



ATD Expert Coach™ Program

REGISTER

Elevate your skills. Make an impact. Become an exceptional coach.



ATD Designated Expert Coach™



Face-to-Face Course + Online Blended Components



4 Days to Complete



Demonstrate Mastery of Areas of Expertise (AOEs)



On-Site Offerings Available

Be properly prepared as the role of the coach evolves and more is demanded of your talent and time.

The ATD Expert Coach Program leverages your coaching experience and shows you how to have purposeful, powerful coaching conversations that provide the most value to your clients and organization.

ATD Expert Coach Learning Model



STEP 1: Pre-Course (Online)

- Two weeks prior to the face-to-face component, join your peers in a private online community to complete self-directed exercises. You'll be welcomed into the program, invited to network with your facilitator and fellow learners, and given access to key program materials and resources.

STEP 2: ATD Expert Coach Core-Course (Face-to-Face or Live Online)

- You'll attend a four-day training to assess, extend, and challenge your coaching abilities. This training focuses on ATD's Coaching Map and the COACH Model. You'll practice giving your elevator speech, demonstrate your ability to conduct effective coaching conversations, and receive customized feedback. Highlights include:
 - a revisit of your pre-course work
 - a case study discussion and evaluation to elevate learning
 - use of real-time, on-the-job coaching scenarios
 - multiple opportunities to improve your coaching practice with peer and expert facilitator analysis.

STEP 3: Post-Course

- You also must pass a 20-question assessment to demonstrate mastery of program content. You may take this at any time during the program and can retake it until you achieve a passing score.
- The final component to your success in the program is your wrap-up assignment, to be submitted within three months after the core course.
- Continue your learning experience by completing a complimentary elective course (online or face-to-face) of your choice. You may choose from any ATD certificate program. *NOTE: ATD Elements, CPLP and APTD Prep Workshops, Training Design and Delivery Certificate, and other Master Series offerings are not eligible.*
- ATD estimates approximately three to four months to successfully complete the entire program.



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The key knowledge and actions for successful coaching . . .

Founded in theory and focused on practice and application, this program will develop your professional capacity in the coaching area of expertise of the ATD Competency Model. You will have the opportunity to prove your ability and give you and your organization a competitive advantage. This advanced-level program covers the entire instructional design process from analysis and design to the development, implementation, and evaluation of learning programs. You'll work closely with facilitators to master all aspects of learning-centric instructional design. Identify areas where you excel and where you have opportunities for growth. Benefit from collaborative and structured training and the opportunity to assess your knowledge and skills.

After this program you will be able to:

- Assess your current strengths in coaching and identify opportunities for ongoing improvement.
- Apply ATD's COACH Model to coaching conversations, including working with coaching clients to assess the current situation, set objectives for the coaching session, and decide alternatives and choices for how they can move forward with their goals.
- Establish and maintain a trusting relationship with the client and key stakeholders during coaching engagements and beyond, following ethical guidelines.
- Use proven methodologies and tools to effectively coach any client, whether internal or external, for any type of coaching, including business, career, executive, leadership, life, and performance coaching.
- Learn more about additional tools and strategies that coaches use, including establishing effective coaching agreements, measuring the effectiveness of coaching, working through difficult situations, and effectively marketing coaching services.
- Establish a business case for coaching that supports your work with clients and organizations to gain buy-in for use of coaching as a discipline.
- Draft and use a professional coaching branding statement that aligns with your personal attitudes and beliefs of what it means to be a coach.
- Explain the similarities and differences in using specific coaching methodologies and tools across cultures based on geographic location, organization size, industry type, and more.
- Demonstrate mastery of coaching by passing a knowledge assessment and capstone project.
- Join a network of professional coaches for ongoing support, coaching practice, and partnering opportunities.



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atd
EDUCATION



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Derived From ATD Research. Backed by Our Competency Model.

After this program, you will walk away with:

- the experience and validation that your coaching leads to meaningful results
- the ability to develop strategies for different coaching needs that engages the modern learner
- credibility from earning an assessment-based designation that is globally recognized as best in class for coaching
- multiple ways to use diverse techniques for having meaningful coaching engagements and conversations
- a refreshed outlook on how to approach coaching, assess the current situation, build trust, and design outcome-based coaching plans

Eligibility Criteria

To ensure you gain the most from this advanced-level program, you must meet the following criteria to participate:

- a minimum of three years in the coaching profession
- a solid understanding of basic coaching principles and competencies
- demonstrated knowledge and application of active listening, effective dialogue, and feedback techniques
- completion of a foundational ATD certificate program such as the ATD Coaching Certificate (preferred, not required).

What Participants Are Saying

“The ATD Expert Coach Program is one of the best courses I've taken. It taught me that coaching is not telling others what to do but guiding them through dialogue and helping them discover solutions by asking powerful questions.”

—Beverly Barr
ATD Expert Coach

You May Also Be Interested In

ATD Master Performance Consultant

Analyze performance gaps.
Deliver impactful solutions.
Foster exemplary solutions.

Certified Professional in Learning and Performance (CPLP)

Demonstrate that you have the highest level of knowledge in the field by becoming a CPLP.

Improving Human Performance Certificate

Help your stakeholders realize bottom-line results.

Change Management Certificate

Discover a comprehensive change model.





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COURSE OVERVIEW

PRE-COURSE

MODULE 1

Setting the Stage

MODULE 2

Coaching Concepts and Principles

MODULE 3

Initiating Client Relationships

MODULE 4

Intentional Listening

Pre-Course

- Engage in an online learning community two weeks prior to the core course.
- Test your knowledge with a 20-question skills assessment.
- Select a learning project to work on during the Core-Course that will be submitted as your final project for assessment.
- Meet your facilitator and get prepared via a short recorded session.

Module 1: Setting the Stage

- Meet Your Colleagues Activity
- **Program Objectives**
- **Learning Strategy and Expectations**

Module 2: Coaching Concepts and Principles

- **The Coaching Map**
- The Coaching Map Review Activity
- **The Coaching Model**
- **The Coaching Scorecard**
- Baseline Coaching Scenario Part 1 and Part 2 Activities
- **Coaching Strengths and Opportunities**

Module 3: The Business of Coaching

- **Creating Client Buy-In**
- **Types of Coaching**
- **Identifying Potential Client Groups**
- Meet the Clients, Part 1: Determine Their Needs Activity
- Meet the Clients, Part 2: Getting Buy-In Activity
- **Determining Client Needs**
- **Determining the Right “Fit”**
- Meet the Clients, Part 3: The Right “Fit” Activity
- Your Potential Audiences and Clients Activity
- **Coaching Ethics**
- Ethical Dilemmas Activity
- **Establishing and Building Relationships**
- Build or Break Trust Activity
- **Coaching Agreements**
- Creating Coaching Agreements Activity

Module 4: Intentional Listening

- **The Skill of Listening**
- **Listening Levels**
- Listening Intently Activity
- Role Play: Focus on Listening Activity
- **COACH Model and Listening**
- **Coaching Scorecard and Listening**





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COURSE OVERVIEW

MODULE 5
Powerful
Questioning

MODULE 6
Talking
Straight

MODULE 7
Data Sorting
and
Collecting

MODULE 8
Action
Planning

MODULE 9
The
Coaching
Relationship

Module 5: Powerful Questioning

- **Asking the Questions**
- Limiting Questions Activity
- **Powerful Questions List**
- Question Type Identification Activity
- Role Play: Focus on Powerful Questioning Activity
- **COACH Model and Questioning Techniques**
- **Coaching Scorecard and Questioning Techniques**

Module 8: Action Planning

- **Criteria for Action Planning**
- Powerful Questions for Action Planning Activity
- **Development Activities to Support Action**
- **Action Plan Templates**
- Moving Clients Toward Action Activity
- **COACH Model and Action Planning**
- **Coaching Scorecard and Action Planning**

Module 6: Talking Straight

- **Keys to Talking Straight**
- **Dialogue Tools: Context and Framing**
- **Dialogue Tools: Paving the Way**
- Is It Straight Talk Activity
- Role Play: Focus on Talking Straight Activity
- **COACH Model**
- **Coaching Scorecard and Talking Straight**

Module 9: The Coaching Relationship

- **Moving Beyond the Barriers**
- Getting Clients Unstuck Activity
- **Winning Strategies: Leveraging Strengths**
- **Development Activities to Support Action**
- **Tracking Client Progress**
- Progress Possibilities Activity
- Leaving Excuses Behind Activity
- **COACH Model and the Coaching Relationship**
- **Coaching Scorecard and the Coaching Relationship**

Module 7: Data Sorting and Collecting

- Data Sorting and Collecting: Part 1 Activity
- **Data Sorting Process and Template**
- Data Sorting and Collecting: Part 2 Activity
- Data Presentation Practice Activity
- **Data Delivery Tips**
- **COACH Model and Data Delivery**
- **Coaching Scorecard and Data Delivery**





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COURSE OVERVIEW

MODULE 10
Measurement
and Success

MODULE 11
Building
Your Brand

MODULE 12
Cultural
Considerations

MODULE 13
Transition
Learning
Into Action

**POST-
COURSE**

Module 10: Measurement and Success

- The Coaching Industry
- **Measuring Success: The Levels of Evaluation**
- **Measuring Success: Questions for the Client**
- **Measuring Success: Measuring for Success Tools**
- **ROI and ROE**
- Measuring David's Success Activity

Module 11: Building Your Brand

- **Knowing Who You Are**
- Who You Are: Background, Values, and Obstacles to Success Activity
- **Knowing What You Do**
- Your Core Services Activity
- Your Value Proposition Activity
- **What You Do: Clients**
- What You Do: Identifying Clients Activity
- **Knowing What's Next**
- The Next 30 Days Activity
- **Peer Feedback on Personal Brand**

Module 12: Cultural Considerations

- **A Global Mindset**
- **Cultural Dynamics**
- **Coaching With Diversity and Inclusion**
- **Reflecting on Coaching and Culture**

Module 13: Transitioning Learning Into Action

- Measuring Progress: Part 1 Activity
- **The Coach Model**
- **Observing Instructions and Reflection**
- **Coaching Practice**
- **Self-Observation**
- **Observing Your Partner**
- My Expert Coach Action Plan Activity
- **Priceless Advice**

Post-Course

- Wrap-Up Assignment Activity
- **Knowledge Assessment (if not already completed)**
- **Optional Elective**

Additional Tools and Resources

- The Coaching Map
- The COACH Model
- Coaching Scorecard
- Sample Coaching Conversations
- Coaching Agreement Examples
- Powerful Questions List
- Dialogue Tools
- Coaching Measurement Plan
- Personal Brand Plan





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RESOURCE SAMPLE: POWERFUL QUESTIONS LIST

Below are examples of powerful questions that help create engaging, reflective, and thought-provoking coaching conversations.

1. How do you feel about the outcome you are after?
2. How does this change affect the other aspects of the organization?
3. How might have you contributed to this situation?
4. Would you describe this roadblock as real or perceived?
5. Look ahead three months. Standing there, what decisions would you make today?
6. What about that is important to you?
7. What are you avoiding?
8. What aren't you saying?
9. What can others expect of you?
10. What can you do now and in the long-term to get you there?
11. What criteria could you use to evaluate which path looks like the best one to take?
12. What did you learn?
13. What do you think is a roadblock to your success?
14. What do you want to know that you do not know today?
15. What does "not very happy" mean?
16. What does what you want look (or feel) like?
17. What else may work?
18. What is another choice you could make instead of the two in front of you?
19. What is good about it? How could it be better?
20. What is the payoff for you in all this?
21. What is the question you need to ask yourself about this situation?
22. What led you to this current result?
23. What makes this an effective strategy for you?
24. What will you do and when will you do it?
25. Who do you need to be in this matter?





Why Choose ATD As Your Professional Development Resource?

During the last 75 years, our mission has been to empower talent development professionals with the knowledge and skills they need to be successful and remain competitive. We accomplish this by providing learning that sticks and leads to measurable results in your on-the-job performance.

What You Can Expect From an ATD Course

- ✓ Research- and competency-based learning with applied adult learning principles
- ✓ Hands-on practical activities
- ✓ An engaging environment that builds confidence and makes learning personally relevant
- ✓ Actionable take-home materials to ensure real application back at work

95+ 
Course Topics

900+ 
Organizations Have Trained With Us

120+
Countries With an ATD Presence 

100,000+
Professionals Have Learned With ATD Education 

Ready to Get Started?



Register by Phone or Get a Consultation

Not sure what to take? Call a professional development specialist to help you enroll. They can give you course recommendations based on your learning goals and your role.

Call: **855.404.2783**

Visit: **td.org/LearningPath**



Register Online

- Visit **td.org/education-courses/atd-expert-coach-program**
- **Choose** your preferred dates and times.
- **Click** Enroll.
- **Follow** the cart and checkout prompts.



Register a Team/ On-Site Training

Interested in bringing a course to your company as an on-site learning event?

Call: **888.816.7813**

Email: **enterprise@td.org**

We Are Here to Help You and Your Team Learn, Grow, and Improve



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