

Ivey LIFT Advanced Coaching Certification Program

An advanced learning experience and community for Canada's most accomplished and effective executive coaches

OVERVIEW

The Ivey Academy is transforming both executive coaching and executive development by bringing these two professions together to accelerate leaders' learning in today's highly complex environment. In the context of a university-based, world-class business education, our Leadership Insights for Transformation (LIFT) program builds a community of professionals who take their coaching to new levels. Our alumni increase their impact with their own clients, and also partner with Ivey in our executive development programs and lifelong learning initiatives. Together, we develop leaders who enable positive, sustainable transformation in themselves, others, and their organizations.

WHO SHOULD ATTEND?

LIFT is specifically designed for expert and experienced coaches who share a drive to empower and transform leadership and organizations

through coaching and facilitation, including:

- Coaches with full-time practices engaging a variety of contexts and clients, working with individuals and teams at all levels of organizations, across sectors
- Coaches who have experienced the power of facilitation and deep coaching to enable big change, and are eager to apply this further
- Coaches committed to developing their own expertise and skills further, together with a like-minded group of peers

LIFT may also be of interest to:

- Senior, experienced corporate leaders who are implementing coaching in their organizations, and are eager to lead the development inspired with deeper knowledge and insights
- Senior, experienced consultants who work with top leaders to transform organizations, and are eager to empower leaders and leadership teams to transform themselves

What You Learn

Elevate the performance of executives

Executive coaches are professionals who work with leaders of all levels. And they do it all. Provide insight, clarify goals, act as a sounding board, and help you reach potential. To best serve leaders, executive coaches need to have strong emotional intelligence and a deep understanding of the business issues that executives face on a daily basis.

The Ivey Academy's LIFT (Leadership Insights for Transformation) Advanced Coaching Certification Program produces superior coaches with an unparalleled ability to elevate the performance of executives. Coaches leave the program prepared to help bold and courageous leaders thrive in today's complex business world.

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MODULE 1:

Bringing our selves to high-impact coaching

Transform situations through presence, awareness, and shaping the experience.

The program begins with experiential learning at a retreat in the British Columbia mountains, putting the coach's learning-about-self front and centre.

The first purpose of the module is to increase self-awareness in challenging situations, resulting in more complex interaction with clients.

The second purpose is to explore, through experience, leading edge practices for facilitating deep individual self-awareness and team system dynamics for fluid authority and exceptional performance.

Finally, the module builds the cohort as a Learning Community, co-creating the learning experience and supporting each other's development.

MODULE 2:

Advanced foundations of executive development

Craft and guide journeys that deepen and accelerate learning.

Module 2 explores the underpinnings of leadership learning by highlighting the latest research in important areas such as neuropsychology, learning, skill development, action-oriented inquiry, and organizational development. Implications for individual leaders, teams, organizations, and society will be discussed in the context of coaching.

Coaches will work with leading experts in these fields from Western University and other partners. They will be challenged to rethink their assumptions about leadership, performance, and business itself — given the complex and uncertain environment.

MODULE 3:

Business performance in rapidly changing environments

Empower leaders to drive positive and sustainable transformation.

Module 3 is focused on business performance, and examines the relationship between management and leadership development. It explores the context in which leadership, leadership development, and coaching all take place. This module increases ambition for increased effectiveness through inspirational leadership and its development.

Coaches will work with Ivey faculty to develop a deeper sense of how to work within a high-performance ecosystem for both challenging and supporting business leadership.

The Cohort

(Your Peers in the Program)

Our executive coaches are senior professionals who work with leaders of all levels to provide insight, clarify goals, act as a sounding board, and assist in realizing potential. This program isn't about teaching you how to coach—it teaches you to think differently about why you're coaching and how you engage with clients in order to elevate your coaching skills and practices. All participants have significant experience as professional coaches or as senior leaders who integrate a coaching perspective in their own and others' development. In this program, participants are able to develop and be active within a true community of practice and learning amongst other coaches who are deeply committed to their own self-awareness and development.

The Alumni Community

(Your Network)

All Ivey Academy LIFT Alumni become part of our **Ivey Academy Coaching Community**. This group meets frequently to share best practices and new ideas, partnering with Ivey faculty and other professionals. The group is vibrant and ambitious in making a difference.

Alumni who are already qualified and experienced as professional coaches may choose to become **Ivey Academy Certified Coaches**. These coaches partner with Ivey Academy and are contracted to work with Ivey's programs and executive clients. They pass an initial review with our certified coaches, focusing on the Ivey coaching principles. Continued certification requires participating in annual developmental peer reviews, committing actively to our coaching principles, and some availability to work as a coach in Ivey Academy programs.

Alumni who are senior organizational leaders or consultants may choose to become **Ivey Academy Certified Leadership Partners**. These leaders commit to Ivey Academy's coaching principles, drive leadership and development in their organizations, and participate actively in our coaching community. Depending on their own development goals and availability, they may work with Ivey's programs and executive clients, for example supporting action learning. They pass an initial review with our certified coaches, and participate in annual developmental peer reviews with coaches.

The Ivey Coaching Community is a true community of practice and learning. Its members collaborate to support each other, to challenge each other, and build the capacity of leaders around them.

Program ROI

In the *Financial Times* rankings of the world's leading providers of customized and open-enrolment executive education programs, The Ivey Academy has been ranked #1 overall in Canada for 18 of the past 20 years. Upon completion of the program, you will receive a certificate and digital credential from Ivey. Your digital badge is embedded with a unique URL – helping you showcase your achievements and commitment to professional development. You can display digital badges on social media, websites, professional networks, and email signatures.

You'll join a network of more than 10,000 professionals from all industries and sectors. The Academy alumni network is a long-term resource for participants to share business opportunities or seek advice on life and career challenges. Ivey Academy alumni also become part of the Ivey Business School community and mailing list, spanning 40,000 alumni in 80 countries.

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How You Learn

Ivey Academy programs are deeply experiential, grounded in case research, and facilitated by expert faculty from Ivey Business School. Our real-world Case Method of Learning is not about textbooks and lectures – it's about learning by doing. You'll identify specific, practical learning takeaways through deep discussion and simulations, then develop an implementation plan with feedback from other leaders. You'll complete the program having gained new skills, heard insights from peers, and developed a clear strategy to tackle specific challenges back at work.



Faculty-led Sessions

Ivey faculty guide the class through real-world case discussions, drawing out key learning takeaways along with new ideas and perspectives. Individuals are encouraged to actively engage with peers and faculty to help bring new viewpoints to the learning experience.



Industry-led Sessions

Industry experts will guide the class with real-world discussions, briefings and exercises with a focus on world-class best practices for professional advisory firms.



Peer Learning Sessions

Participants break out into smaller groups, sharing experiences, exchanging ideas, and collaborating to solve challenges together with other leaders before bringing shared insights back to the classroom.

All applicants are screened for experience and qualifications, the final stage of which is an interview with the Faculty Director or Head Coach

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