

# THE CHOICE IN COACHING PROGRAM OVERVIEW

This document will provide you with a detailed overview of the Choice in Coaching training program and answer some of your questions about the course.

**For more information please contact:**

Jon Benfer  
Director  
Global Coaching Services  
[jbenfer@arbinger.com](mailto:jbenfer@arbinger.com)  
+1-540-322-1334

Nancy Smyth  
Director  
Personal and Community Programs  
[nsmyth@arbinger.com](mailto:nsmyth@arbinger.com)  
+1-520-322-8192

## Course Content

The Choice in Coaching: Arbinger Mastery Training for Coaches (the CIC) is Arbinger's flagship course for helping professionals who want to work with Arbinger's methods and materials. The course is designed for personal and business coaches, with an emphasis on life coaching, but is also open to counselors, therapists, and other helping professionals.

### *From My Boxes to Helping Others*

In your first training with Arbinger, or when you first read one of our books, you learned about the box, why we seek justification, and how to get out of the box. You also began to examine your life and ask yourself, "How might I be in the box?" The CIC helps you to deepen and expand this initial understanding of Arbinger's work, all while going the next step: learning how to help others get out of the box.

### *Principles and Pyramids*

Participants in the CIC learn **three governing principles** for coaching and the Arbinger **Personal Growth Pyramid**, a structure to help things go right in one-to-one conversations around the material. The first two-thirds of the program are devoted to revisiting the core material (self-betrayal, carry boxes, collusion, and getting out) in detail and depth, gaining teaching and coaching competency and learning to use new tools to coach the basics. The final third covers how to help clients to see all matters of personal growth through the Arbinger lens. Coaches completing the course will feel comfortable and competent helping clients discover and get out of their boxes as well as improve any aspect of their lives by reducing resistance and developing their ability to respond effectively to life's demands.

*The concepts taught are based on truths and this course offers a completely safe place to discover the truths within ourselves and to arrive at a "change of heart" that will free us from that which previously held us bound. The result is a greater sense of peace, vitality, well being and empowerment.*

—Carol P.

## Course Structure

The CIC mixes understanding of a complete philosophical system with its practical application to personal growth and coaching conversations. Weekly program calls regularly include learning a diagram that explains self-betrayal, practicing questions that help clients discover their resistance to progress, or reflecting on insights into personal boxes that impede coaching excellence. Here are some details about how the course works:

### *The Basics*

The CIC is a 15-week telecourse. Participants meet once a week for 1.5 to 2 hours per week on a teleconference line that brings them together from around the world. Odd-numbered weeks in the course are **full-group calls** with all participants (usually 6-9). Even-numbered weeks are smaller **practice groups** where three to four participants meet with a program leader for more personal attention focusing on practice coaching and reviewing lessons learned. Total classroom instruction in the program is 25 hours. ICF coaches earn 25 hours of CCE credits (see the FAQs below).

Between weekly program calls, participants meet one-to-one for **practice coaching**. Each participant is assigned a fellow coach as a client and another as a coach, ensuring learning from both the “coach” and “client” seat. Practice coaching is perhaps the single-most important element of the CIC program; participants complete a total of 7 hours of coaching as coach and 7 hours as client.

Participants meet three times with a program leader for **mentor coaching**. These sessions are a chance to check learning, remove roadblocks, and deepen professional application. There are two hours total mentor coaching.

Finally, CIC participants complete **weekly assignments** that they share with leaders and fellow coaches in a private online forum. Program leaders participate in these conversations actively and without a thought for time spent.

Course materials include **weekly program materials** in PDF format as well as additional tools for coaching clients (diagrams, forms, etc.). The program gives coaches over 300 coaching questions to practice with clients.

### *Course Completion and Licensure*

Upon successful completion of the course, participants are **licensed to use Arbinger materials** (including proprietary materials used only in the CIC) in their one-to-one coaching with clients. Some restrictions apply to use of the material in organizations. Graduates are *not* licensed to coach or teach groups of any kind (couples and families are the exception); if you are interested in learning more about becoming a licensed Arbinger Facilitator, please contact us for more information.

*The program is rich, deep, challenging, exciting and life-changing. While I took the program to apply within my coaching work, the positive results in my personal life and relationships were very profound. The instructors are excellent models of authentic human beings who are doing their own work as well.*

—Diane M.

## *Course Completion and Licensure (cont.)*

CIC graduates become members of the **Arbinger Coachess Network**. The ACN is a group of coaches who are dedicated to being an out-of-the-box place in their one-to-one helping work. Through the ACN, you can find and share resources, get help to discover and stay out of your boxes, and build alliances with other professionals. Membership in the ACN is free and reserved for graduates of Arbinger's mastery programs for helping professionals.

On completion of the CIC, you get discounts **for yourself and your family for many Arbinger programs** (including the public Choice seminars) as well as a tuition rebate for each client you send to an Arbinger public course (you can pass this discount on to your clients or keep it for yourself). Graduates also receive **discounts on many Arbinger materials** and products, with the option to resell to clients for a profit. Finally, CIC grads are eligible for participation in the **Arbinger Continuing Education Forum**, a monthly meeting of minds sharing the best practices in coaching and teaching the Arbinger way.

*I highly recommend taking this course if you are a practitioner or simply want to help others. It helped me in my own life, applying the principles to focus areas in my own private and professional life. I see the landscape of life more richly now—the sea!*

—Kelly N.

## Program Prerequisites

The CIC is an advanced, mastery-level training program that dives quickly into the “deep end” of Arbinger’s philosophy. We ask that participants come prepared for coaching and learning at this level both in terms of their experience as helping professionals as well as their understanding of Arbinger’s material. The following prerequisites must be completed prior to *starting* the CIC; you may *register* for the CIC at any time.

### *How to Prepare for the CIC*

1. **Read Leadership and Self-Deception and The Anatomy of Peace.** Many participants also choose to read Terry Warner’s **Bonds That Make Us Free**.
2. Complete **foundational study with Arbinger** of self-deception and its application to life. This can be satisfied either by:
  - A. Attending an Arbinger **two day in-person seminar** (Leadership and Self Deception at Work, in the Family, etc.), or
  - B. Completing the 8-week **Anatomy of Peace Course by Phone**.
3. Complete at least **60 hours of a coach training program** (or its equivalent).
4. Have **coached at least 100 hours**.

Persons interested in the Choice in Coaching who do not meet these prerequisites are encouraged to contact Arbinger for more details at [cic@arbinger.com](mailto:cic@arbinger.com).

We encourage anyone interested in the CIC to **contact us early** so we can assist you with prerequisites and course planning.

## What Next?

### *Upcoming Course Dates*

**September 13** - December 20, 2010: Fifteen **Mondays** at 11:00 a.m. Eastern US Time (8:00 a.m. Pacific, 9:00 a.m. Mountain, 10:00 a.m. Central, 4:00 p.m. London, 5:00 p.m. Central Europe)

### *How to Register*

To register for the Choice in Coaching, please **download and complete the registration information form** at <http://www.arbinger.com/cicfiles/cicreg2010.dot>. Once completed, **return the form to [cic@arbinger.com](mailto:cic@arbinger.com)**.

### *Pricing*

**The program fee for 2010 is \$2395 USD.**

*Early Bird registrations* prior to 30 days before program start receive a discount of \$200 off the program fee.

An *Extended Payment plan* is available: four payments for a total of \$2595. See registration information for details.

### *After Registering...*

Upon receipt of your registration, a program leader will get in touch to discuss prerequisites and to schedule a **welcome interview** to help you prepare for the course. This call will last about an hour. We'll check in with you on program logistics as well as your expectations about the course and give you some hints on how to get the most out of your experience in the CIC.

*What I like the most from this program and the Arbinger philosophy in general is the absolute requirement that one seeks to live what one coaches and that we are all learning together – no hierarchy. This is very powerful.*

—Bill B.

We'll also send you the **Program Guide** and the **Participant Agreement**. Once you have returned the signed agreement, we'll be in touch about payment arrangements. You'll receive materials for the first week of the program about a week before the course starts.

### *Other Considerations*

We understand that the prerequisites require considerable time between the moment you have decided to research the CIC and the start of the course. Depending on whether you attend an in-person seminar or a teleclass, this delay may be three to nine months. We also realize this may be frustrating and sympathize with you if you feel you'd like to get started sooner.

Our experience since 2003 training coaches in Arbinger's philosophy has shown that we can best prepare you to have the experience we think you're here for if you take time to settle into learning about self-deception. We ask simply that you trust us and be patient. In return, we promise to do our very best to help you help your clients.

## What CIC Graduates Are Saying

Here are a few additional comments from past participants:

"This course has made me a better person and coach, and will support my truly being a master."

"Advanced my coaching philosophy and skills tremendously."

"It will help me both as a coach and as a consultant to stop inviting resistance in my clients."

"A huge burden has been lifted from me. I no longer carry around as many boxes. It's amazing how those things can block you from doing and becoming what you want in life."

"The course busted my self-image as this really open, kind, nice, and loving individual. I had to face that I was that way only with 'deserving folks.' That was a tough one for me to face."

"This program is not a beginning coaching program. Given that, it was the most useful coaching training I've ever received."

## FAQs

### *Is the CIC accredited?*

The Choice in Coaching is an **ICF-approved Continuing Coach Education** Provider. The program is approved for 25 hours of CCES: 12.5 hours for ICF Core Competencies and 12.5 hours for the Personal Development of the Coach.



In addition, the CIC may meet the requirements of certain other coach certification and credentialing programs. While the program is not approved at this time as providing "International Coach Federation (ICF) approved coach specific training hours," applicants for ICF credentials (e.g. ACC) may use the Choice in Coaching as a part of a portfolio of *coach specific training*. Please see the ICF website for more information at <http://www.coachfederation.org>.

### *What can I do when I'm done with the course? What value will the CIC bring to my coaching practice?*

Coaches interested in using the Arbinger material in their coaching become licensed to use our materials via successful completion of the CIC. CIC graduates can use Arbinger's material with their clients in all the ways Arbinger has prepared them to use it (and any other ways they can imagine) and can represent themselves to clients as having authorization to use Arbinger's materials. Licensure is in this regard a kind of "seal of approval." The CIC allows you to present a cohesive coaching program to clients, one backed up by the strength of Arbinger's brand, its books and the support of the ACN. Most graduates also find significant value added to their practices simply through the reduction of resistance in all its forms, from marketing, to personal productivity, to client engagement.

## FAQs (cont.)

### ***Can't I just work as a normal coach using Arbinger tools, they're all in the book anyway?***

Yes, you can. You can give out the book to clients and have conversations around the ideas, working with your clients to learn more and make changes in life that the principles suggest.

You'll want to be sure not to represent yourself as an Arbinger or Arbinger-trained coach. And you should realize, of course, that you will not be nearly as skilled with those tools as you would be had you completed Arbinger coaching training around them.

Finally, the books contain just the basics of Arbinger's philosophy. The CIC provides proprietary materials licensed only to program participants that help you to go beyond the basics into the application of the principles to all issues in life coaching clients seek help with. Most coaches find that this application to life is the most challenging part of helping people with getting out of the box.

### ***Can you say more about that last point?***

It's easy to see how the books can help people to change relationships, end collusions, and be happier at work and at home simply by getting out of their boxes. But what about a client who wants to lose 40 pounds, or double sales in their business, or set and stick to a family budget? These life issues are the core of the CIC, and the program is designed to help coaches master the translation of the solution to self-deception into actionable plans for personal growth.

### ***Most of my coaching is with executives and/or in organizations. Will the CIC prepare me to help them?***

Yes. The CIC will help you to help your executive clients reduce resistance in their work and leadership and to increase their ability to see the importance of way of being in their business success. That said, the CIC does not train coaches to use Arbinger's business- and leadership-specific processes (ones you may be familiar with if you attended *Leadership and Self-Deception at Work*).

We do offer a semi-public follow-on training, the Choice in Coaching Leaders, that prepares coaches to help executives on leadership and team-building issues, and licenses them to use Choice at Work materials in their one-to-one coaching. Participation in the CICL is by invitation only and upon completion of the CIC.

### ***How do I become an Arbinger coach or facilitate courses for Arbinger?***

Please see the document "For Coaches Who Want to Work with Arbinger" available for download at <http://www.arbinger.com/cicfiles/work.pdf>.

...there's more...

## FAQs (cont.)

### ***Who will be in my course?***

A recent course with six participants included coaches from Mexico, South Africa, Singapore, Denmark, and the US. In addition to coaches, we sometimes have managers with coach-like roles, soccer moms who fulfill a coaching role in their families and communities, and other helping professionals who want to bring Arbinger to their therapeutic work. We expect and prepare all participants to participate as coaches, both coaching and being coached by fellow participants.

### ***How much work can I expect the course to be?***

Past participants have described the course as graduate-level. You can expect about four to five hours a week of work between course calls, coaching calls, and work you do on your own. The material also tends to “work you” on its own, so don’t be surprised if you often find yourself thinking about self-deception while in the car or on a walk!

### ***How else can I find out more about Arbinger and coaching?***

Feel free to contact Nancy or Jon to set up a time to talk about the CIC.

You may also wish to join the Arbinger Community online at <http://arbingercommunity.ning.com/> Once there, be sure to join the “Coaches” group.

Finally, the Arbinger web site has information and downloadable publications to learn more about us and self-deception.

## CIC Planning Checklist

- Read Leadership and Self-Deception and The Anatomy of Peace
- Complete prerequisite study with Arbinger (seminar or teleclass)
- Return registration form to [cic@arbinger.com](mailto:cic@arbinger.com)
- Return Participant Agreement and review the Program Guide
- Complete welcome interview
- Attend first call!

The ARBINGER Institute  
Gateway Park Tower  
563 West 500 South  
Woods Cross UT 84087