Coaching is no longer the sole domain of the human resources department. Research and practice demonstrate that coaching is a highly effective development tool within successful organizations of all types and sizes. And, it is internal coaches—from line managers to senior executives—who can most effectively navigate their company’s culture.

Babson, a leader in coaching for more than a decade, offers the only stand-alone program of its kind that certifies internal executive coaches. Instead of focusing on remedial situations or relying on external coaching consultants, the program helps companies build talent from within by leveraging the strengths, capabilities, and potential of their top talent.

You’ll receive coaching feedback from faculty and peers and work with two company-sponsored coaching clients on your journey to coaching certification. These professional coaching cases allow you to focus on applying coaching concepts to solve actual business needs during and between modules.
Coaching Inside the Organization presents a developmental coaching methodology to guide employees to achieve higher levels of skill, experience greater engagement with their organizations, and promote personal development.

Beyond organizational benefits, the use of real-life projects enables you to advance your personal coaching style, support a strategy for bringing coaching to your organization, and promote your value as a leader in your business.

The coaching curriculum is designed to help you to meet your individual and organizational goals in coaching. In addition to your two coaching cases, you will be working on an applied research project examining and recommending ways to bring coaching back to your organization or work unit by the end of the program.

Creating an internal coaching culture translates to a significant increase in effective communication, productive interactions, and economic value, both immediately and in the long term.
BECOME A CERTIFIED COACH

Throughout the program, Babson faculty and experienced coaches help you to build your coaching skills in the context of real business situations. In addition to becoming a certified coach yourself, you’ll learn to effectively:

- Cultivate a coaching culture at your company
- Create solutions for your organization
- Analyze case studies that illustrate a range of coaching styles
- Partner and network with peers to form a coaching support team
- Receive individual feedback through evaluations and video sessions

PROGRAM TOPICS

Via a blend of lectures, guest speakers, coaching, case studies, self-assessment, action learning, problem solving, and networking, the program covers topics such as:

- Foundations of Internal Coaching
- Critical Behaviors for Coaching: Competencies and Derailers
- ROI of Coaching
- Understanding the Impact of Personal Style on Performance

For more information about becoming a certified internal coach, and the benefits it will bring to your organization, contact:

BABSON EXECUTIVE EDUCATION
ONE EXECUTIVE EDUCATION CIRCLE, BABSON PARK, MA 02457
1.800.882.EXEC / EXEC@BABSON.EDU

SAMPLE PROGRAM SCHEDULE*

MODULE 1

> DAY ONE
Key Principles of Developmental Coaching
Key Elements of an Internal Coaching Function
Benefits of Internal Coaches

> DAY TWO
Beginning the Coaching Engagement

> DAY THREE
Coaching Partner Feedback
Preparing for Client and Manager Meetings
Development Planning

MODULE 2

> DAY FOUR
Review of Coaching Exemplars
Understanding Assessment and 360-Degree Feedback
Coaching Partners Role Play and Videotaping

> DAY FIVE
Eureka Moments
Complex Data Integration
One-on-One Video Review

> DAY SIX
Three-Way Alignment Meeting
Coaching Project Presentations

MODULE 3

> DAY SEVEN
Exemplars and Coaching Case Presentations
The Political Challenges of Internal Coaching

> DAY EIGHT
Ending a Coaching Case
Assessing the Impact of Coaching
Your Coaching Development Plan
Coaching Project Presentations

*Babson Executive Education continually updates program content to best serve participant needs. Course content may vary.
Elaine Eisenman is dean of Babson Executive and Enterprise Education at Babson College. As a member of the President’s Cabinet, she is responsible for the growth of her division, currently ranked No. 11 for global executive education programs by Financial Times. An organizational psychologist, she also has been a business leader and general manager, HR executive, private and public board member, and organizational consultant. Her areas of expertise include executive coaching and selection, transition and succession, and the alignment of strategy, selection, compensation, and performance during periods of growth and transformation. She is co-author of I Didn’t See It Coming: The Only Book You’ll Ever Need to Avoid Being Blindsided in Business.

Joseph R. Weintraub is a professor of management at Babson College. He is an organizational psychologist who focuses on the areas of individual and organizational effectiveness. He teaches and consults in the areas of leadership development, coaching, team effectiveness, human resources, and performance management. He is the founder and faculty director of the Babson Coaching for Leadership and Teamwork Program, and co-author of The Coaching Manager: Developing Top Talent in Business and The Coaching Organization: A Strategy for Developing Leaders.