



PROFESSIONAL COACHING CERTIFICATION PROGRAM

**Make executive coaching
an important part of *your* career**



BaruchCOLLEGE
The City University of New York
ZICKLIN SCHOOL OF BUSINESS

www.baruch.cuny.edu/zicklin

 **i-Coach**
NEW YORK

www.icoachnewyork.com

THE PROFESSIONAL COACHING PROGRAM

which leads to the Professional Coaching Certificate, was the first professional coaching certification program in New York City

Now in its fourth year, the Professional Coaching Program (PCP) is an advanced-level certification course for people who have decided to make executive coaching an important part of their career. Participants are internal or external practitioners who bring experience in counseling, consulting, HR, development, or related fields.

Offered by Baruch College's Zicklin Leadership Initiative, this program provides a personalized approach to executive training in professional coaching. The skills developed through this program enable graduates to begin a professional coaching practice, to modify their existing coaching practice, or to modify their existing practice to include coaching, either within an organization or as an external consultant.

The program features

- Real coaching assignments for each student
- Small classes to maximize personal attention from the faculty
- An individualized approach to coaching—no “one best way”

Our organizing principle is to make sure each participant finds her or his own voice as a coach. To get there, we use faculty presentations, class discussions, readings, coaching practice sessions, assessment skills, and distinguished guest speakers, and we leverage the personal styles and backgrounds of the individual participant. All is then brought together in a three-month coaching case, assigned by our faculty, and accompanied by intensive individual supervision.

PROGRAM ESSENTIALS

- The program consists of six full days and six half days of classroom instruction.
- Prominent experts in professional coaching serve as guest lecturers.
- The program arranges for three-month case assignments for each student.
- During the three-month period, a faculty member meets regularly with each student in one-on-one sessions to provide ongoing feedback and advice.
- Students develop their own Personal Models for Coaching based on their backgrounds, skills, and interests.
- Based on an evaluation by program faculty, students who successfully complete the program receive a Professional Coaching Certificate.

PROGRAM PREREQUISITE

One of the following is required:

- A preliminary course in coaching, or
- Evidence of significant professional experience

PROGRAM PROVISIONS

Classes meet in March, April, May, and June on Fridays. Six classes run from 9 am to 5 pm, and six classes run from 9 am to 1 pm (see schedule right). All classes are held in the Executive Education Facility of Baruch College's Zicklin School of Business.

Textbooks and other learning materials are provided by the program.

Light lunch and coffee breaks are provided.

ADMISSION

Admission decisions are final and are made jointly by Baruch College's Zicklin School of Business and iCoachnewyork faculty. In most instances, we will require an interview.

iCOACH FACULTY

ROBERT J. LEE, PhD, is director of iCoachnewyork, an adjunct professor of management at Baruch College, and a senior fellow of the Zicklin Leadership Initiative. From 1994 to 1997, Dr. Lee was president of the Center for Creative Leadership, the world's largest leadership development and research organization. Before that, for 20 years he was with Lee Hecht Harrison, the global career services firm he founded and developed. He is co-author of *Discovering the Leader in You* (Jossey-Bass, 2001) and *Executive Coaching: A Guide for the HR Professional* (John Wiley, 2005). He earned his doctorate in psychology from Case Western Reserve University.



MICHAEL FRISCH, PhD, is a faculty member of iCoachnewyork and a fellow of the Zicklin Leadership Initiative. An executive coach with more than 15 years of experience, he has coached managers and executives in a wide range of industries. Prior to his independent practice, Dr. Frisch was director of coaching services for the New York Office of Personnel Decisions International and a management development professional with PepsiCo. He received his PhD in industrial/organizational psychology from Rice University and is a licensed psychologist in New York State.

KAREN METZGER, MSW, is a faculty member of iCoachnewyork and a fellow of the Zicklin Leadership Initiative. She has been a practicing executive coaching and management consultant for more than 25 years. Her coaching practice ranges from high-potential executives in succession programs to senior-level executives at risk of derailing. Formerly a vice president in the human resources

department of Scudder Kemper Investments, a professional staff member at national career service firms, and a faculty member at Hunter College School of Social Work, since 1999 she has co-facilitated an executive coaching learning group. She has an MSW degree from Columbia University and completed doctoral course work at the City University of New York.

JEREMY ROBINSON, MSW, is a faculty member of iCoachnewyork and fellow of the Zicklin Leadership Initiative. During the past 15 years as an executive coach, he has specialized in working with pace-setting executives who have business genius but whose leadership styles are not as developed. Since 1999, he has been dean of the Executive Coach Academy in New York. In addition to graduate degrees in social work and English literature/creative writing, he holds certificates in psychoanalysis and psychotherapy and in community mental health consultation from the Postgraduate Center for Mental Health in New York City.

JUDY ROSEMARIN, MS, CSW, is a faculty member of iCoachnewyork and fellow of the Zicklin Leadership Initiative. She has been an executive coach for more than 20 years and has taught executive coaching skills at the university level for more than 10 years. She has appeared frequently on television and radio and holds an MSW from Adelphi University.

AFFILIATED FACULTY

ABRAHAM K. KORMAN, PhD, the Wollman Distinguished Professor of Management at Baruch College, has earned a global reputation for his career in management and in organizational psychology. He held academic appointments at the University of Minnesota and New York University before joining the Zicklin School of Business at Baruch. He has also conducted high-level consulting assignments for many Fortune 500 corporations.

ALLEN I. KRAUT, PhD, is a professor of management at Baruch College and both a Fellow and a Diplomat of the American Psychological Association. Before coming to Baruch, he directed personnel research at IBM for more than 25 years.

THE APPLICATION PROCESS

To begin the application process:

Call 646-312-3620 and a representative of iCoachnewyork and Baruch College will contact you directly.

TUITION FOR SPRING 2007

Includes course materials and meals: \$8,000

Tuition is due immediately after the admission decision and is payable by check or credit card. The check should be made payable to Baruch College.

FOR MORE INFORMATION

Interested students should call 646-312-3620 (Zicklin) or 212-279-0009 (iCoach), fax 646-312-3621, or e-mail pro_coach@baruch.cuny.edu.

Additional information is available on the Zicklin website at www.baruch.cuny.edu/zicklin and the iCoach website at www.icoachnewyork.com.

All classes take place in Baruch College's award-winning, 800,000-square-foot Newman Vertical Campus.



SPRING 2007 IMPORTANT DATES

INFORMATION SESSION

Please contact us to sign up.

DATE: Thursday,
February 22, 2007

TIME: 6 pm sharp!

WHERE: Baruch College,
55 Lexington Ave.
at 24th Street
New York, NY
Room 14-280

A light refreshment will be served.

THE PROFESSIONAL COACHING PROGRAM SPRING 2007 SCHEDULE

Classes meet on the following Fridays,
except for Thursday, April 5:

March 16	9 am–5 pm
March 23	9 am–1 pm
March 30	9 am–5 pm
April 5 (Th)	9 am–1 pm
April 13	9 am–5 pm
April 20	9 am–1 pm
April 27	9 am–5 pm
May 4	9 am–1 pm
May 11	9 am–5 pm
May 18	9 am–1 pm
May 25	9 am–5 pm
June 1	9 am–1 pm

Lunch and coffee breaks are provided.

*Approval is pending for 62 Continuing Education
Units from the International Coach Federation.*

What Is Professional Coaching?

Professional coaching is a one-on-one development process, formally contracted between a coach and a management-level client. The objectives are to enhance professional development and managerial growth and to improve business performance, with a focus on

* EXECUTIVE-LEVEL
SELF-MANAGEMENT SKILLS

* INTERPERSONAL
SKILLS

* LEADERSHIP
SKILLS

Professional coaching competencies are in high demand in several settings:

- * Within human resource departments, coaching skills are needed by most of the professional staff.
- * In consulting firms that work with major organizational clients, coaching is often a part of system-wide change efforts.
- * Consultants in private practice may offer coaching services, along with other professional activities.

The **Zicklin School of Business at Baruch College** of The City University of New York is the nation's largest and most diverse accredited collegiate school of business. Zicklin graduates have a major impact on the business life of New York and the nation. This is in part because Zicklin's faculty includes internationally regarded experts in a variety of business disciplines. The school offers the BBA, MBA, MS, Executive MBA, Executive MS, and Executive MSILR degrees and also houses the City University's PhD program in business. Zicklin's part-time MBA program is ranked 17th in the nation and second in the New York State by *U.S. News & World Report* (2007). The Full-Time MBA was ranked in the top three of New York programs. Both were the only ranked public programs in New York State.



iCoachnewyork is a professional education organization focused on the development of executive coaches. The staff includes experienced, practicing coaches who have joined for the purpose of providing the finest possible development experience for other coaches. iCoachnewyork is affiliated with iCoach Academies in the United Kingdom and the Republic of South Africa.



The City University of New York

Zicklin School of Business
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INFORMATION SESSION FEB. 22 at 6 pm