



EMORY
GOIZUETA
BUSINESS
SCHOOL

Emory
Executive
Education

LIVE ONLINE

EXECUTIVE COACHING DIPLOMA



EXECUTIVE COACHING DIPLOMA

Emory University's Executive Coaching Diploma is a multi-disciplinary program designed for those interested in becoming a change agent to facilitate team member growth within their organization or creating the foundation for their own coaching practice.

Further develop and formalize your current coaching skills to adapt yourself, your team, and your organization to an ever-changing and complex environment. Create a powerful and diverse network of individuals to support you personally and professionally beyond the program.

The Executive Coaching Diploma is delivered in two parts:

- 1 **Executive Coaching Foundations Certificate:** the essential basis for learning and applying adaptive and transformative leadership coaching best practices
- 2 **Advanced Executive Coaching Certificate:** the combination of neuroscience, behavioral and psychoanalytic theory, and evidenced-based coaching practices to provide a three-dimensional framework that fortifies the coaching foundations



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Upon successful completion of the Executive Coaching Diploma, you will earn the training and mentor coach hours needed for the Associate Certified Coach (ACC) credential through the International Coach Federation (ICF).



*Includes 66 Core Credits (CC) and 14 Resource Development (RD)

"... a perfect blend of theoretical and practical learning. The skills I learned in this program will be of great value to any coach, leader, manager, or advisor. It is easy to see why the program attracts such distinguished instructors and so many high-performers as students."

“ ” *Russell Wood, Financial Advisor*

This Program is Ideal For

- Leaders, professionals, and executives who want to not only better manage their current challenges and opportunities but also develop an agile framework to thrive amidst continuous change
- Mid-career or senior professionals in general management, human resources, consulting, education, entrepreneurship or mental health services (psychiatry, psychology, social work, or counseling)
- Those seeking to improve interactions, increase mindfulness, and enhance their ability to thoughtfully respond, make decisions, and thrive in an atmosphere that demands contextual awareness and empathy

	EXECUTIVE COACHING FOUNDATIONS CERTIFICATE	ADVANCED EXECUTIVE COACHING CERTIFICATE*
Module 1	X	
Module 2	X	
Module 3	X	
Module 4		X
Module 5		X
Module 6		X
Duration	40 Hours	40 Hours
Format	Live Online	Live Online
Investment**	\$5,000	\$6,000

The Executive Coaching Foundations Certificate is a pre-requisite for the Advanced Executive Coaching Certificate. If you have already started your coaching journey, have accumulated 30 ICF training hours in the last two years, and are interested in applying for the Advanced Executive Coaching Certificate only or want to deepen your understanding of brain-based coaching or family systems, please contact Heather Dufault, learning advisor, at heather.dufault@emory.edu to discuss your options.

Emory Executive Education also offers special pricing for select constituents:

- Goizueta Business School Alumni/Faculty/Staff
- Emory University Alumni/Faculty/Staff
- Government and Nonprofit
- Veterans

Discounts may not be combined.

“The Executive Coaching Diploma is one of the best career decisions I have ever made. Not only is the faculty fantastic, the curriculum is founded on cutting edge principles and science in the coaching arena.”

“ ” *Lori Wilson, Elements Coaching*



EXECUTIVE COACHING FOUNDATIONS CERTIFICATE

Fundamentals of Leadership Coaching

The **Executive Coaching Foundations Certificate** provides for the fundamental building blocks for coaching.

With a focus on teaching and enhancing fundamental coaching skills through experiential learning, you will spend much time in pure practice using real-life scenarios. Each practice session allows for immediate and direct feedback from peers, instructors, and seasoned mentor coaches. Also, there is an interim learning curriculum in between each module, which includes, but is not limited to webinars, learning circles, peer coaching, client practicum, and/or reading (estimated 7-10 hours per interim module).



MODULE 1 | FOUNDATIONAL COACHING SKILLS

You will focus on teaching and enhancing fundamental coaching skills using proven coaching techniques. Much time will be spent practicing coaching using real-life scenarios and receiving feedback from peers, instructors, and executive coaches. This module is designed to expand your understanding of your coaching style and approach to working with clients.



MODULE 2 | MINDSET. TOOLSET. SKILLSET.

Explore the continuation and consolidation of the basic theory of coaching (mindset), expand of the range of responses and options available to executive coaches (toolset), and deepen your abilities to coach effectively (skillset).



MODULE 3 | CLIENT GROWTH

Learn how to design behavioral practices and facilitate client growth. Using reflection and feedback to accelerate your coaching, you will spend time practicing coaching using real-life scenarios and receiving feedback from peers, instructors, and executive coaches.



“Emory’s Program bridges the gap between academic theory and real world practice. How we apply what we learn to how we operate in our daily lives is the game changer.”



Dr. Edward Mack Francis, Executive Coach & Management Consultant

ADVANCED EXECUTIVE COACHING CERTIFICATE

Advanced Coaching Training

The **Advanced Executive Coaching Certificate** unites the basis of foundational coaching skills developed in the Executive Coaching Foundations Certificate with the sophisticated understanding of how neuroscience, psychoanalytic theory, and family of origin dynamics affect leadership style, organizations, culture, and communities.

Further enhance your ability to coach your clients, companies, and communities within the context of the root dynamics versus the surface-level symptoms. This deeper dive allows for leaders to not only powerfully develop themselves, but they will be better equipped to develop others.



MODULE 4 | BRAIN-BASED COACHING

Apply the unique and powerful lens of neuroscience to executive behavior and leadership style. You will learn about the general principles of the brain and practice advanced, specific, brain-friendly coaching inquiries to generate greater insights and deeper motivations for your clients to create new habits and achieve their goals. This module is designed to expand your knowledge about the general principles of the brain, the coach, and the coachee brain to optimize coaching engagements.



MODULE 5 | FAMILY SYSTEMS

Understand the role and impact of family experience and systems in human behavior. A person's family history has been described as one of the most impactful and least examined influences in psychology. This module offers a comprehensive framework and vocabulary for understanding family dynamics and the tools necessary to help clients explore, understand, and cope effectively with their individual history as it affects their personal and professional lives.



MODULE 6 | PSYCHODYNAMIC & MULTI-PERSPECTIVE COACHING

Learn fundamental concepts of psychoanalytic theory to enrich the practice of executive coaching. While this is not training on how to conduct psychotherapy, the teaching will focus on how you can use a psychoanalytic perspective and tools to enhance the coaching process, understand the dynamics of maintaining a helping relationship, and achieve more lasting change. The concluding portion of the final module will consist of a review of the various coaching models presented in the program and an opportunity to integrate them into a final case conference discussion.

“This program encourages more conscientious, mindful human beings in the business sector. It’s an immersive program that teaches leaders, coaches, business owners, executives, and professionals to be more powerful in their roles by being more powerful in their minds.”



Caroline Van Sickle, Tech Entrepreneur & Creative Strategy Consultant



EXPERT INSTRUCTORS

*Faculty Subject to Change

The Executive Coaching Diploma Program is supported by faculty from Emory University's Goizueta Business School, School of Medicine (including The Psychoanalytic Institute and the Department of Psychiatry and Behavioral Sciences), and School of Arts and Sciences.

Senior and affiliate faculties from multiple disciplines that include executive coaching, adult developmental and clinical psychology, family systems theory, psychiatry and behavioral sciences, neurology, psychoanalytic theory and practice, and internal (executive health) medicine teach in the program.



CHARLIE D'AMICO

Charlie D'Amico is a Professional Certified Coach (PCC) through the International Coach Federation and a member of the Association for Talent Development. Her deep, practical experience both in leadership development and in corporate consulting uniquely position her to understand the complexities and opportunities facing executives today, as well as understand the importance of return on investment of a leader's most precious resource – time.



GARRICK ISERT

Garrick Isert loves helping leaders solve business and human capital challenges. He brings a wealth of corporate and consulting experience to help organizations better align the human element of business with strategy and execution to achieve success. He coaches leaders and teams to find clarity, achieve results, and lead authentically. He is a Professional Certified Coach (PCC) through the International Coach Federation (ICF).



ROD MCCOWAN, PHD

Rod McCowan, a former White House Fellow, received his PhD in Strategy and Organizational Behavior with honors from IE Business School, IE University (Madrid, Spain) in 2020. He also earned an M.Sc. in Research Methodology in Management Science from IE Business School. Prior to joining the faculty at Emory as a non-tenure track professor in 2022, Dr. McCowan was a lecturer in the Management and Organizations area at the University of Michigan's Ross School of Business. His teaching and research interests lie at the intersection of strategy, organizational change and development, and strategic leadership, focusing on the development and outcomes of principled, strategic change leaders.



CRYSTAL FERNANDO

Crystal Fernando is a global leader, executive coach and founder of WhatBox Partners; a consultancy focused on helping leaders and teams build the mindsets, confidence, and skills to thrive in a fast-evolving world. Crystal has advised leaders and teams in more than 20 countries with a focus on strategy, start-up growth, transformation, human-centered innovation, and creative performance culture. As a coach, and facilitator, Crystal specializes in helping executives and their teams navigate and thrive in a complex and evolving terrain. Crystal specializes in brain-friendly cultures, personal performance in a demanding world and is passionate about helping leaders to create a better tomorrow.



MARJORIE BLUM, PhD

Dr. Marjorie E. Blum has been a psychologist and coach with a thriving practice in Atlanta for more than 30 years. She founded the Center for Self Defined Leadership in order to increase the accessibility of systems thinking to executives and emerging professionals. Her accessible trainings and coaching are based in family and systems theory, promoting the understanding of oneself-in-organizations through family exploration and enhancing effective personal and organizational growth.



NISHA SHAH, MD

Nisha Shah runs a busy private practice where she sees individuals as a psychiatrist, psychodynamic psychotherapist, psychoanalyst and coach. She is an Adjunct Assistant Professor of Psychiatry for the Emory School of Medicine and has been teaching for the Emory University Psychoanalytic Institute for over a decade. She has a keen interest in group dynamics and is active member of both AK Rice and the American Balint Society. Her understanding of the unconscious dynamics involved in individual, member, and leadership role-taking in organizations has informed her work with Goizueta's Delta Leadership Coaching Fellows Program and MBA students for the past 8 years.

Learning Circle Advisors



Unique to Emory's Executive Coaching Diploma program, each participant is assigned an experienced ICF-credentialed mentor coach to facilitate a small-group learning circle. This approach deepens your learning and provides real-time feedback on your coaching.

“The Learning Circles created a smaller, intimate setting to ask questions and speak freely about the progress of our coaching.” - Past Participant





Learn More and Apply

Contact Heather Dufault, learning advisor, at heather.dufault@emory.edu to learn more about the program.

Limited Spots Available

Maximum cohort size is 36. Enrollment in the course is not guaranteed until payment is received. The cohort will close once we reach 36 paid enrollments regardless of the application and/or payment deadline.

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