



## Press Release

For Immediate Release  
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For More Information  
Contact Lou Dozier or Barbara Fagan  
800-217-5660

# Rising Demand for Professional Coaches Creates New Career Opportunities and New Income Potential

*In response to higher demand from corporations and individuals for professional coaching, Source Point Training announces stepped-up efforts to fill open enrollment slots for upcoming coach training and certification classes scheduled to begin September in Phoenix, AZ. The 9-month program develops coaching skills, with a business development model to support people who want to enter the professional coaching field.*

HEALDSBURG, CA, March 20, 2012 – Source Point Training ([www.sourcepointtraining.com](http://www.sourcepointtraining.com)) today announced stepped up efforts to spread the news about the growth of professional coaching and to fill enrollment spots for its acclaimed and highly successful Coaching Fundamentals & Mastery Certification programs scheduled to begin September 14, in Phoenix, AZ.

As part of its strategy to “spread the news,” the company cites recent international studies that show that the attention on professional coaching is indeed on the rise. According to new research conducted by the *Chartered Institute of Personnel and Development* (CIPD) in London, UK, businesses can use coaching to create added value and maximize the value of their employees. Another report from the *Aberdeen Group*, based in Boston, MA, reports that businesses that invest in employee training tend to reap the benefits in terms of improved engagement and retention levels.

According to a study conducted in 2008 by *PricewaterhouseCoopers* and *Association Resource Centre, Inc.*, companies that use professional coaching reported a median return on investment of **seven times their initial investment**. This study was the result of a survey of corporate and individual clients of *ICF* (International Coach Federation) member coaches.

“It’s no surprise to me that business has ‘discovered’ the value of professional coaching,” says Barbara Fagan, master coach and co-founder of the California-based coaching and coach training company. “Muhammad Ali had Angelo Dundee. UCLA Bruins had John Wooden. The Green Bay Packers had Vince Lombardi. They all had coaches and they went on to be great performers. Business is now looking for a way to emulate that model of success.”

The upcoming program from Source Point Training equips students with knowledge, skills and abilities to become professional coaches. 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 mentoring.

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.”

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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," she says.

The programs are approved by the International Coach Federation (ICF) for a total of 141 Continuing Coach Education (CCE) units. Completion of both programs 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 - 3 sessions:** 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 - 2 sessions:** April 12-14; June 28-30, 2013 **Location:** Phoenix, AZ

"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(at)sourcepointtraining.com or call 800-217-5660 x101.

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