



NACE 30-HOUR COACHING CERTIFICATION PROGRAM

National Association of Colleges and Employers
62 Highland Avenue, Bethlehem, PA 18017
610.868.1421 · www.naceweb.org





PROGRAM OVERVIEW

NACE 30-Hour Coaching Certification Program

Program Description

The NACE Coaching Certification Program (CCP) is a training program designed for career services members wishing to demonstrate their success as a career coach using proven ethical and professional standards in their pursuit of the Board Certified Coach (BCC) credential offered through the Center for Credentialing and Education, Inc. (CCE).

The BCC credential is a mark of distinction for credential holders and a source of credibility for their clients. A BCC has met professional coaching competency standards established by CCE and subject matter experts.

The BCC certification demonstrates to the public that a professional coach has:

- Met educational and training requirements.
- Passed a psychometrically sound coach-specific examination.
- Obtained experience in the field of coaching.
- Professional peer references.
- Accountability to an enforceable ethics code.
- Commitment to continuing education.

The achievement of the BCC credential solidifies the professional identity of the coach. The BCC credential is attractive to professionals who would like to provide independent third-party verification that they have achieved certain coaching competency standards.

Board Certified Coach Certification Prerequisites

Candidates must meet all prerequisites as established and mandated by the CCE.

BCC Certification Prerequisites for completion of the 30-hour training program: Candidates must meet all prerequisites to sit for certification exam through the CCE.

- Have obtained a master's degree or higher in counseling and have 30 hours of coaching experience; or
- Have obtained a master's degree or higher, hold the National Certified Counselor credential or full professional counseling licensure, and have 30 hours of coaching experience; or
- Have obtained a doctoral degree or higher in Social or Behavioral Sciences and have 30 hours of coaching experience; or
- Have a bachelor's degree or higher in any field/concentration and have 2,500 hours of coach experience over a period of five years or more.

Questions regarding the BCC Certification Prerequisites are to be directed to cce@cce-global.org or 336.482.2856.

Program Formats

Formats vary by module and can include: direct instruction, virtual learning, roundtable discussions, and case study reviews.

Program Frequency

On-demand virtual offerings are available for purchase on the NACE website for all of the virtual components of the 30-Hour Coaching Certification Program. Each live workshop will be held at least once each calendar year at designated locations throughout the US.

PROGRAM OVERVIEW

Facilitator Information

NACE Coaching faculty have completed a stringent application and training process. All coaching faculty meet the following requirements:

- Hold an advanced degree which aligns with their professional acumen for career coaching;
- Have at least 10 years of coaching experience;
- Are certified career coaches or are seeking approval through CCE;
- Have successfully completed the NACE Train-the-Trainer program; and
- Have demonstrated advancement of the coaching profession through writing, projects, and/or professional collaborations.

NACE CCP Assessment and Criteria

Upon successful completion of each module, the named registrant will be provided instructions post event to complete the NACE Knowledge Assessment. Candidates must score 88% or better to receive the designated NACE CCP certificate of completion for the appropriate module. Candidates may test up to three (3) times per module. If the candidate is unsuccessful following three (3) attempts, the candidate must retake the module in its entirety.

The candidate must complete each of the seven (7) modules, successfully pass each module's NACE Knowledge Assessment with 88% accuracy, and have obtained each NACE CCP certificate of completion prior to submitting his/her application for the Board Certified Coach to the Center for Credentialing & Education, Inc.

ADA Statement

NACE and its testing vendor comply with the provisions of the Americans with Disabilities Act (ADA) and Title VII of the Civil Rights Act in accommodating disabled candidates who require special accommodations to complete assessment. Candidates requiring special accommodations must notify NACE of their request prior to testing.

The process for notification is as follows:

1. Notify the NACE Professional Development Department at educationrequest@nacweb.org of your intent to request an accommodation. Please write "ADA Request" in the subject line.
2. Once your request is received, a copy of the Request for Special Accommodations Form will be provided to you.
3. The completed Request for Special Accommodations Form should be returned to NACE at educationrequest@nacweb.org. If reasonable accommodations can be made, NACE will notify candidate within five (5) business days to determine the testing date.
4. There are no fees associated with accommodation requests.

Continuing Education Hours

NACE is an approved provider by the Center for Credentialing and Education, Inc. for the Board Certified Coach Credentialing.



NACE is also an approved provider for Continuing Coach Education clock hours through the International Coaching Federation.



MODULE DESCRIPTIONS

NACE Orientation to Coaching

This webinar series provides researched based strategies to define client roles as well as examine key considerations to the coaching process. Additionally, you will learn the ins and outs of helping your clients set and achieve appropriate goals.

Part I: The Coaching Process

- Differentiate between coaching and counseling;
- Define coach and client roles;
- Describe measures to establish the coaching process; and
- Create an environment that supports mutual respect and trust.

Part II: Coaching Considerations

- Define informed consent;
- Use effective communication strategies to coach diverse populations; and
- Describe characteristics that contribute to a safe coaching environment.

Part III: Coaching in Action

- Describe methods for identifying a client's motivational level to construct appropriate goals;
- Identify factors affecting client goal achievement, including client disposition, life experiences, existing support systems, and social factors; and
- Establish client goals that are specific, measurable, attainable, realistic, and timely.

FORMAT

Three-part webinar series

LENGTH

3 hours

CAREER LEVEL

Basic-, intermediate-, and advanced-level career services professionals

CAREER SERVICES COMPETENCY

Career Coaching, Advising, and Counseling

FEE

\$207 (member); \$357 (nonmember)

CONTINUING EDUCATION CLOCK HOURS

BCC - 1 clock hour per session

ICF - 1 clock hour per session

NACE Career Coaching Basics

The Career Coaching Basics webinar series provides recommendations for conducting a coaching session and includes strategies for establishing client goals, measuring client progression toward goal attainment, and providing development resources that contribute to client's success. Career coaches will assist clients in mitigating individual risk using a strategic decision making approach.

FORMAT

Two-part webinar series

LENGTH

2 hours

CAREER LEVEL

Basic-, intermediate-, and advanced-level career services professionals

CAREER SERVICES COMPETENCY

Career Coaching, Advising, and Counseling

FEE

\$138 (member); \$238 (nonmember)

CONTINUING EDUCATION CLOCK HOURS

BCC - 1 clock hour per session

ICF - 1 clock hour per session

Part I: Career Focused Coaching Approach

- Assist client in establishing short and long term goals and develop an individual action plan for positive outcomes;
- Describe methods for monitoring client progress; and
- Analyze decision making models that reduce client risk and promote positive progression toward achievement of goals.

Part II: Career Focused Resource Development

- Use strategies to leverage client's ability to successfully transition into a new role;
- Describe elements of the professional portfolio and benefits of client use; and
- Evaluate availability of services and resources for long term and independent client development.

MODULE DESCRIPTIONS

NACE Coaching Fundamentals

The NACE Coaching Fundamentals workshop provides coaching strategies and best practices to establish and conduct effective and ethical coaching sessions for clients. Attendees will learn strategies to create an environment that supports mutual respect and learn methods to communicate effectively during a coaching session. Attendees will use empowerment and positive reinforcement to create a coaching alliance.

Following this program, you will be able to:

- List commonalities between coaching and counseling;
- Identify structural components of a comprehensive coaching plan;
- Examine factors impacting the coaching process;
- Maximize client outcomes through goal setting;
- Determine post-session activities for goal attainment;
- Analyze client feedback regarding effectiveness of coaching and goal attainment; and
- Create an approximative timeline for coaching services and establish a comprehensive plan.

FORMAT

Live workshop

LENGTH

4 hours

CAREER LEVEL

Basic- and intermediate-level career services professionals

CAREER SERVICES COMPETENCY

Career Coaching, Advising, and Counseling

FEE

\$325 (member); \$450 (nonmember)

CONTINUING EDUCATION CLOCK HOURS

BCC - 4 clock hours

ICF - 4 clock hours

NACE Assessments for Coaching Intensive I

The NACE Assessments for Coaching Intensive I workshop provides attendees the opportunity to dive deep into the world of assessments. Learners will explore assessments and applicability in higher education, businesses, and organizations to gain a solid understanding of how assessments can enhance the coach/client relationship resulting in positive outcomes. Attendees will examine the coaching process, and gain strategies to provide specific and purposeful feedback as part of a comprehensive coaching plan.

FORMAT

Live workshop

LENGTH

7.5 hours

CAREER LEVEL

Basic-, intermediate-, and advanced-level career services professionals

CAREER SERVICES COMPETENCY

Research, Assessment, and Evaluation

FEE

\$425 (member); \$500 (nonmember)

CONTINUING EDUCATION CLOCK HOURS

BCC - 7.5 clock hours

ICF - 7.5 clock hours

Following this program, you will be able to:

- Identify existing factors affecting the coaching process: client support system, attitude and social factors;
- Establish appropriate goals based on client preference and assessment results;
- Evaluate assessment tools for purpose, appropriateness, and accessibility;
- Assist client in correlating stated goals and current state; and
- Select appropriate assessments based on client scenario review.

NACE Coaching for Businesses and Organizations

The NACE Coaching for Businesses and Organizations webinar series provides skills and strategies for professional practitioners to leverage employees' understanding of mission resulting in positive change, increased productivity and employee development. Using best practices and effective communication skills, leaders will identify measures for serving as a change agent within their organization.

Part I: Coaching for Positive Change-Why?

- Use effective communication strategies which align with organization vision;
- Describe benefits of organizations adopting a coaching model for change; and
- Recommend appropriate coaching strategies that enhance productivity and address organizational issues.

Part II: Coaching for Positive Change-How?

- Identify specific coaching skills necessary for serving in the role of a spokesperson, advocate, and negotiator;
- Define change agent characteristics and impact within the organization; and
- Discuss mentoring role and impact on an individual and group level.

Part III: Coaching for Positive Change-When?

- Analyze organizational styles and use of effective communication;
- Gain employee buy-in using effective decision making techniques; and
- Describe coaching strategies which contribute to resolution.

FORMAT

Three-part webinar series

LENGTH

3 hours

CAREER LEVEL

Basic- and intermediate- career services professionals and URR professionals

CAREER SERVICES COMPETENCY

Management and Administration-Staff Development and Supervision

FEE

\$207 (member); \$357 (nonmember)

CONTINUING EDUCATION CLOCK HOURS

BCC - 1 clock hour per session

ICF - 1 clock hour per session

NACE Ethical and Professional Practice in Coaching

The Ethical and Professional Practice in Coaching webinar series defines ethical standards and expectations for professional coaches. Learners will identify individual barriers affecting the coaching process and gain strategies to increase awareness, competencies, and increase competencies related to working with diverse and culturally diverse populations.

FORMAT

Three-part webinar series

LENGTH

3 hours

CAREER LEVEL

Basic-, intermediate-, and advanced-level career services professionals

CAREER SERVICES COMPETENCY

Career Coaching, Advising, and Counseling

FEE

\$207 (member); \$357 (nonmember)

CONTINUING EDUCATION CLOCK HOURS

BCC - 1 clock hour per session

ICF - 1 clock hour per session

Part I: Mentoring

- Describe individual challenges that coaches face and examine techniques to overcome to obstacles;
- Differentiate between apprentice, competency, and reflective mentoring models; and
- Use effective strategies and processes to enhance the mentoring relationship.

Part II: Client Advocacy

- Discuss legal and ethical considerations when acting as a client advocate;
- Describe situations that exist which hinder client growth and progress where acting as a client advocate is appropriate; and
- Justify appropriateness of referral in review of client profiles.

Part III: Continuing Education

- Review the BCC Code of Ethics and expectation for adherence;
- Identify outlets for continued development;
- Describe best practices for informing clients of ethical and legal aspects of coaching; and
- Recognize benefits of professional collaboration for support and leadership.

MODULE DESCRIPTIONS

NACE Career Coaching Intensive

Gain the skills and tools you need to help your students reframe their thinking about their careers.

In this two-day program, you will learn effective coaching techniques to use with both with groups and individuals, learn how to select and apply the technique best suited for your client, and gain insight into the latest trends and tactics in career coaching. Appropriate for practitioners at all levels, the Career Coaching Intensive will empower you to empower your students in their career development and job search.

Following this program, you will be able to:

- Define career coaching;
- Describe the foundation of coaching;
- Examine the history of coaching;
- Develop an understanding of coaching competencies and ethical standards;
- Explore key concepts of the coaching process;
- Differentiate between coaching and counseling;
- Explain the impact of language in the coaching process;
- Examine the structure of coaching;
- Use coaching strategies for individuals and groups; and
- Identify areas for continued development as a coaching practitioner.

Note: NACE Career Coaching Intensive Refresher is available to Career Coaching Intensive (CCI) alumnus.

FORMAT

Live workshop

LENGTH

12 hours; 2 days (Note: 7.5 hours apply to earning the BCC credential.)

CAREER LEVEL

Basic- and intermediate-level career services professionals

CAREER SERVICES COMPETENCY

Career Coaching, Advising, and Counseling

FEE

\$525 (member); \$650 (nonmember)

CONTINUING EDUCATION CLOCK HOURS

BCC - 7.5 clock hours

ICF - 12 clock hours

TRAINING OPTIONS

Taught by NACE Coaching Faculty members, on-site training enables you and your team to collectively develop skills without the out of office time requirement.

ON-SITE WORKSHOPS

NACE Coaching Fundamentals

Format: Live Workshop

Length: 4 hours

NACE Assessments in Coaching Intensive I

Format: Live Workshop

Length: 7.5 hours

NACE Career Coaching Intensive

Format: Live Workshop

Length: 12 hours; 2 days

We also have on-demand webinars to provide training opportunities at times that are more convenient for your staff.

ON-DEMAND WEBINARS

NACE Orientation to Coaching

Format: On-Demand Webinar

Length: 3 hours

NACE Career Coaching Basics

Format: On-Demand Webinar

Length: 2 hours

NACE Coaching for Businesses and Organizations

Format: On-Demand Webinar

Length: 3 hours

NACE Ethical and Professional Practice in Coaching

Format: On-Demand Webinar

Length: 3 hours

NACE SCHEDULE OF EVENTS

Visit www.nacweb.org/events to view our full course catalog, which includes scheduled dates, times, and course fees.

COURSE FEES

30-HOUR COACHING CERTIFICATION PROGRAM FEES

MODULE NAME	FORMAT	MEMBER FEE	NONMEMBER FEE
NACE Coaching Fundamentals*	Live Workshop	\$325	\$450
NACE Assessments for Coaching Intensive I*	Live Workshop	\$425	\$500
NACE Career Coaching Intensive*	Live Workshop	\$525	\$650
NACE Orientation to Coaching	3-Part Webinar (On-Demand)	\$207	\$357
NACE Career Coaching Basics	2-Part Webinar (On-Demand)	\$138	\$238
NACE Coaching for Businesses and Organizations	3-Part Webinar (On-Demand)	\$207	\$357
NACE Ethical and Professional Practice in Coaching	3-Part Webinar (On-Demand)	\$207	\$357
BCC application and examination fee**		\$279	\$279
		\$2,313***	\$3,188***

*On-site training is available for groups of 10 or more people at a lower rate. See On-Site Training Fees below for reference.

**BCC application can be submitted once all seven (7) modules are completed and certificates of completion are issued. Other requirements may apply.

***Total cost can vary based on live, on-demand, or on-site format. E-mail educationrequest@naceweb.org to discuss your options.

TRAINING FEES

MODULE NAME	VIRTUAL	ON-SITE	REGISTRANTS
Coaching Fundamentals	\$1,600	\$3,100	Level 1 (up to 10 people)
	\$1600 + (\$160) per person	\$3100 + (\$310) per person	Level 2 (over to 10 people)
Assessments for Coaching Intensive I	\$2,300	\$3,800	Level 1 (up to 10 people)
	\$2300 + (\$230) per person	\$3800 + (\$380) per person	Level 2 (over to 10 people)
Career Coaching Intensive	\$2,500	\$4,900	Level 1 (up to 10 people)
	\$2500 + (\$250) per person	\$4900 + (\$490) per person	Level 2 (up to 10 people)

Questions?

Contact NACE Professional Development at educationrequest@naceweb.org or 610.625.1026.

ABOUT NACE

Established in 1956, the National Association of Colleges and Employers (NACE) connects more than 9,600 college career services professionals at nearly 2,000 colleges and universities nationwide, more than 3,300 university relations and recruiting professionals, and the business affiliates that serve this community.

NACE is the leading source of information on the employment of the college educated, and forecasts hiring and trends in the job market; tracks starting salaries, recruiting and hiring practices, and student attitudes and outcomes; and identifies best practices and benchmarks.

NACE provides its members with high-quality resources and research; networking and professional development opportunities; and standards, ethics, advocacy, and guidance on key issues.

Inclusion is a [core value](#) for the National Association of Colleges and Employers, which fosters and supports individual and organizational diversity and inclusion to advance equity in all facets of the association.

©2020 National Association of Colleges and Employers. All rights reserved.



National Association of Colleges and Employers
62 Highland Avenue, Bethlehem, PA 18017
610.868.1421 · www.naceweb.org