICF defines Team Coaching as partnering in a co-creative and reflective process with a team and its dynamics and relationships in a way that inspires them to maximize their abilities and potential in order to reach their common purpose and shared goals.

“Team Coaching helps teams work together, with others and within their wider environment, to create lasting change by developing safe and trusting relationships, better ways of working and new thinking, so that they maximise their collective potential, purpose and performance goals”

Widdowson & Barbour (2019)



Team Coaching Competencies

ICF Release Team Coaching Competencies in 2020, Team Coaching became a buzz word, and complemented the team development spectrum and modalities. Creating more demand on Leaders and Managers, as well internal and external coaches who are talented in team coaching.



Advanced Certificate in Team Coaching

ICF introduced “Advanced Certificate in Team Coaching” ACTC that came out in 2023. (Piloted in September 2022). The market started responding by a demand on certified team coaches.

Due to the desire for teams to perform well, consistently and over a long period of time, ongoing team development is necessary. As a result, team coaching is growing rapidly. Team coaching is an experience that allows a team to work towards sustainable results and ongoing development. It is becoming an increasingly important intervention in corporate environments as high team performance requires aligning toward goals, remaining innovative, and adapting quickly to internal and external changes.

ICF Credentials and Standards complemented the cycle of education by introducing the “Advanced Accreditation of Team Coaching” that became complementary to organizations bringing Levels 1 & 2 coaching education programs to provide team coaching specific trainings and education. And specifically bringing Team Coaching Competencies into their education process.

	Team Building	Team Training	Team Consulting	Team Mentoring	Team Facilitation	Team Coaching
Time Frame	Short, 1-5 days	Short, 1-5 days	Widely variable	Staccato, hours over a long period of time	Short, 1-5 days	Longer term, months
Process	Exercises	Work with the team through a curriculum of material	Consultant shares expertise	Mentor shares	Facilitate Dialog	Team and Coach Partner
Growth Area	Enhanced Relationships	New knowledge or skill	Additional insights	New knowledge	Clarity	Achieved goals; Team sustainability
Team Dynamics, Conflict Resolution	Minimal	Minimal	Minimal, advisory	Minimal	Minimal	Integral
Expert, Ownership	Instructor	Trainer	Consultant	Mentor	Facilitator and Team	Team

Source: ICF Team Coaching Competencies

TEAM COACHING APPLICATIONS



When properly integrated with other team development modalities, the Team Coaching competencies are mostly viable and handy for the practitioner in these applications, as witnessed by most of the Subject Matter Experts, and pioneers in this domain, and acknowledged by the industry.

Executive Team Coaching	Change Management Projects	Culture Transformation Programs
Strategy Facilitation, Innovation and Implementation	Building Agile Culture	Leadership Politics and Power
Building Trust through formal and Informal Networks	Enabling Digital Transformation Projects	Building High Performance Teams
Diversity, Inclusion, Equality and Justice	Conflicts Resolution	Breaking Silos
Employee Engagement	Supporting Team During Mergers and Acquisitions	Building Resilient Teams
Psychological Safety	Leadership Development	High Performance Teams

WHO IS THIS PROGRAM FOR?

Whatever your professional practice, when you are dealing with teams, and involved in a team development process, you may fall in one of these 3 categories, learning the practice of team coaching through this program is for you...



Leaders in Organizations

Enhance Your Coaching Competencies and Systemic Awareness for Leading Large Groups and Teams.

As a leader responsible for driving significant transformations and managing complex people dynamics within your organization, improving your systemic awareness and coaching skills through further education can be advantageous. This is especially true if you work with large groups and teams and have a direct impact on organizational culture and operations.



External Practitioners

Maintaining Consistent Behaviors for Successful Transformation Projects

If your work involves transformation projects in organizations – whether as a consultant, assessor, trainer, facilitator, or digital transformation partner – it's crucial to maintain consistent behaviors after your development activities. This is essential to reinforce the desired transformation resulting from your implementation activities.



Internal Coaches

If you are an internal coaches acting as Transformation Agents for Organizational Change. To facilitate organizational change and transformation, you are expected to possess a growth mindset, a focus on people service, and the ability to inspire and drive change. It's important that you learn and adhere to the definition and practice of team coaching on an international standard set forth by the International Coaching Federation (ICF) and obtain required certification as prove of your professional practice..



Intention

Learn how to unveil the collective intentions of the group, and support the team to co-create a collective intention for the team growth.



Reality

Influenced by the Process Oriented Psychology and the work of Arnold Mindell in describing the levels of reality, you will have a new lens to look at the world.

Revolutionize Your Coaching Practice with the I-R-T Model .

Our community has devised and tested an innovative approach to coaching systems and relationships that can be applied to a variety of situations, from communities and families to couples, teams, and organizations. The I-R-T model is a game-changer that will transform your work.

Systemic Coaching approach.

Prof. Peter Hawkins and Eve Turner argue that “coaching needs to step up to deliver value to all the stakeholders of the coachee, including those they lead, colleagues, investors, customers, partners, their local community, plus the wider ecology.” In short, systemic coaching adds a new dimension to coaching.

Prof. John Whittington defines it as “coaches the individual client or team with the system in mind—exploring the part in the whole, and the whole in the part—so as to unlock the potential and performance of both.”

PROGRAM OBJECTIVES

To learn the team coaching competencies, and its applications in culture transformation, you will need

- 1.** Learn ICF Team Coaching Competencies and take them into action in your team development assignments.

- 2.** Make the transition from experiments to a professional systemic team and culture transformation coach with a structured approach. This program will equip you with the tools you need to begin your team and organizational coaching activities and manage your internal/external clients effectively.

- 3.** Design a partnership alliance with your clients, including stakeholders, coachees, and co-coaches. This will build co-responsibility for outcomes and determine how the team and team lead address challenges. It will also enable you to measure and define outcomes, determining the ROI from the contracting process.

- 4.** Understand the distinction between Organization Coaching and other disciplines of coaching, and learn how to integrate with other modalities such as counseling, therapy, training, and consulting.

- 5.** Practice in the framework of ICF code of ethics, and make sure that your ethical dilemmas and practical challenges are discussed within your access to coaching supervision.

- 6.** Fulfill your requirements to apply to ICF Advanced Certificate in Team Coaching, and get your needed accredited education and supervision hours.

- 7.** Join a network/community of practicing team coaches, and share your practice, and professional experiences.

PROGRAM BENEFITS



To learn the team coaching competencies, and its applications in culture transformation, you will need

- 1.** Work with teams, organizations, and leaders to make a bigger impact and join a powerful coaching community (ICF).

- 2.** If your current knowledge and development practices haven't been effective in resolving deeper cultural issues and collaboration challenges, it's time to take a step forward.

- 3.** Gain confidence and courage to coach in the most advanced type/modality and build your identity as an Organization Coach in a safe environment with new tools and in a required niche.

- 4.** Sharpen your communication and conflict resolution skills to manage healthy organization relationships, inclusion, and diversity management

- 5.** Learn the fundamental science of organization relationship dynamics and gain practical learning and personal development experience.

- 6.** Access to more than 16 coaching tools and assessments for practicing Team Coaching and more than 70 references.

- 7.** Have an opportunity to apply Team Coaching and get supervised during the learning journey

PROGRAM DETAILS



The program is a fully online experience that provides a total number of hours of 61 hours, optional to add 9 hours of Optional Supervision. The breakdown of the program is as follows:



Synchronous Hours

Five modules, with a total of 30 synchronous learning hours spread over ten sessions. The modules offer a unique learning experience, and participation in all sessions is mandatory.



Group Practice

we offer three Group Practice Sessions after Modules 2, 3 and 4, respectively, with each session providing three hours of group mentor coaching on team coaching. This mandatory feature provides a total of nine hours of group mentor coaching.



Coaching Supervision

We provide optional three sessions of group supervision, each lasting two hours and providing six hours of Group Supervision required for your credential application.

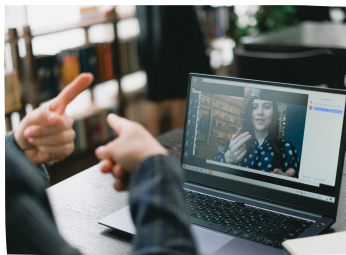


Learning Management System

On average, expect to spend two hours on extra-curricular assignments weekly on our resource library. Which includes activities and assignments on the learning management system. This results in 20 asynchronous hours.

LEARNING METHODOLOGY

Our program modules are based on active learning techniques, where learners' active participation and peer learning are fundamental to developing group wisdom. There will be at least one demonstration per module, and all activities will be supervised within the Zoom room.



Learning Support

You can choose your support system during the program, whether a peer support group, or a learning mentor from the academy to support you with the learning process in 20min/week meetings.



Practice Team Coaching

During the program you will be asked to provide a team coaching case to practice supervised with the faculty member to come out of the program with at least one team coaching assignment completed.



Language and Culture

The program is designed to be delivered in both English and Arabic languages. The default language is English, with delivery in Arabic unless otherwise specified. The material can be Arabized, and instructions can be entirely in English.



Onboarding to the Program

To get familiar with the program expect that there is a chemistry and introduction session that lasts 2 hours for onboarding on our tools and methodology of learning. (mandatory)

THE JOURNEY



Module 1:	Introduction
Module 2:	TC in Culture Transformation
Module 3:	Team Coaching Process
Module 4:	Team Coaching Application
Module 5:	Moving Forward



MODULE 1: INTRODUCTION

Week	Session No.	Title	Objectives	Duration
1	0	Onboarding Session	Onboarding, introductions and Chemistry Session	2 hrs
2	1	Systemic Coaching and Team Coaching	-Systemic Coaching and Team Coaching -ICF Definition of Team Coaching -IRT Model	3 hrs

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MODULE 2: TEAM COACHING IN CULTURE TRANSFORMATION

Week	Session No.	Title	Objectives	Duration
3	2	Organization Culture	<ul style="list-style-type: none"> • What is Culture Transformation? • Types of Organization Cultures • Role of Coaching in Organizational Interventions • Core & Team Competency 1: Demonstrates Ethical Practice 	3 hrs
4	3	Creating Team Coaching Agreements	<ul style="list-style-type: none"> • Stakeholder Management • Calculating ROI of Team Coaching • Completing a Team Coaching Agreement • Core & Team Competency 3: Establishes and Maintains Agreements 	3 hrs
5	Practice 1	Group Mentor Coaching 1	<ul style="list-style-type: none"> • Prepare your own Team Coaching Agreement • Practice Team Coaching Agreements 	3 hrs

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MODULE 3: TEAM COACHING PROCESS

Week	Session No.	Title	Objectives	Duration
6	4	Cultivating Trust	<ul style="list-style-type: none"> The Team Coaching Process IRT Model in Action Psychological Safety Building Trust and Engaging the Stakeholders Core and Team Competency 4: Cultivates Trust and Safety 	3 hrs
7	5	Coaching Process and Growth of Teams	<ul style="list-style-type: none"> Team Coaching Skills and Attitudes: Core & Team Competency 5: Maintains Presence Core & Team Competency 6: Listens Actively 	3 hrs
8	6	Evoking Awareness in Teams	<ul style="list-style-type: none"> Developing Teams through being aware of their collective patterns & Conflicts Linear and Non-Linear learnings in teams - through coaching. Core & Team Competency 7: Evokes Awareness 	3 hrs
9	Practice 2	Group Mentor Coaching 2	Coaching a team demonstration – with mentor coaching	3 hrs
10	Supervision 1	Optional Coaching Supervision 1	Reflective Practice 1	2 hrs

THE JOURNEY

Module 1:	Introduction
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MODULE 4: TEAM COACHING APPLICATIONS

Week	Session No.	Title	Objectives	Duration
11	7	Team Coaching Applications	<ul style="list-style-type: none"> Case Studies discussion with the group, and situations team coaches can meet in different industries and contexts. Advanced tools Core and Team Competency 8: Facilitates Client Growth 	3 hrs
12	8	Team Coaching Applications 2 - Reporting	<ul style="list-style-type: none"> Case studies discussion with the group, and experiences from various industries and contexts. Advanced Tools Core and Team Competency 8: Facilitates Client Growth (Cont'd) 	3 hrs
13	Practice 3	Group Mentor Coaching 3	Coaching a team demonstration – with mentor coaching	3 hrs
14	Supervision 2	Optional Coaching Supervision 2	Reflective Practice 2	2 hrs

THE JOURNEY

Module 1:	Introduction
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Module 4:	Team Coaching Application
Module 5:	Moving Forward



MODULE 4: MOVING FORWARD - YOUR JOURNEY AS A TEAM COACH

Week	Session No.	Title	Objectives	Duration
15	9	Your Brand as a Team Coach	<ul style="list-style-type: none"> How to integrate your team coaching practice to the value you bring to your organization/ clients Concluding Team Coaching journeys with clients Reporting & Communicating your team coaching results with stakeholders 	3 hrs
16	10	Ethical Dilemmas, Credential Preparation, and Graduation	<ul style="list-style-type: none"> Ethical Dilemmas in Team Coaching – Core and Team Competency 1&2: Reviewing Ethical Dilemmas & Coaching Mindset Performance Evaluations Exam, and ACTC Application Information. Graduation Celebration and Certificates. 	3 hrs
17	Supervision 3	Optional Coaching Supervision 3	Reflective Practice 3	2 hrs

COHORT DATES



Week No.	Session No.	Date
1	0	24-01-2024
2	1	31-01-2024
3	2	07-02-2024
4	3	14-02-2024
5	P1	28-02-2024
6	4	17-04-2024
7	5	24-04-2024
8	6	01-05-2024
9	P2	08-05-2024
10	S1	15-05-2024

Week No.	Session No.	Date
11	7	22-05-2024
12	8	29-05-2024
13	P3	05-06-2024
14	S2	12-06-2024
15	9	26-06-2024
16	10	03-07-2024
17	S3	10-07-2024

*P - Practice Coaching
 *S - Coaching Supervision

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2024 COHORT INVESTMENT



	All Zones
With Supervision	2,800 USD
Without Supervision	2,600 USD

- Supervision is mandatory if you will apply to ICF ACTC
- You will gain access to the LMS for 1 year starting the first day of the program
- 25% discount on one to one mentoring or supervision sessions from the academy for 3 years

HOW IT WORKS?

Join us for an immersive 16-week program beginning on Jan, 2024. The program is designed to be conducted virtually via Zoom video conferencing, and participants are expected to attend every session, barring unavoidable circumstances. The sessions will last for three hours, during which there will be a guided meditation, member check-in, past homework review, presentation of topics selected by workshop members' needs, discussion and application, and follow-up homework and practice assignments.

ATTENDANCE RULES:

- All attendees must participate in the established order, starting with the preparation session (0), then the first session, and ending with the 18th.
- Absence of 10 minutes or less per session will not be penalized.
- Absence of 1 to 4 hours per 8 sessions will not result in suspension from the course, but the attendee must make up the missed time in the following program edition to receive the diploma.
- Absence of greater than 1 complete session per 8 sessions will require the attendee to suspend attendance in the course and continue in the next program edition.
- Management has the right to re-validate case by case basis.
- Management has the right to expel any attendee who fails to adhere to the rules of Respect and Confidentiality governing the program.
- Attendees are expected to be punctual and to comply with the timetables established throughout the program.
- All practice coaching cycles should be attended and completed to fulfill the program requirements.

PARTICIPANT COMMITMENTS:

- Attend every session, barring unavoidable circumstances.
- Bring their best versions of selves into the session, aka their "A" game, and play full out.
- Reveal themselves, take risks, and step outside of their comfort zone.
- Complete homework assignments and practices between sessions.
- Participate in online forums and support other participants.
- Open the camera all the time, no exceptions.
- Use a laptop or desktop computer, strong broadband internet connection, headphones, and a quiet location for participation. Mobile devices are not supportive to the applications used with Zoom such as Mural boards.

In addition, participants will receive a resource page with diagrams, a selection of podcasts, videos, suggested reading material, and links for the Zoom sessions, as well as access to a One Drive Folder, and the Learning Management System to share resources. Building connections and deep relationships with other coaching students is a priority and core benefit of participation.

PROGRAM COMPLETION:

- To receive certification, students must complete 30 hours of coaching practice, or a full team coaching assignment within one year of starting the program, as recorded in a logbook.
- The program management reserves the right to randomly audit any performed coaching sessions.
- Learning mentoring hours and coaching sessions are both optional, and not necessary for program completion.

CANCELLATION POLICY:

- If cancellation occurs one week prior to the start of the program, fees will be refunded minus 10% of the total program cash price.
- If cancellation occurs within one week prior to the start of the program, an additional 10% will be deducted (total of 20% of total program cash price).
- If cancellation occurs after program start, the cost of the attended module will be deducted, and uncompleted modules will be refunded minus 10% of their value.
- If the next module is less than 15 days away, 50% of that module will be deducted.
- In the case of an attendee dropping a module, Authentic Coaching Academy will refund the remaining module fees based on the 2nd cancellation policy item.

PARTICIPANT MINIMUM REQUIREMENTS::

- Learners must have at least five years of organizational experience and people management.
- No other prerequisites are required to enroll in this program.
- You will be offered a link to schedule appointments for mentor coaching and coaching supervision with program faculty members.

Our team of experts, are the pioneers of systemic coaching in the Middle East. We took the privilege of introducing team coaching applications in organizations, and promote the team coaching practice in the Middle East. Our Team is comprised of 3 of the pioneer holders of Advanced Certificate in Team Coaching in the Arab World



Osama Al-Mosa



Guest Co-Facilitator, Coaching Educator, Mentor Coach Senior Executive, Leadership and Team coach An ICF (International Coach Federation/ USA) accredited Master Certified Coach, Advanced Certification in Team Coaching, EMCC UK Global Individual Team Coaching Accredited Practitioner. with more than ten years of coaching experience and more than 9500 hours of coaching



Mohamed Sharaf Eldin



Lead Co-Facilitator - Mentor Coach - Supervisor Certified team coach with more than 10 years coaching teams, and 7 years in coach education, Mentor Coach, and Coaching Supervisor. Co-Leads ICF Team and Group Coaching Community of Practice. Associate Coach in Leadership Choices.



Alaa Samy Rizk



Assistant, Learner Experience

A'laa has an extensive experience in leading and facilitating business and digital transformations. As well she is a passionate board member of ICF Egypt Chapter, and ending her term as ICF Egypt Chapter President.