

# Certified Life Coach Training Guide



*10 things you should know  
Before you are certified to*

**Become a Life Coach!**

## 1 How do I pick a credible Life Coach Training & Certification Program?

Today there are no shortages of *Life Coach & Executive Coach Certification Programs*, so to help you with this process, the [Certified Coaches Federation](#) offers you this practical and timely guide. With so many choices, you may be wondering which program is the most appropriate, and which *Life Coach Training Programs* have the best reputation? Although there are a number of coaching organizations claiming to be the authority on the certification process, the truth is, there is no international, state/provincial, or municipal governing body that is recognized as *the* “official” standard for the coach certification process. One of the first things you’ll notice as you begin your investigation into the various coaching schools is the difference in both the cost of the programs offered, as well as the time necessary to complete the coach training. The following nine questions will provide you with the answers to this initial question and shed enough light on the topic to help you pick the right program that fits your needs.

## 2 What is *the* most important qualification every life coach must have?

The most important qualification for either a ***Life Coach or Executive Coach*** to have is *real life experience!* The events and experiences that you have gone through in your life, including all the victories, losses, frustrations, set-backs, and moments of insight is, by far, what contributes most to your ability to give perspective to your clients. The primary responsibility of a *Life Coach* is to give feedback to your clients that can inspire them to begin to see new options, choices, and paths related to the process of achieving their goals. When feedback is presented, using the kind of perspective that the *Best Life Coach Training Programs* teach, it can empower people to discover new approaches to removing the roadblocks that once prevented them from achieving their goals! The more real life experience a *Life Coach* has, the easier it is to learn this process. This is why real life experience is substantially more valuable than any official or unofficial, certified or uncertified, coach training program. Don’t be fooled into thinking you need to take a complicated and expensive *Life Coach Training Course*. A good *Coach Training Program* complements your *real life experience*, is straightforward in its approach, is completed in a relatively short period, and is free of complication. Remember, coaching is a simple process.

### **3 Should I become trained online or take an in-person live training course - and why?**

The best way to answer this question for you is to consider your own life experience. If the coaching process is new for you, then one of the most important aspects of a live in-person training program is the experiential component offered in the course. A live *Life Coach Training* experience will give you the added opportunity to learn how to *become a Life Coach* by both actually being coached yourself, and coaching other people in the live class. Experiencing the coaching process in a safe environment, where you have the ability to ask questions, hear feedback from other students, and receive immediate clarification on coaching ideas is the only way to really learn how to coach. Online programs are just not able to offer this critical component of the process of learning how to become a life coach. The only way to learn the coaching process is by *experiencing* the coaching process, and there is only one way to do this: in-person. Only professional coaches, who have been practicing successfully for a number of years, should consider taking an online course to complement their existing skills.

### **4 What kind of demand is there for life coaches?**

Today more than 60% of companies around the world currently have some kind of coaching program embedded in their goal setting process. Some companies choose to bring in external coaches, while other companies prefer to have their key leaders certified [in-house](#). The worldwide demand for both *Life Coaches* and *Executive Coaches* has never been greater. Coaching is now a multi-billion dollar business! The most common demand for *Life Coaching* is in the areas of weight loss, fitness goals, financial goals, business and career goals, and relationship goals.

### **5 What is a reasonable time period necessary to become a Certified Life Coach?**

This question has been debated for years, and will continue to be debated for years. Why all the debate for such a simple question? The coach training industry collectively earns hundreds of millions of dollars each year by offering long, drawn-out, and often expensive training programs. Many coach training schools offering these more time consuming (6 months – 12 months+) coach

training courses have been able to justify their expensive tuition by adding layers of “filler” in their programs. Filler is defined in the coach training industry as any *unnecessary* process, teaching module, or technique that either lengthens or complicates the coaching process. Many people in our society believe that in order for a training course or education to represent *value* it must take a relatively long time to learn, present a certain number of sophisticated concepts, offer a certain degree of complexity and be expensive. This kind of outdated “logic” continues to artificially validate and verify the claims made by many of the various teaching organizations and “authorities” that continue to profit from belief in this widely held illusion.

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### Which is better - ICF or CCF?

This is a bit like comparing apples to oranges. The International Coaches Federation (ICF) began in 1995 and no organization has done more to both promote and legitimize the coaching process. ICF promotes itself as “the leading global organization dedicated to advancing the coaching profession by setting high standards, providing independent certification, and building a worldwide network of credentialed coaches.” Over the last few years, however, ICF’s support has waned as competition from colleges and universities have captured more and more market share of the coach training business. One of the reasons for ICF’s decreasing support may be because it continues to position itself as the gatekeeper of credible coaching content by offering, for a fee, to approve certain Coach Training Programs that meet their standards. ICF also continues to lobby the government to become “the official” accreditation and certification authority for the coaching profession. This would be disastrous for the coaching profession, and, in all likelihood, it will never happen. ICF only approves *Coach Training Programs* that require coaches to complete a minimum number of coach training hours. The more Coach Training organizations conform to this “standard,” the more these training programs begin to look like every other coach training program. Does this seem mediocre and a one-size-fits-all to you? It’s certainly not what coaching is about; coaching and coach training is about choices, perspectives, and unlimited possibilities.

As mentioned earlier, the number one criterion that qualifies you to become a Life Coach is *real life experience*. Your life experience provides the ability to have and give perspective. Your ability to offer perspective can’t and shouldn’t be quantified! This dilutes and bogs down your ability to inspire and work effectively with your clients. All that is *not* necessary should be removed from the coaching process. The merits of any *Coach Training Course* are defined by the *quality*, *simplicity*, and *efficiency* of the coaching concepts presented; this alone is the primary consideration.

The coaching process is most effective when rooted in language that complements your experience and facilitates your ability to communicate ideas clearly. This learning process should not be stifled a required minimum number of hours. This, too, is not what coaching is about. The coaching process should be simple to learn and simple to use with your clients. The less filler and extra steps, the more likely your clients will see what to do in their journey from A to B.

The [Certified Coaches Federation](#) (CCF) was created by Derrick Sweet, a well known author and speaker, who researched the coaching industry in 2004 and was flabbergasted by how unnecessarily complicated the coaching process had become. For the next two years, Derrick and his team created the CCF Coaching Process, which is primarily a language coaches learn that can both inspire their clients to reach new goals (whatever they may be) and remove that which was once in their way. **Derrick believes that anything in the coaching process that does not contribute to this process should be removed.**

*Simplicity is the ultimate sophistication.*

~ Leonardo da Vinci

*Everything should be made as simple as possible, but not simpler.*

~ Albert Einstein

Can you guess what kind of [Life Coach Certification Program](#) they would recommend?

## **7** How can I verify that the coaching program I choose is credible?

Today the world has become transparent. You can research almost any topic and find the answers to your questions literally within minutes! **Google** the name of any *Coach Training Course* or *Coach Training School* you are considering and see what people are saying. Great courses have *mostly* great feedback. It's impossible to satisfy 100% of any market but, on average, the pros of the program should outweigh the cons by at least 90%.

On the CCF website, [www.certifiedcoachesfederation.com](http://www.certifiedcoachesfederation.com), there are over 200 video and written testimonials of people from all occupations who have shared their thoughts on the value of the CCF course: its content, relevancy, caliber of instructors, and more.

Many colleges and universities are jumping on the *Coach Training* bandwagon. Avoid taking any *Coach Certification Program* taught by "instructors" from college or university Coach Training Programs who have little *actual* coaching experience. Many instructors have "text book" experience - they've read about it,

but that's all. Real life coaching experience is the only kind of qualified *Life Coach Training* experience. Do your homework. Find out more, not just about the coaching certification course, but also about the instructor(s). Ask questions. Find out how long they have been a life coach. Ask if they are a full-time or part-time coach. Ask them for the name of their website and then go check it out. The bottom line: when it comes to credibility, do your homework and ask questions.

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## **What skills, tools, and resources should an effective coaching course include?**

An effective coaching program teaches you how to build and maintain rapport with people; this is often the first step in the coaching process. A good *Life Coach Training Program* includes a series of modules that show you how to help your clients develop specific language patterns, beliefs, and thought patterns that are consistent with their individual goals and objectives. Finally, a great *Life Coach Training Program* also includes a module that teaches the simple process of conditioning your beliefs to be aligned with your expectations. Many *Coach Training Programs* miss this crucial step, which is like missing the “add flour” step in the process of making bread.

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## **After certification, will I be required to continue to pay for “the right” to be certified?**

Unlike other professionals such as surgeons, financial planners, and real estate agents, who work in professions that require maintaining levels of compliance, coaching is *not* complicated, and, presently, laws do not specifically regulate it. The number one criterion to qualify to become a life coach is your own *real life experience*. Regulating an individual's experience is arbitrary and ineffective. Furthermore, no *Life Coach Training School* needs to demand its graduates spend more money, on a yearly basis, to “maintain” their certification status. This is just a money grab and organizations who demand this, as a condition of certification, are best avoided.

People who excel in the world of coaching are lifelong learners and realize that no organization has the right to take away their ability to coach simply because they didn't pay their membership fee, and/or comply with the organization's minimum continuing education credits, in order to maintain their “status” as a compliant coach.

This business is for forward-thinking, self-reliant entrepreneurs. Do your homework. If part of the “conditions” for maintaining your certification includes spending additional money every year to have more filler, our advice is keep

looking. Choose a *Coach Training Program* that doesn't force more conditions on you to maintain your status. Continuing education is valuable and, for the life-long learner, a logical next step; however, it should never be mandatory.

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## **What is the difference between shorter courses compared to a 6-month or yearlong program?**

The primary difference between longer courses (6 – 12 months) and shorter courses (days or weeks), is usually outlined in the course summary. Longer courses often include modules that more mature and experienced students may consider unnecessary or of little value, because they have already developed proficiency in these areas. Before selecting any *Life Coach or Executive Coach Training Program*, make a list of the skills you already have that can help you as a life coach. Make a list of the skills you would like to learn that would help you as a coach. Individuals who have less life experience will find the longer courses of more value. Those who already have a high degree of both professional and personal expertise will appreciate the shorter courses. The good news is there is a place for both.

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## **About Certified Coaches Federation**

[www.certifiedcoachesfederation.com](http://www.certifiedcoachesfederation.com)

**CCF** has certified more than 5,000 Life Coaches and Executive Coaches since 2006 and is now considered one of the Best Life Coach Training Programs in the world!

Our Life Coach and Executive Coach graduates believe that the number one criterion of an effective coach isn't just a course; it's your life - all of the events you've experienced that have given you the ability to reflect, develop insight, and give perspective!

The CCF Coach Training Program has been created for you! You've already developed expertise in a specific field. You know you have the real life experience that has given you the ability and credibility to coach others and make a difference in their lives. You don't want to

take a *Life Coach Training Program* that requires an investment of many months and thousands of dollars to teach you what you already know! You want an advanced *Life Coach Training Program* that will complement, enhance and further develop the skills and expertise you possess now. The **Certified Coaches Federation** has an option for you!

For more information on our organization, please call 866-455-2155 or 705-738-1256.

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## CERTIFIED COACHES FEDERATION LINKS & RESOURCES:

- To find a class in your area, see the CCF [schedule](#) page.
- CCF Certified Coach Practitioner Course [summary](#).
- CCF [Certified MASTER Coach Practitioner](#) Course.
- [Why Choose CCF?](#)
- [Meet the CCF Master Coach Trainers](#)
- [About Us](#)
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