



Coach Training at Transcend: Being & Bringing Your Best to Every Moment

At Transcend, we are dedicated to helping individuals cultivate performance, effectiveness, resilience, mental balance, and exceptional well-being. Our coach training programme is designed to empower aspiring coaches with the skills and knowledge they need to make a meaningful impact in their clients' lives.

“ It’s hard to take people on a journey you haven't been on yourself. ”

~Tony Dickel, CEO, Transcend International

Coaching is more than just a conversation

Coaching is a collaborative process that facilitates improved performance through the development of optimal behaviours. At Transcend, our coaches utilise leading-edge, evidence-based adult learning frameworks to guide clients in setting goals, exploring options, challenging limiting beliefs, taking action, and reflecting on their progress. By focusing on both personal and organisational effectiveness, our coaching approach benefits both individuals and the organisations they serve.

In today's fast-paced and constantly evolving world, adaptive challenges are becoming increasingly prevalent. These challenges require us to change our values, beliefs, roles, relationships, and approaches to work. At Transcend, our coach training is specifically designed to equip coaches with the tools they need to help their clients navigate these adaptive challenges effectively.

Our Approach to Coach Training

Transcend's approach to coach training is particularly geared to equipping coaches to help their clients respond adaptively to the challenges of what might be termed as the "PAID" (Pressured, Always-on, Information-overloaded, Distracted) reality (Hougaard, Carter, & Coutts, 2016, p. x) sometimes also known as VUCA (Volatile, Uncertain, Complex and Ambiguous) world, resulting, in turn, from profound and simultaneous changes in systemic complexity (including demographic, social, cultural, technology, governance, consumer expectations, regulatory and so on).

In other words, we train coaches who can support their clients to adapt to profound, accelerating and simultaneous change.

To paraphrase Ronald Hefetz, we believe that treating modern "adaptive challenges" as if they were "technical" problems underpins our inability to move on our aspirations and goals in modernity, whether these be professional or personal aspirations. Instead of simply applying existing skills or knowledge to solve these modern challenges, we help coaches develop the ability to facilitate deeper, transformative change in their clients, where necessary (spoiler alert, it often is necessary!). Our training focuses on developing coaches who can see beneath the surface and address the underlying beliefs and behaviours that may support (or hinder) the growth of their clients (and indeed, themselves).

Our training programme emphasises "development"—the process by which individuals become wise through the cultivation of more expansive, less distorted, less egocentric, and less "reactive" thinking and emotional responses. Through this developmental journey, individuals gain acute and actionable self-awareness and self-management skills that enable them to respond optimally in any situation. They are thereby able to bring their best to their work, their relationships and their lives, no matter how overwhelming, changing or stressful the context. Such development leads to increased wisdom through patience, presence, trust in oneself and others, acceptance of what cannot be changed, and the ability to "let go" of unhelpful mindsets.

To ensure our coaches stay on track with their clients' goals, we provide them with a number of advanced frameworks and tools. Our programme includes the 4 Balances framework known as the MACE model, which focuses on cultivating what we call the '4 Capabilities', namely motivational, attentional, cognitive, and emotional that underpin our ability to stay on track and being our best to our lives. These capabilities empower coaches to support their clients as they discover their true aspirations, overcome distractions and manage their emotions effectively, all leading to wise moment-by-moment choices that best serve professional and personal success and well-being.

In addition to the 4 Balances framework, our training covers a range of core mental strategies that support our ability to achieve desired outcomes. These strategies include the qualities presence, patience, curiosity, acceptance, trust, and positivity. By developing these core mental qualities, coaches can guide their clients in staying focused on what truly matters and taking appropriate actions aligned with their values.

Throughout our training programme, we provide students with a comprehensive set of tools and models to enhance their coaching practice. From topics of concern (TOC) tool to the integral model and from well-formed goal model to emotional episode journaling tools—the resources we offer enable coaches to facilitate deep transformational change in their clients.

A sample of the Tools and Models (you will be trained to use)

Topics of Concern (TOC) Tool

Integral Model

GROW / T-GROW

GROW "on The Go"

Well-Formed Goals Model
and Tool

The PROG model

Trust Model

Transcend Values Pyramid

The Well-formed Values Model

Transcend Values Cards
and Worksheets

Discovering Limiting Narrative

A variety of "Intake"
Documents

The ONION Model
of Development

The "5 Elements" Model

The RACM (Results Actions
Choices Mental processes) Model
and associated tools

ABC and ABCDE Model and Tools

A Variety of Journaling Tools

The 4 Capabilities (MACE)

The Emotional Episode Journal
(and Diary)

Liberating from Unhelpful
Narratives

Discovering and Managing
Narrative Tool

Objectification of Narrative

At Transcend, we believe that everyone has the potential to unlock greatness within themselves. Our coach training programme equips aspiring coaches with the skills they need to tap into this potential and guide others on their own transformative journeys. Join us at Transcend and embark on a path towards becoming a highly skilled coach who can make a lasting impact in people's lives.