



**DEPARTMENT OF
VIOLENCE PREVENTION**
LIFE COACHING CERTIFICATION FELLOWSHIP

MARCH-JULY 2022



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ABOUT THE CERTIFICATION FELLOWSHIP

The Department of Violence Prevention remains deeply committed to investing in trainings that support you with learning and skill building opportunities that are responsive to your stated needs. The *Life Coaching Certification Course* is one such offering.

The Life Coaching Certification Fellowship is a five-month learning experience for frontline staff, including street outreach workers, life coaches, crisis interventionists, and employment specialists currently employed by a DVP grantee. The program was designed to build coaching skills in a healing centered environment and combines coaching, wellness, leadership development, and self-care to support transformational learning.

The Life Coaching Certification Fellowship will be facilitated by Leslie Brown, Principal and Owner of [Blooming Willow Coaching](#) and a skilled group of certified coaches from around the world who have experience facilitating healing-centered coaching in vulnerable communities. This program is accredited by the [International Coaching Federation](#) (ICF). The International Coaching Federation (ICF) serves as the governing body for coaching throughout the world. Fellows will be certified by ICF upon graduation in July.

This year's Life Coaching Certification Fellowship will be delivered virtually.

ELIGIBILITY

The certification is designed for peer professionals and direct service providers. Program managers and supervisors with lived experience will also be considered.

- Case managers, life coaches, and other staff working in a direct service role with DVP clients are strongly encouraged to apply
- At least two years of direct service experience preferred
- Peer-professionals who share lived experience with their clients preferred
- All applicants must receive supervisor support and approval

Up to 4 applicants from currently funded organizations will be selected to attend. If you are interested in attending, please talk with your supervisor and get approval before applying.

KEY DATES

- Apply [here](#) by **January 7th, 2022**
- Bright Research Group will hold interviews on a rolling basis In December & January
- Selected applicants will be notified by early February 2022

BENEFITS

- **Certification:** This program is an accredited certification program recognized by the International Coaching Federation (ICF) and offers the Approved Coach Specific Training Hours (ACSTH) Credential for all graduates. Becoming a certified life coach supports fellows in building professional practices and increasing professional recognition.
- **Coaching Skills:** Fellows will learn essential coaching skills designed to empower clients and communities to initiate personal and community change. These skills include: building relationships of trust with clients, developing participant centered goals, keeping clients safe and well, and supporting sustainable change.
- **Professional Connections:** Fellows will participate in a cohort experience with life coaches and others working in direct service or social justice roles.

COMMITMENT

The Life Coaching Certification Fellowship is a 5-month program that will run from March – July 2022. There will be one pre-meet for DVP Fellows on February 26th. In order to graduate from the program, fellows must complete the following:

- 100% attendance at the 5 half-day Saturday trainings
- Completion of 15 required weekly virtual classes as listed in the syllabus
- Completion of 20 peer coaching hours (outside of class) before the end of the course and submission of monthly coaching logs
- Active participation in 6 one-on-one virtual mentor coaching sessions (The first mentor coaching session occurs prior to the program launch)
- 5 hours of coaching observation via group coaching
- Completion of homework assignments, including watching coaching videos and completing required reading materials prior to sessions
- Development of a coaching portfolio, including submission of monthly portfolio updates

Approximate time commitment is 20 hours per month

FELLOWSHIP FORMAT

HALF-DAY TRAININGS

These half day trainings introduce fellows to core coaching strategies and provide time to practice new skills together.

- Fellows are required to attend all five half-day training days in order to graduate
- TIME: Five Saturdays-3/12, 4/9, 5/14, 6/11, and 7/30 from 9:00am-1:00pm
- Trainings are held on Zoom Video Platform

VIRTUAL COURSES

Weekly 2-hour virtual courses provide an opportunity for fellows to engage in learnings together via an on-line classroom.

- Fellows are required to attend virtual courses on Wednesday afternoons (schedule listed below) from 3pm to 5pm
- Virtual courses are held on Zoom Video Platform; fellows will receive an email from Blooming Willow with the Zoom link and can access the class with that link weekly
- Zoom can be downloaded on a computer or smartphone; virtual class should be engaged from a quiet and private environment to support collective learning and confidentiality
- Virtual courses include instruction time, monthly two-hour group coaching sessions and monthly peer coaching sessions
- Absences should be reported to the Blooming Willow training staff in advance
- Missed Wednesday virtual courses must be made up by listening to the recording and completing practice coaching with a cohort peer within *one week*. *Fellows should plan to attend all courses and absences should be reserved for emergencies only.*

**Students are required to utilize their video cameras for all sessions including half day and virtual weekly sessions.*

MENTORING

Monthly mentor coaching provides an opportunity to receive feedback and support from Blooming Willow faculty. The first one-on-one session will be scheduled before the program launch to help fellows prepare for the program. Once the program gets started, fellows must schedule (1) one-on-one session each month.

- The *6 one-on-one virtual mentor coaching sessions are a graduation requirement*
- There is a \$150 fee for any no call/no show appointments

PRACTICE HOURS AND LOGS

- Fellows are required to complete a total of 20 hours of peer/client coaching outside of class. Using coaching skills with existing clients can count towards hours.
- Fellows must complete and submit coaching hours on a monthly log. The logs must be submitted by the last business day of the month.

GOOGLE CLASSROOM

This course will use google classroom to organize class assignments. Fellows will receive an invite to join the Google Classroom and will have access to all readings and assignments on the platform.

HOMEWORK ASSIGNMENTS

- Reading assignments (approximately 45-minutes weekly) and learning videos (approximately 90 minutes monthly) will be assigned as pre-class work. Pre-work and readings must be completed before class
- Fellows will track monthly completed assignments and learnings in a coaching portfolio. Portfolios will be do at the end of each month

PEER ADVISING

Holly Joshi, Director of Research at Bright Research Group will act as the peer advisor. She will:

- Remind fellows of course requirements
- Offer opportunities to practice and make progress toward peer coaching goals
- Provide encouragement and support progress towards graduation
- Help address any barriers to participation
- Gather feedback about the fellowship

TRAINING CALENDAR

Date	Time	Format
Pre-Program Launch Mentor Coaching- Schedule on Your Own		
Module 1		
Tuesday, March 1, 2022	4:00-5:00pm	Meet & Greet
Saturday, March 12, 2022	9:00am-1:00pm	Half-Day Training
Wednesday, March 16, 2022	3:00-5:00pm	Virtual Course
Wednesday, March 23, 2022	3:00-5:00pm	Virtual Course
Wednesday, March 30, 2022	3:00-5:00pm	Virtual Course

Date	Time	Format
Thursday, March 31, 2022	Portfolio Due	
March Mentor Coaching- Schedule on Your Own		
Module 2		
Saturday, April 9, 2022	9:00am-1:00pm	Half-Day Training
Wednesday, April 13, 2022	3:00-5:00pm	Virtual Course
Wednesday, April 20, 2022	3:00-5:00pm	Virtual Course
Wednesday, April 27, 2022	3:00-5:00pm	Virtual Course
Thursday, April 28, 2022	Portfolio Due	
April Mentor Coaching- Schedule on Your Own		
Module 3		
Saturday, May 14, 2022	9:00am-1:00pm	Half-Day Training
Wednesday, May 18, 2022	3:00-5:00pm	Virtual Course
Wednesday, May 25, 2022	3:00-5:00pm	Virtual Course
Wednesday, June 1, 2022	3:00-5:00pm	Virtual Course
Thursday, June 2, 2022	Portfolio Due	
May Mentor Coaching- Schedule on Your Own		
Module 4		
Saturday, June 11, 2022	9:00am-1:00pm	Half-Day Training
Wednesday, June 15, 2022	3:00-5:00pm	Virtual Course
Wednesday, June 22, 2022	3:00-5:00pm	Virtual Course
Wednesday, June 29, 2022	3:00-5:00pm	Virtual Course
Thursday, June 30, 2022	Portfolio Due	
June Mentor Coaching- Schedule on Your Own		
Module 5		
Wednesday, July 6, 2022	3:00-5:00pm	Virtual Course
Wednesday, July 13, 2022	3:00-5:00pm	Virtual Course
Wednesday, July 20, 2022	3:00-5:00pm	Virtual Course
Saturday, July 30, 2022	9:00am-1:00pm	Half-Day Training & Graduation
Saturday, July 30, 2022	Portfolio Due	
July Mentor Coaching- Schedule on Your Own		

CONTACTS

NAME	ROLE	EMAIL	PHONE NUMBER
Leslie Brown	Principal Owner, Blooming Willow	leslie@bloomingwillow.com	734.678.3017
Holly Joshi	Peer Advisor/Director, Bright Research Group	holly@brightresearchgroup.com	510.478.5683
Carol Lee	Training Coordinator, Bright Research Group	carol@brightresearchgroup.com	510.501.1265

FREQUENTLY ASKED QUESTIONS ABOUT COACHING AND LOGISTICS

What is coaching?

“Coaching is a teaching, training, and empowerment strategy that supports people to slow down, get curious, and take action.” -Leslie Avant-Brown, CEO at [Blooming Willow](#).

Coaching empowers individuals and organizations to meet the pressing challenges of our time with new levels of creativity, sensitivity, and awareness.

What exactly does a coach do?

Coaches help clients articulate their vision and values, deepen their self-awareness, and expand their sense of possibility. Clients identify and build on their strengths, set goals they are passionate about, create dynamic action plans, achieve greater fulfillment and success, and make the changes that are needed in this world.

What type of coaching do you focus on at Blooming Willow Coaching?

Blooming Willow develops healing centered coaches. Healing centered coaching was inspired by Dr. Shawn Ginwright’s research and writings and Leslie Avant-Brown’s years of work supporting marginalized communities. It centers the use of coaching as a tool to create space for healing and catalyze future action.

What are the primary reasons to attend a coaching certification course?

- To learn and use coaching skills to enhance your professional work
- To learn and use coaching skills to improve your life and community

How is coaching different from psychotherapy?

Psychotherapy frequently focuses on the past and on healing psychological problems such as depression, anxiety, phobia, trauma, destructive behaviors, and addiction. Coaching is primarily learning and action-oriented, moving people toward the fulfillment of their life purpose, dreams, and goals.

How long is the coach training program?

The course is 5 months-(March 12th -July 30th, 2022) with a Meet & Greet for DVP Fellows on March 1st, 2022. *Classes are completely virtual.*

What kind of certification do coaches receive?

This program is an accredited certification program recognized by the [International Coaching Federation](#) (ICF) to offer the Approved Coach Specific Training Hours (ACSTH) Credential for all graduates of this certification program. The ICF serves as the governing body for coaching throughout the world. Fellows will be certified by ICF upon graduation in July.

Are classes in person or online?

This course features 5 half-day *virtual* trainings as well as 15 weekly 2-hour *virtual* classes.

How are classes structured?

Both half-day and weekly virtual training sessions are highly experiential. They include teaching points, skill building, demonstrations, practice, small group work, feedback, and discussion about what we're learning.

What if I miss a class?

The 5 half-day trainings on Saturdays are mandatory. Attending all 5 half-days is a graduation requirement.

We realize that life can get busy so, we've built in some flexibility around the weekly virtual classes on Wednesdays. We believe the best learning happens together during the live virtual classes, but if you must miss a live virtual class on a Wednesday, you can catch up by listening to the recording on your own time and scheduling time with a peer to practice the skills you missed.

If you are going to miss a Wednesday live virtual session, you must alert you're the training staff ahead of time.

Missing class should be reserved for emergencies and make-up work is mandatory.

What is the time commitment?

We anticipate the commitment to be 20 hours per month, though students may dive deeper into the material. This includes attending classes and mentor sessions, practice coaching, and preparing for classes.

Will I learn how to start a coaching business?

No. This course is focused on equipping students with coaching application skills to support individuals, groups, and community transformation. Therefore, we will not focus on business development within this program.

Who are the instructors?

The Life Coaching Certification Fellowship will be facilitated by Leslie Brown, Principal and Owner of Blooming Willow Coaching and a diverse group of Certified Coaches around the world who have experience facilitating community coaching in vulnerable communities.

Leslie Avant-Brown is a certified professional coach and the CEO of Blooming Willow Coaching. She has a background in leadership development, evaluation, program development, and non-profit capacity building. She has developed innovative, award winning, coaching models that focus on working with marginalized communities to fuel systems change, build sustainability, identify leadership, heal, and grow. You can learn more about Leslie and Blooming Willow Coaching [here](#).