



Press Release

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Open Enrollment for Professional Coaching Programs: Coaching Fundamentals and Mastery Certification

Source Point Training announces open enrollment for coach training and certification classes scheduled to begin September in Phoenix, AZ. The 9-month program develops knowledge, skills and abilities for individuals who want to enter the professional coaching field - facilitated by Source Point Training co-founder and master coach, Barbara Fagan.

HEALDSBURG, CA, February 10, 2012 – Source Point Training (www.sourcepointtraining.com) today announced open enrollment for its highly successful Coaching Fundamentals & Mastery Certification programs that are scheduled to begin September 14, in Phoenix, AZ.

The program equips participants with knowledge, skills and abilities to become professional coaches. The programs are approved by the International Coach Federation (ICF) for a total of 141 Continuing Coach Education (CCE) units and provides student coaches with the designation of Certified Professional Performance Coach (CPPC). That's more than any other coach training organization.

Program: [Fundamentals of Performance Coaching](#), 84.5 CCE units

Training Dates: Sept. 14-16; Dec. 7-9, 2012; and Feb. 22-24, 2013

Location: Phoenix, AZ

Program: [Mastery of Performance Coaching](#), 56.5 CCE units

Training Dates: April 12-14; June 28-30, 2013

Location: Phoenix, AZ

Source Point Training co-founders, Barbara Fagan and Lou Dozier, have trained and certified some of the best coaches in this rapidly expanding profession. Joined by a team of CPPC professionals and business experts, they offer the most comprehensive coach training available.

“Our approach has been developed from 11 years of teaching ways of being a coach not just the skill set,” says Fagan. “This training is as much a personal development process as it is a coaching development process.”

“We use an ontological approach in our coaching style,” says Fagan. “We work with clients on specific goals while coaching to levels of self awareness that will create greater achievement in all areas of their lives.”

The full program provides five classroom sessions conducted over 9 months with 150 hours of in-classroom training with additional virtual and one-on-one coaching.

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Fagan explains that the full certification process takes student coaches from learning the basics of being a coach, to developing core competencies recognized by ICF, “but we also introduce them to other resources that are part of achieving success as a coach.”

Student coaches are introduced to Neuro-Linguistic Programming (NLP) to enhance coach-client rapport and ability to design strategies for success. Branding and business development experts provide training on developing a market niche, key messages and a platform to launch their business. “Our goal is to provide students all they need to be ready to step out and begin a successful business as a Certified Professional Performance Coach.”

More companies are investing in coach training due to well-documented return on investment.

There is a stronger case than ever for offering employee coaching in the workplace, according to new research conducted by the Chartered Institute of Personnel and Development (CIPD) based in the UK. The report, entitled “Taking the Temperature of Coaching,” highlights coaching as a cornerstone of high performance that focuses on the professional development of individual employees.

“Coaching continues to be important in maintaining high performance and developing more agile employees, work practices and organizations [sic],” says Dr. John McGurk, adviser for learning and talent at CIPD. According to a new report from the Aberdeen Group, businesses that invest in employee training tend to reap the benefits in terms of improved engagement and retention levels.

“Companies with a coaching culture have a proven record of higher levels of employee engagement. Right now is a great time to develop these skills as competition for recruiting and retaining the best talent becomes more competitive as businesses recover and expand. Fagan shares “We certify our coaches as Performance Coaches because we feel this is where coaching is headed - coaching higher levels of personal and professional performance.”

“This type of professional development is not a fad,” Fagan says. “It’s a strong trend that has been building for more than 20 years. The fact is, about half of companies in the U.S. currently implement coaching programs for their employees and staff.” The American Management Association recently reported that 37% of U.S. businesses say that they are planning to start in the near future.

People who find themselves in a career transition and who have extensive life experiences in different fields see being a professional coach as a means to generate income and contribute to others. Medical and therapeutic practitioners, fitness trainers and physical therapists are taking up coaching to increase client progress. “This is a great time to become a professional coach” Fagan shares.

[See this video](#) testimonial by recent graduates of Source Point Training’s Coaching Fundamentals and Mastery Certification programs.

For more information, visit <http://www.sourcepointtraining.com/coach-training/fundamentals-of-performance-coaching/>, email admin@sourcepointtraining.com or call 800-217-5660 x101.

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