IGNITE COACH *Academy*

BY TONI COLLIS

Are you ready to ignite the potential of everyone around you?

If you want to leave your mark on the world, ensure those you work with can truly meet their potential, and reach possibilities they never felt possibile . . .

Then join the Ignite Leadership Coach Training Academy. This is what this program is all about.

Welcome! I'm Toni!

As a tech lover, introvert and business owner
I get how hard it is to thrive in Tech.

Before I ever heard of 'Leadership Coach',
'Career Coach', or 'Executive Coach' I worked in tech
as a software engineering working with the world's fastest
Supercomputers. As I progressed my career, I suddenly realized that
being a woman in tech did make a difference (despite what I tried to tell
myself for years). And it made a difference to all the women around me
(not that there were many!).

To progress my career I quickly realized I needed to tackle both my
leadership skills — be the leader that my managers weren't — and also
the barriers that come from being one of just a few women in the room.
I was lucky. I found the solution. But many of my female peers didn't. As
I progressed, landing my first corporate C-suite role just 7 years after
finishing my Ph.D. (without the traditional MBA which many people told
me I had to have!), many of the women I knew were still struggling and
falling behind their male peers, and yet were doing great things.

At the same time, I began to see the impact that great leadership had on
those around me. People that were given to me as 'difficult' employees
began to thrive. I turned around projects. I gained a reputation for being
the person who solved intractable problems. Technically, I was definitely
not a superstar. What I did was see the potential in everyone else and
coach them to reach heights they didn't think were possible.

Fast-forward to today and I've now been a full-time Leadership and Executive Coach for 4 years and counting! I've helped hundreds of women land new roles, build the leadership skills that help them stand out in roles, and build careers they love. I've built a unique approach to coaching that considers the unique challenges we have as women in tech, that factors in the nuances of the tech workplace, and provides coaching that means the individuals who benefit from this approach reap rewards fast. Time and time again I've heard from frustrated women that 'traditional' coaches just 'don't get what I'm talking about'.

That's when I realized my work wasn't done.

If we are truly to change the tech industry for the better — from making it more inclusive for everyone to building better technology, we need more leaders than one person can possibly coach.

And that's where you come in!

Whether you are here to become a better leader at work by using coaching alongside your other leadership skills, or you are looking to build a new career as a coach, what you will learn in this program will change your life. Because to become a great coach, you first need to work on you.

The process you will go through in the next 14 weeks is unlike anything you've ever experienced. You are going to evolve as a person — you will need unshakeable confidence in yourself to be the coach that those you coach need. This will transform you and your life, personally and professionally.

And that's just the beginning.

By the end of this program, your approach to those around you will have fundamentally shifted. You will have better relationships with those you work with, your friends and family, and pretty much everyone you meet. You'll have a deeper understanding of the psychology that explains human behavior, enabling you to get out of your own head, and make better, more rational decisions. And because of that, you will be able to ask those prying questions that dig deep into what is holding up the potential of those around you.

Whether it is a 5 minute mini coaching session in a 1:1 with your team, or a 90 minute executive deep dive — your coaching is about to have the power to change lives and the world of tech forever.

Let's do this!

x Toni

*Master Coach and Coach Training Instructor — Toni Collis*

Changing the world one leader at a time

Why coach

Leadership that includes coaching creates greater resilience, problem-solving, and agility in your team. A team is more likely to grow, develop and evolve to the needs of a business if they are led and managed by a coach-driven leader.

When leaders are coaches, they're focused on helping their team gain both short-term and long-term wins. Coaching leaders are focused on continuous momentum, helping people gain traction by gaining short-term wins while working toward long-term goals.

Coaching can also become a full-time profession supporting others in their careers, instead of just a team working towards the same organizational goals.
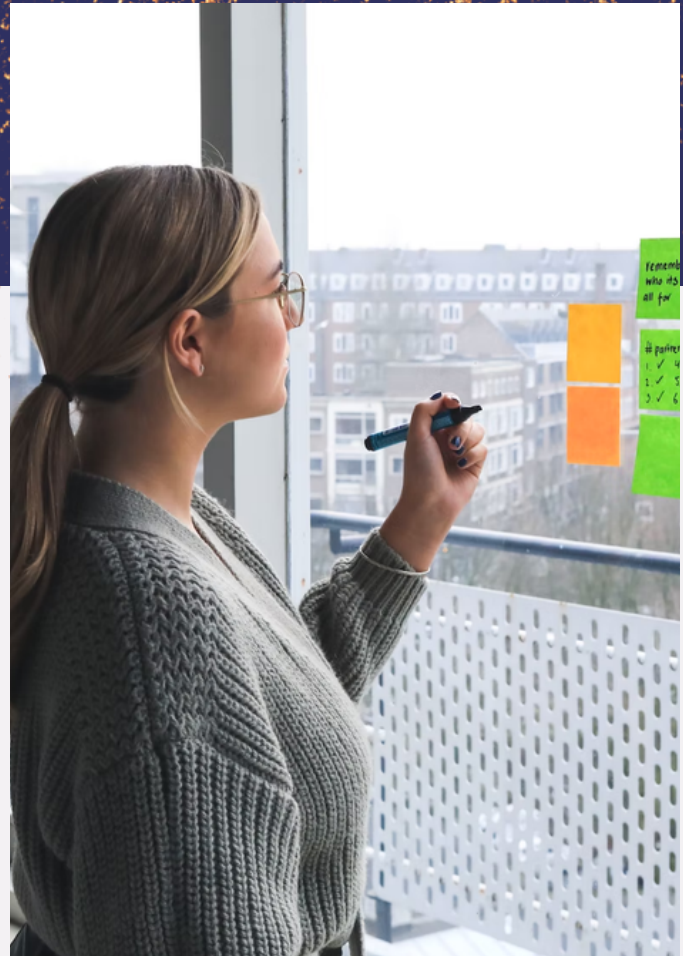
Why we need coaches trained to support women in tech

Over the last four years I've worked with hundreds of women in tech and there is a consistent theme I hear from all of them: they don't receive the support they need, and the support they have received from coaches has been unhelpful at best, and sometimes outright damaging to their careers.

Coaching women in tech needs to address several unique challenges that the majority of the coaching industry doesn't focus on:

- What it means to be a technical expert
- How to balance technical expertise with a desire for people leadership, without being viewed as the one who can't do the 'hard stuff' (often uniquely experienced by women leaders in tech)
- Being the only woman in the room
- Leading a team of people who necessarily know more than you, but can sometimes object to the fact that you've never done their job, despite being in charge

In addition, we know that the world of tech has higher attrition of women than any other workforce in the US and Europe. The challenges women face in the technology industry are complex. This means that traditional coaches often don't know how to tackle the problems that clients bring to them. Indeed many of the problems that clients experience aren't even identified by the coach (which is where the value of a coach really comes in — recognizing the issues that the client can't even see).

To truly change the technology industry we need more women in leadership positions, to solve problems with the benefit of our diverse backgrounds, and ultimately to change the culture and behavior of the sector. To do this, women need to be fully supported in their careers.

We have also found that by using these same techniques when coaching men that those men become more empathetic leaders who understand the needs of their entire workforce better. Ultimately, we aren't just changing the opportunities and success of women for the better, but the entire tech industry.

The Ignite Coaching Philosophy

At Toni Collis Coaching we believe that anything is possible if you figure out where to stand and have the right mindset.

That led us to the foundational principles that underpin the coaching that we do every day:

- **Opportunity** — We are all capable of being our own opportunity catalysts. We get to create opportunities every day. The hardest thing is figuring out which one to choose!
- **Lead With Trust** — trust ourselves, each other, the coaching relationship, and our teams. The more we lead with trust, the more we will all reap the rewards.
- **Resilience** — develop resilience in who we are, what we do, and the work we achieve.
- **Superpowers** — we all have superpowers that help us solve problems faster. When we help someone figure out their superpower (and stop them second-guessing about whether or not they should use it!) they become unstoppable!
- **Mindset first** — mindset underpins everything else. Mindset is a non-negotiable element of all coaching relationships and coaching conversations.
- **Accountability** — self-accountability will always produce more meaningful results. As a coach, your job is not to hold others accountable, but to ensure that each individual has the tools and mindset to hold themselves accountable. As a leader, that is the only viable option to really create impact.
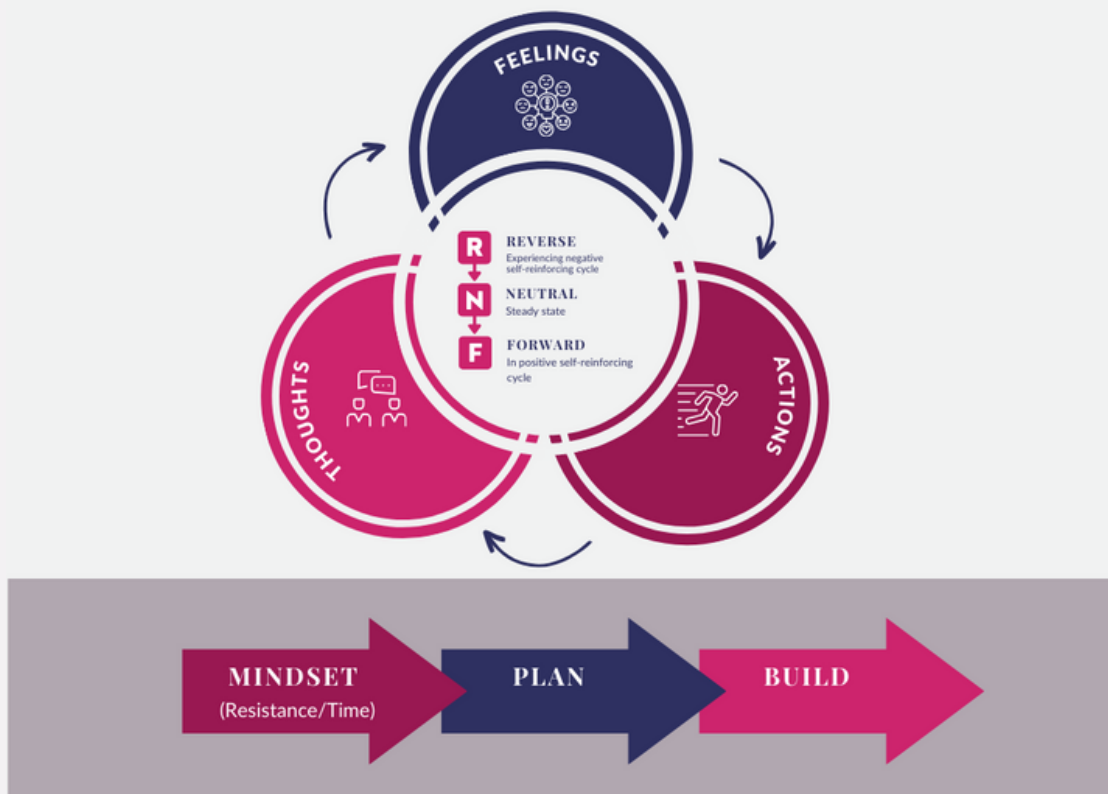
What's the secret behind the success of our coaches?

The Ignite Coaching framework

Your goal as a coach:
Help your coachee to be their own opportunity catalyst, solve their own problems, and ensure they trust their own thoughts to solve problems.

We do this by using the Ignite Coaching framework

As you progress through the Ignite program, you'll learn and apply this life-changing coaching tool. You'll learn that thoughts underpin all of our actions, and which give us the results we experience.

And you'll learn that to dig out of this you need to identify what state of mind someone is in (stuck in reverse, in neutral but not moving forward, or going full speed ahead but perhaps missing some crucial opportunities). Only then can we do the work to build what we are after. Too many programs go straight to building the plan. We start at mindset and make sure that is in place first.

When you complete Coach Academy you will be able to coach anyone using the Ignite Framework. Although we focus on the implementation of this framework in the workplace, you'll find that this method applies to any challenge and coaching topic that someone can ask about.

> **"**
> This framework is why I've had such success as a coach, and the foundation of my personal journey to being an executive. I had to figure this out for myself, reading the latest leadership research and delving into the psychology behind success.
>
> I want you to change the world faster than I did, which is why I'm excited to teach coaches how to use this framework. **"**
>
> –Toni Collis

This program

This program will be delivered over the period of 14 weeks via:

➡ 6 pre-recorded training modules, and two bonus sections available on demand in our training portal containing all the materials you need to start developing your coaching best practice

➡ 6 live mentoring sessions to dig deeper into the material, practice and discuss

➡ Group channel in Slack to discuss the topics as you learn about them and start implementing them during your coaching homework.

➡ Homework assignments based on your weekly training

➡ Opportunities to coach and practice your new skills

- We will work with you to ensure you have the required 15 hours of coach practice using the Ignite Coaching Framework which will mean you are ready to qualify as an Associate Coach.
- Our Master coaches will be on hand to mentor you on your coaching and provide feedback as needed.

By the end of this program, you will have everything you need to qualify as an Associate Coach.

From time to time we offer an accelerated program completed over just 7 weeks. This is more intensive but allows you to become certified much faster if that is your goal. If you'd like to find out more about this option please email us at support@tonicollis.com.

Coaching development

Mentor and observed coaching opportunities will be included for you to proactively develop your core coaching competencies. You will be given feedback to help you develop a deep understanding of the coaching process. Coaching will include:

- Mentor coaching — practice coaching an individual or a group. You will receive feedback from Toni on your coaching so you can fine-tune your skills
- Peer coaching — practice your coaching skills with other members of the coach training program to help you increase your mastery and receive feedback from your peers.

Certification

At the end of the program, you will be offered the opportunity to qualify as an Associate Coach, and if you wish to continue your journey to become a Certified Master Leadership and Executive Coach.
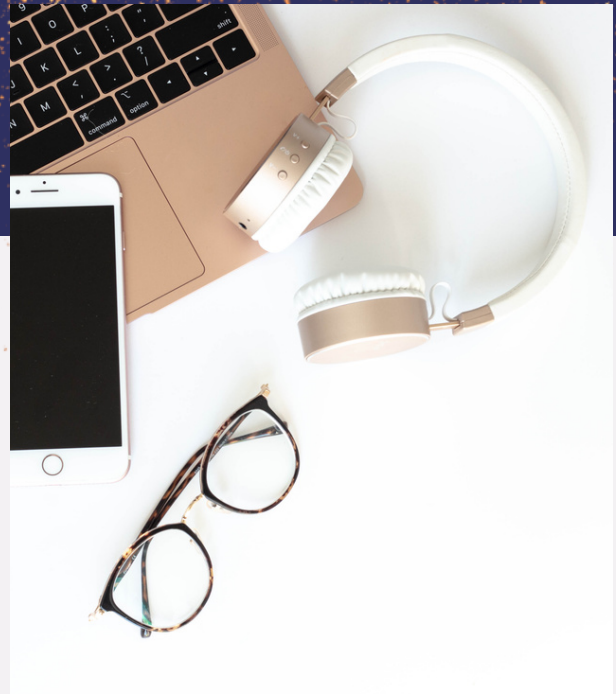
You will be guided through the qualification requirements by your coach and all fees associated with your initial Associate Coach Qualification are included in your participation in this program. We will ensure you meet the requirements, specifically that:

- You have 15 hours of practice coaching (you can take as long as you need to do this, but we aim to help you achieve this within 16 weeks of starting the program, many people get this at the end of the 14 weeks), including a minimum of
  - 4 hours (total elapsed) of short/laser coaching (20-25 minute coaching sessions).
  - 4 hours (total elapsed) of 50 minutes+ coaching sessions

- 5 hours of mentoring (these are provided as part of the program delivery — see above)

Program Content

The following program will provide you with the foundations for coaching:

- Part 1: Coaching foundations
  - What is coaching?
    - Types of coaching
    - Counseling-Coaching-Mentoring – A Continuum
    - Coaching, Counseling, Mentoring – Bridging Gaps
    - Formal and Informal coaching
    - Bossing vs. coaching
    - Importance of coaching
    - Competencies and the personality iceberg
    - Behavioral vs. performance indicators
    - Influence as a coach
  - Ethics
  - How to understand when and why people will be at their best.
  - Applications of coaching in the workplace
  - The benefit of coaching
  - Why does coaching fail?
  - Operational and organizational barriers
  - Why do managers not coach?
  - Coaching mistakes to avoid
  - Taking coaching notes

- Part 2: Coaching skills
  - Creating awareness
  - Identifying and changing belief systems
  - Confidence
  - Self-management
  - Releasing judgment
  - Listening — how to apply absolute attention to those you are coaching

- How to identify what is not being said
  - Powerful questions to uncover barriers and blockers
- Creating the right cadence of accountability
- Creating action
- Creating trust and credibility
- Setting intent
- Nurturing someone's ability to solve problems and find their own solutions

- Part 3: Thoughts, beliefs & facts
  - Identifying facts from thoughts & feelings
  - Tools for getting to the root cause issue
    - How to identify what is not being said
    - Powerful questions to uncover barriers and blockers

- Part 4: Setting your coaching sessions up for success
  - Elements of a good coaching session
  - Pre-coaching checklist
  - Coaching strategies and approaches
    - Emotional intelligence
    - Mindfulness
    - Cognitive Behavioral Therapy
    - Personality tests
    - Wheel of life

- Part 5: Tools
  - Reframing perspective
  - Commitment vs. trying
  - Responsibility vs Blame
  - Trust vs Doubt
  - Responding vs Reacting
  - Truth vs Fraud

- Part 6: Group Coaching
  - The difference between Group and 1:1 coaching
  - The different approaches to running a group session, and how to figure out what works for you.
- Guide to Certification
  - Everything you need to know to qualify as an Associate Coach, maintain this status, and how to progress to Master Coach status if you desire.
- Bonus training:
  - How to use the Lit Up Leadership Framework in your coaching
    - The three pillars
    - The three seasons
    - Supporting progression
  - Coaching specialisms:
    - Executive Coaching - An introduction
      - What does executive and leadership coaching look like?
      - What specialisms are there and how can you develop them?
    - Career Coaching
      - How to help unstick people in their careers
      - The tools to move individuals forward faster and unlock their career potential
    - Transition Coaching
      - How to ensure leaders starting in a new role thrive in their first 90 days.
  - Coming soon: Building a coaching business and being an entrepreneur

Requirements & Expectations

01 No previous coaching experience is required.

02 Commit to showing up and putting in the effort.
Over the 14 weeks we ask that you commit to watching approximately 15 hours of training materials and attend 6 hours of mentoring to make the most of the program. You'll also be given the opportunity to gain 15 hours of coaching practice, which many trainee coaches are able to do during the 14 weeks, however we will support you in getting these hours over the next 6 months.

03 Work with your mentors and peers to have the best experience.
We learn fastest through making mistakes, asking questions and sharing about our story. We ask that you are an active participant during this program.

04 Be willing to learn and accept feedback.
We expect you to fail at something! If you don't, there's potential left on the table! Show up excited to learn and hear feedback and you can move mountains.

05 Coaching comes easier to some people and coaching is easier with some coachees. That does not define you as a coach.

06 As a coach you're always still learning.

07 There is room for your voice as a coach in tech, whether it's in a leadership role or coaching role.

Commitments as a coaching program

Ignite Coach Academy is part of
Collis-Holmes Innovations.

At Collis-Holmes Innovations we are committed to changing the tech sector to be more, inclusive and reap the benefits of a diverse workforce. We work with tech businesses to help them become more inclusive and with the women in the technology industry so they are fully equipped, empowered and confident about taking the next step in their career and thriving. We will increase the talent pool of women ready to take up leadership positions, lead startups and help them to excel in their chosen career.

We focus on women, but everyone is welcome inside Coach Academy. We aren't going to change the world for the better if we only work with women — we need everyone involved.

We just ask that as a coach, you also hold space for everyone to fully participate in tech. Whether you specialize in women, or another group, or coach everyone, we hope you agree that everyone has a role to play.

We are excited to have you join us in our mission to build a better technology industry by changing the opportunities for women and other under-represented groups.

Post certification trainings & Lifetime Alumni Benefits

After you finish the program, the Coach Academy offers ways to stay in touch & continue relationships with fellow coaches of the program.

---ONE---
01   a dedicated slack group for all coach alumni to engage & learn

---TWO---
02   the potential opportunity to continue your coaching work through Toni's platform if there is mutual interest

---THREE---
03   additional practice coaching sessions with other cohorts

---FOUR---
04   Master coach certification status when hours have been completed

Investment & Sign up

The tuition for the Coach Academy is one payment of $10,000 USD or 3 monthly payments of $3,500 USD.

There is no additional cost for certification or participating in alumni programming.

Are You In?
We'd love to have you as a cherished member of Coach Academy.

If you're still reading this, then you know the way I coach women in tech is powerful and results-driven.
You know the value this training can bring you as a leader to start encouraging your team, your peers, or other women in tech with some coach training.

[**CLICK HERE TO ENROLL**]

Questions?
We get that deciding to participate in a program like this is a big decision! If you would like to discuss if this is the right program for you, or to dig into any questions about what we offer (no questions are too big or too small), then book a call with Master Coach Toni Collis here:

[**CHAT WITH TONI**]

FAQ's

Why do you say coaching is so important for women to succeed in tech?

The tech sector is rapidly growing and impacts every aspect of our lives. We are struggling to keep up with our own ideas! But I believe it is essential to make sure women are involved in this conversation. Fortune 500 companies with at least three women in leadership positions receive a 66% increase in ROI. Women think differently — we help improve technology by showing alternative solutions to our male peers, leading to more potential solutions for the same problems (and more solutions provides the opportunity for better products).

Women currently hold just 26 (5.2%) of the CEO positions of the Fortune 500. According to Silicon Valley Bank only 56% of tech startups have at least one woman on the board. When women make up 50% of the human population, and the ample evidence that diversity drives innovation, these are depressing statistics. But together, I believe we can change this!

I believe that women helping other women really can change the world.

I've never coached someone before. Am I cut out for this program?

This program is designed for any level of coaching experience - especially beginners. You don't have to have any experience coaching or being coached. Our program content starts at the very beginning. We will give you all the tools you need and plenty of mentorship along the way.

Plus, you'll be applying what you learn as you go with practice coaching sessions and genuine feedback to keep improving.

Is this program only for women?

No! This program is for anyone who wants to learn about coaching.

Is this program only for coaching women?

No! This program may have been created around helping women, but it is possible to take the framework and apply to career & leadership coaching of all kinds. In fact, we've found that using these tools elevates everyone in the workplace.

Will the Ignite Coach Academy give me a script or process to use with my clients?

Yes, the program includes a framework and process for you to use during your coaching. There is no word-for-word script, as all coaching sessions are unique, but there is enough formal and informal guidance to build your confidence while learning and practicing.

What's your best advice for a student going through Coach Academy?

Make sure your mindset and confidence is on-point first. We can't emphasize this enough — there's a reason that the best coaches get coached, because to coach for maximum impact you need to not be thinking about yourself (and most of us think about ourselves all day long). Your transformation into a confident mindful individual is what will inspire others and ensure you provide the very best coaching. Everything your learn in Coach Academy can be used to help you elevate your own experience. This is how you start changing the world for the better. Do you first!

Additional questions?

Contact us by emailing support@tonicollis.com.

Ready to sign up?

IGNITE COACH
Academy

with Toni Collis

tonicollis.com
support@tonicollis.com