



N.E.W.S.®

Organizational  
Coaching  
Certification

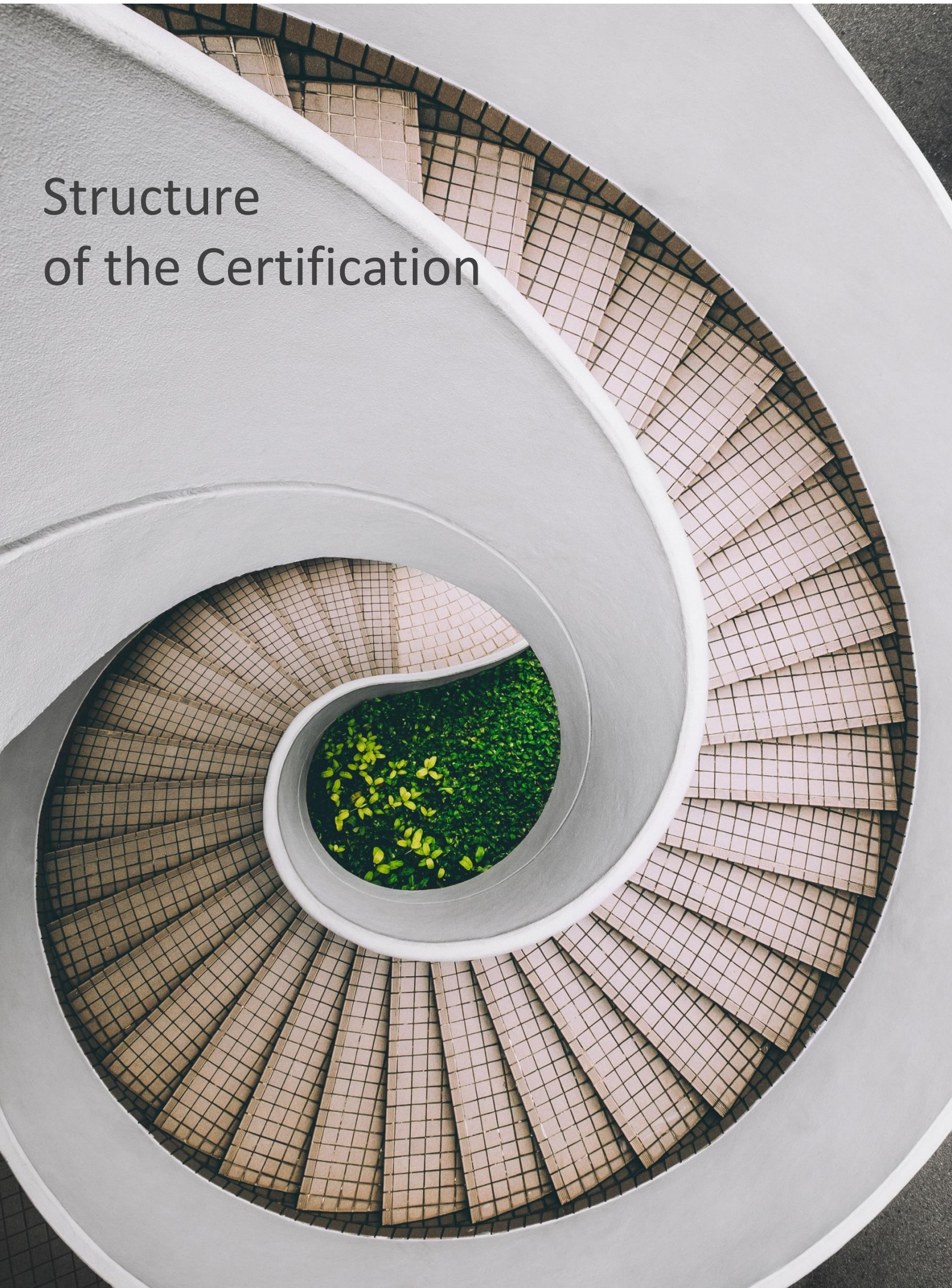
Curriculum







# Structure of the Certification







## Becoming a N.E.W.S.® Organizational Coach

A 60-hour learning and development journey



N.E.W.S.® Coaching Certification has been awarded by the prestigious Brandon Hall as the 2019 Best Certification Program globally

### Structure of the Certification

Preparation, 4 days face to face, 6 webinars (1x3h & 5x4h) and supervision

Stage	Content	Hours
1	Preparation <ul style="list-style-type: none"><li>In-depth interview with the N.E.W.S.® team</li><li>Completing the N.E.W.S.® Assessment</li></ul>	-
2	N.E.W.S.® Coaching Certification   2 webinars (1 three-hour webinar + 1 four hour webinar)	7
3	N.E.W.S.® Coaching Certification   4 in-person training days (4x8 hours = 40 hours)	32
4	N.E.W.S.® Coaching Certification   4 four-hour webinars (4x4 hours = 16 hours)	16
5	N.E.W.S.® Coaching Supervision by N.E.W.S.® authorized supervisor  N.E.W.S.® Organizational Coaching Certification for all participants who meet the program requirements	5
<b>Total</b>		<b>60</b>

## Detailed Outline of the Certification

### Stage 1: Preparation for each participant

- A structured interview with the N.E.W.S.® team
- N.E.W.S.® Assessment (pre-navigation)
- Materials: N.E.W.S.® exclusive Coaching Kit, N.E.W.S.® exclusive Workbook, N.E.W.S.® pen, N.E.W.S.® card of State of Mind Alignment for the coach, Card of N.E.W.S.® coaching tools.

### Stage 2: Two Webinars

#### Webinar1 (3 hours)

Welcome

Our true North

Introduction to Organizational Coaching

The Different Modes of Developing People

The Different Types of Coaching

When do we Apply Coaching in Organizations?

What it will take to Succeed

What Do We Need in Order to Coach?

The N.E.W.S.® Compass™ for Times of Change and Transformation

The N.E.W.S.® Compass™ Core Concepts

The 10 Axioms of Coaching for Greatness According to N.E.W.S.® Coaching Process

N.E.W.S.® Coaching Mindset

Code of Ethics

The Dilemmas of Coaching in Organizations

How to Integrate the N.E.W.S.® Coaching Process Inside the Organization

The Unique N.E.W.S.® Coaching Process

Global Impact

Advanced Coaching Skills

- The Structure of the N.E.W.S.® Coaching Meeting
- Prepare | Manage | Summarize

## **Webinar2 (4 hours)**

Beginning the N.E.W.S.® Coaching Process

Session 1 - Generating Commitment Session

Advanced Coaching Skills (continuation)

- The Art of Asking the Right Questions
- Balance Pull - Push tactics
- The Rules for Asking the Right Questions

Session 2 - Diagnostic Session

- Introduction and practice
- N.E.W.S.® Assessment Analysis - Guidelines
- Analyzing the N.E.W.S.® Assessment

## **Stage 3: Four in-class training days**

### **Day1**

Advanced Coaching Skills (continuation)

- 7 questions game
- Strengthening “weak” muscles in questioning

Session 2 - Diagnostic Session (continuation)

- Analyzing the N.E.W.S.® Assessment
- Three Real Characters
- Let's practice: Dry runs
- From Gaps to Goals and Indicators
- The N.E.W.S.® Roadmap for the Coaching Process
- Let's practice, personal process

Session 3 - The 3-Way meeting

- Three options
- Let's practice, personal process

Coaching in the Personal North

- The Essence of Coaching in the North
- Coaching in the Personal North - Three Steps
- Terms Associated with the Future

Session 4 - Personal North - Direction of Greatness

- The “Greatness” Model
- Direction of Greatness
- Let's practice - 3 real characters & personal process
- Direction of greatness in a sentence
- Creating direction sentences

Session 5 - Personal North - Practical Model

- Step2 in the North - Next Practical Model

- The 4 Circles™ Model
- Let's practice - 3 real characters & personal process

## Day 2

Advanced Coaching Skills (continuation)

- The 3 vectors of questioning
- Let's practice
- Reshaping current role
- Next job description
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Session 6 - Personal North - Practical Vision

- Step3 in the North - Practical Vision
- Creating a Future Reality: The Need to Envision
- Personal process
- Two tools – Future report, future week

Personal North - Summary

Coaching in the Personal West

- The Essence of Coaching in the West
- Three Steps in Planning
- Execution - The Bi-focal Approach
- Coaching in the West - 3 steps

Session 9 - Personal West - Critical Goals

- Step1 in the West
- Let's practice

## Day 3

Coaching in the Personal West (continuation)

- Using Political Influence to Achieve Critical Goals
- Political Stakeholders Map

Session 10 - Personal West - Tactical Plan

Session 11 - Personal West - Weekly Plan

- 20/80 Activities
- Let's practice: personal process

Advanced Coaching Skills (continuation)

- How to provide feedback?
- Feedback: two modes and two types

Session 12 - Personal West – Execution

### Preparing for a Significant Event

- Preparing the Coachee for an Event - 5 Steps
- Setting the N.E.W.S.® Compass™ for the event
- Significant event - Dry runs and feedback
- Practice on preparation - 3 real characters & personal process
- The T.A.S.K.™ model for personal development
- The process of developing skills
- Practice on Dry runs and feedback
- Real character and personal process

### Personal West - Summary

### Coaching in the Personal South

- The Essence of Coaching in the South
- The Power of Perception
- The Diamond Model™
- “Creator - Victim” Mentality
- Three Steps in the South

## Day 4

### Advanced Coaching Skills (continuation)

- Empathic Listening
- Hunter Listening™ - Hunting for “Leads”
- Reflecting Back
- Let’s practice

### Coaching in the Personal South (continuation)

### Session 15 - Personal South - Surfacing Limiting Beliefs

- Step1 - Surfacing limiting beliefs
- Personal process

### Session 16 - Personal South - Leading to a Point of Choice & Breaking through Limits

- Step2 in the South - Leading to a point of choice
- Step3 in the South - Rewriting beliefs & “Baby Steps”
- Breaking through limits
- Let’s practice: personal process

### Personal South - Summary

### Coaching in the Personal East

- The Essence of Coaching in the East
- Situations for Coaching in the East
- The Power of a Broader Meaning
- Three Steps in the East

### Session 18 - Personal East - Discover

- Step1 in the East - Discover



- Circles of Importance
- Ranking values, personal process

#### Session 19 - Personal East - Connect

- Step2 in the East - Connect
- Mental Connection
- The Importance of Defining Values
- Let's practice

#### Advanced Coaching Skills (continuation)

- Coaching by remote

## Stage 4: 4 Webinars

### Webinar3 (4 hours)

#### Coaching in the Personal East (continuation - session19)

- Emotional Connection - Stories and Feelings
- Let's practice: personal process

#### Advanced Coaching Skills (continuation)

- Explaining and working through models
- Let's practice

#### Session 20 - Personal East - Translate

- Step3 in the East
- Personal process

#### Personal East - Summary

#### Interpersonal Layer

- Introduction
- Team Leadership Today
- The Essentials of Leading Teams
- The N.E.W.S.<sup>®</sup> Compass™ for Teams
- Two Steps in Every Direction of the N.E.W.S.<sup>®</sup> Compass™ for Team Leadership and Management

### Webinar4 (4 hours)

#### Coaching in the Team North

#### Session 7 - Team North

- Step 1 - Create the Team North
- Step 2 - Engage the Team
- Let's practice - Real character Danny
- Personal process

Team North - Summary

Advanced Coaching Skills (continuation)

- Leading Engaging Team Discussions - The F.P.P.C.™ Model
- Let's practice

Coaching in the Team West

Session 13 - Team West

- Step 1 - Create the Team West
- Step 2 - Engage the team
- Leading Accountability Meetings with the Team
- Let's practice - Real character Joanna
- Personal process

Team West - Summary

## **Webinar5 (4 hours)**

Coaching in the Team South

Session 17 - Team South

- Step 1 - Create a breakthrough in the South
- Step 2 - Engage the team
- Let's practice - Real character Jerry
- Personal process

Team South - Summary

Coaching in the Team East

Session 21 - Team East

- Team Motivation
- The 7 Levels of Engagement
- Step1 - Create the Team East
- Step 2 - Engage the team
- Let's practice - Real character Chris
- Personal process

Team East - Summary

### **Organizational Layer**

- Coaching in the Organizational Layer
- The N.E.W.S.® Compass™ in the Organizational Layer
- Two Steps in Every Direction of the N.E.W.S.® Compass™

Coaching in the Organizational North

Session 8 - Organizational North

- Step 1- Discover
- Step 2 - Improve
- Let's practice - Real character Adrian



- Personal process

## **Webinar6 (4 hours)**

Coaching in the Organizational West

Session 14 - Organizational West

- Step 1 - Discover
- Step 2 - Improve
- Let's practice - Real character Danny
- Personal process

Coaching in the Organizational South

Session 17 - Organizational South

- Step 1- Discover
- Step 2 - Improve
- Let's practice - Real character Ruth
- Personal process

Coaching in the Organizational East

Session 22 - Organizational East

- Step 1- Discover
- Step 2 - Improve - 3 options
- Let's practice - Real character Louis
- Personal process

Completing the N.E.W.S.® Coaching Process

Session 23 - Completing the N.E.W.S.® Coaching Process

- Summarizing the 4 Directions of the N.E.W.S.® Compass™
- Completing the Circle - The "Four Gaps"
- Post Assessment analysis
- Tools, Navigation summary
- Supervision process and next steps
- Summary of the N.E.W.S.® Process and Conclusions

## **Stage 5: 5 hour Supervision per participant**

- Each participant will complete coaching process supported by their N.E.W.S.® supervisor.
- The participant will submit a written coaching report on a provided template following every session.
- The N.E.W.S.® supervisor will respond to every report.
- 2 on-line individual meetings with the supervisor during the process.

- Upon successful completion of the supervision process, the participants receive their N.E.W.S.<sup>®</sup> International Organizational Coaching Certification.