

# Be Coach!



**COACHING FUNDAMENTALS:  
INDIVIDUAL AND TEAM COACHING**

**ABOUT  
THE PROGRAM**

The program “**Be Coach!**” is:

- Authorized in Romania by the National Authority for Professional Qualifications (23/212/2016)
- A Level 2 Programme certified by International Coaching Federation
- Fully experiential

12 participants

**GROUP SIZE**

7 months

**DURATION**

**172 hours of direct work with the facilitators:**

**PROGRAM  
MILESTONES**

- 6 training modules / 2 days per module / 8 hours per day = **96 hours**
- 7 group mentoring sessions / 1 day per session / 7 hours per day = **49 hours**
- 12 individual mentoring sessions / 1 hour per session) = **12 hours**
- 15 hours of individual study (Resource development)=15 hours
- In addition, the participants will be offered 24 hours of supervised practice

**CERTIFICATION**

- Pursuant to passing the final exam, the participants may acquire the certification for *Coaching Specialist* (COR code—242412)
- Being aligned to the ICF standards, the program curricula facilitates the application for ICF credentialing, ACC level (Associate Certified Coach)

[www.coachfederation.com](http://www.coachfederation.com)

**PROGRAM  
CONTENT**

- Creating the resonance in coaching relationship
- Self-awareness and self-observation
- Refining the listening attitude
- Identifying the reference frame
- Strategies for powerful questions
- Critical thinking and designing actions
- Basic understanding of the group process and dynamics
- Techniques for identifying and managing the organizational “paradoxes”
- Systemic thinking
- Coaching as a profession

**PROGRAM  
BENEFITS**

- **Learning by Doing** working on day to day contexts, *coaching is not simulation, nor role play*
- Access to a solid and strong coaching skills practice community
- The process of continuous training of the emotional intelligence skills is done in a safe environment

**GENERAL  
PROGRAM VISION**

The program **“Be Coach!”** is an integrative and fully experiential program, aligned to the standards of *ICF — International Coach Federation* and *EMCC — European Mentoring and Coaching Council*, performing coaching training influenced by the ICF 11 core competencies and principles found in Solution-Focused methodology, Positive Psychology, Transactional Analysis, Existential Analysis and Logo therapy, and Neuroscience.

**PROGRAM  
GOALS**

The program **“Be Coach!”** pursues 3 goals:

1. To train coaches to find their unique model of coaching and coach at the ICF requirements level. The focus is to create a strong group of graduates who would apply for the ICF certification in a reasonable timeframe post graduation.
2. To internalize the journey from *"Doing coaching"* to *"Being a coach"*.
3. To shift from transactional coaching to transformational coaching.

**COACHING  
PHILOSOPHY AND  
APPROACH**

The program **“Be Coach!”** is employing an experiential and practical model. As coaching is a fast emerging profession, we believe that developing a powerful personal coaching approach will support our students to have a unique presence on the market. Our program relies on a *"learning by doing method"*, where the individual personal and professional experience is highly appreciated.

**DELIVERY METHOD**

Face to face

**LANGUAGE**

Romanian

**CLASSES  
DESCRIPTION**

**Hours spent teaching: 96 hours** (6 training modules / 2 days per module / 8 hours per day)  
Please see the comprehensive description in "Detailed Training Program" field.

**Group mentoring hours: 49 hours** (7 days / 7 hours per day)

*Group mentoring sessions description:* We believe that developing coaching skills require intensive practice. These sessions are designed to bring together the participants into a support group for each individual, while practicing coaching skills. Participants will receive feedforward from an ICF certified coach, in order to enhance their coaching skills and abilities, and transform them into coaching competencies.

**Supervision sessions: 28 hours** (8 sessions / 3 hours per session)

*Supervision sessions description:* Supervision hours are designed to practice ICF competencies, under the observation of an ICF certified coach.

**Individual Mentoring Hours: 12 hours** (3 sessions / 1 hour per session)

*Individual mentoring sessions description:* The individual mentoring sessions are performed under the observation of an ICF certified coach. Starting one month prior to the program end and until the program end, each student is required to schedule the individual mentoring sessions with the Mentor Coach. The sessions can be scheduled in no less than 4 months following the end of the program.

**Total Number of Program Synchronous Hours: 172**

## GRADUATION CERTIFICATES

The graduation certificates are issued by attesting the number of hours of training, of supervision sessions, of group mentoring and of individual mentoring, attended by each student throughout the entire program.

The hours are tracked in the individual attendance sheets registered for each student and kept as part of individual program files. Each attendance sheet is dated and signed by the student and by the program team member involved in the respective part of the program.

## CANCELLATION AND REFUND POLICY

The below cancellation and refund policies will apply to **“Be Coach!”** program:

Students may cancel their program attendance with 15 business days or more prior to the starting date of the program and by doing so, the program fee is fully refundable. If the cancellation is done between 6 and 14 business days prior, 50% of the program fee will be refunded. No refunds are possible after 5 business days prior to the starting date.

Cancellation notifications shall be sent via email to:  
[office@coachingdipity.ro](mailto:office@coachingdipity.ro)

**Coachingdipity** reserves the right to reschedule, to cancel any scheduled training or to replace personnel due circumstances beyond our control. If a training session (module) is rescheduled or cancelled, participants will be given notice by Coachingdipity at least 5 business days before the start of the class. Should the cancellation happen, the fee associated to the respective training session (module) will be refunded.

## TRANSFERS / SUBSTITUTIONS

Basis the program fee paid for **“Be Coach!”** program, a student may not transfer to another program delivered by **Coachingdipity** nor substitute another person in his / her place.

## WITHDRAWALS

If after the starting date a student withdraws from the program at any time for any reason, we will not refund the program fee.

## EMERGENCIES

Coachingdipity will always try to accommodate absences resulting from emergencies such as severe illness and accidents. However, adjustments can be challenging.

Therefore we are not able to accommodate requests for withdrawals for any other reason, such as work scheduling issues, family vacations, personal reasons, etc.

## DETAILED TRAINING PROGRAM:

### MODULE I **Coaching Fundamentals: ICF Code of Ethics and ICF Core Competencies. The Art of Listening.**

This module is focusing on exploring the ICF coaching professional standards and the ethical behavior as coaching foundation. The coaching journey starts with listening. Listening is both *the Art* of the coach and *the Key* for creating resonance in any coaching relationship. This key unlocks a solid partnership with the client.

At the end of this module the participants will:

- Understand the ethical provisions of coaching, as well as the guidelines of an ethical coaching behavior
- Explore and learn the core coaching professional competencies
- Discover their own ways of engaging the attention when listening
- Learn how to follow up on the thinking mode of the client instead of only focusing on what the client says (the content)
- Learn how to focus the attention on who the client is, rather than what the client says

#### **Acquired Competencies:**

- Ethical guidelines and professional standards in coaching
- Establishing the coaching agreement
- Co-creating the coaching relationship: establishing trust with the client
- Coaching presence
- Ability for self observance and self development

**Facilitators: Monica Grigoriu, MCC**

### MODULE II **The Art of Dialogue**

Sustaining a dialogue focused on client's results implies both *coaching presence* and *clarifying the intention for listening*.

At the end of this module the participants will:

- Be able to observe the frame of reference of the client
- Be able to clearly distinguish between what the client *wishes for* and what the client *wants*
- Recognize the appropriate moment for asking a powerful question aimed to facilitate a perspective change for the client
- Observe the motivational drivers of the client and use them in coaching

#### **Acquired Competencies:**

- Ethical guidelines and professional standards in coaching
- Coaching presence
- Active listening
- Powerful questioning
- Direct communication

**Facilitator: Monica Grigoriu, MCC**

### MODULE III **Coaching: A shifting paradigm process**

The coach shall be able to sustain his client to recognize and to utilize the paradoxes, both in individual and team coaching. The coach is aware that any individual, as part of a group, is simultaneously “*responsible for*” and “*consequence of*” the group interaction.

At the end of this module the participants will:

- Be able to recognize the paradoxical thinking of the client
- Be able to sustain the client to use his paradoxical thinking for the advantage of his own objective
- Be able to holistically view the client by using techniques of systemic approach
- Acquire techniques for setting up the team’s approach in a team coaching context

#### **Acquired Competencies:**

- Establishing trust with the client
- Coaching presence
- Direct communication
- Active listening
- Creating awareness
- Designing actions

**Facilitator: Monica Grigoriu, MCC**

### MODULE IV **Creating awareness in the coaching relationship**

As a dialogue centered on achieving results for the client, coaching deals with thinking frame of references, attitudes and behaviors as perceived in the coaching relationship. Creating awareness is the ability to integrate and accurately evaluate multiple sources of information and to make interpretations that help the client to gain awareness and thereby achieve agreed-upon results. The way a coach accompanies a client to make a breakthrough to his thinking pattern should be agreed with the client to his best interest.

At the end of this module the participants will:

- Be able to use coaching models when coaching the clients and, eventually, create their own coaching model (in accordance to the ICF core competencies)
- Be able to create the right setting for achieving the trust and intimacy in the coaching relationship
- Be able to auto-evaluate themselves in the process of coaching and adapt to the client' needs

#### **Acquired Competencies:**

- Establishing the coaching agreement
- Creating awareness
- Communicating effectively
- Designing actions
- Planning & Goal Setting
- Manage Progress and Accountability

**Facilitator: Monica Grigoriu, MCC and Irina Stefanescu**

## MODULE V Team Coaching

Team coaching aims to apply the principles of coaching to the team as a whole, by using a systemic approach. Under a coach observation, team members learn to have an open dialogue and to collaborate in a constructive and empathetic manner. Action methods evolve through few key concepts, such as energy, realization, common image and levers for development. With adequate use of action methods, the coach can create awareness inside the team to tell *its story*, to understand it better and to facilitate its change.

At the end of this module the participants will be able to:

- Understand the elements of team coaching
- Practice and test the tools and stages of action methods
- Coach the team to define the roles in the functioning system
- Coach the team to achieve results in a desired time-frame

### Acquired Competencies:

- Establishing the coaching agreement
- Direct Communication
- Creating awareness
- Designing actions
- Planning and goal setting
- Managing progress and accountability

**Facilitator: Monica Grigoriu, MCC**

## MODULE VI Coaching professional standards

Ethics in coaching profession is a key reference point which differentiates a coach from other professionals. Knowing how to contract a coaching process, how to establish a coaching agreement is a part of the coaching process. Coach's personal positioning in a dynamic and competitive market requires a special approach given that the coaching relationship is not *exclusively* a service support. To be a coach is equally a profession with specific particularities, being integrated in a professional community that is constantly growing.

At the end of this module the participants will:

- Understand and apply the ethical standards of coaching when working with individuals and teams
- Define their own coaching niche
- Handle a complex organizational coaching relationship
- Promote themselves in a competitive market

### Acquired Competencies:

- Meeting coaching ethical guidelines & professional standards
- Establishing the coaching agreement
- Planning and goal setting

**Facilitators: Monica Grigoriu, MCC, Narcisa Mocanu, PCC, Raluca Cimpea, PCC**

**INTENDED PARTICIPANTS**

“Be Coach!” is a seven months training program in the study and application of transformational coaching. Our program is designed as an intensive training program intended for participants who aim to emerge as coach practitioners. This program is ideal for those who are interested in bringing forward excellence in others, while also being open to receiving coaching themselves.

**ENROLLMENT REQUIREMENTS**

All students who attempt to enroll in the “Be Coach!” program are required to meet both of the below conditions:

1. Higher studies graduates, attested by a Bachelor’s Degree (a copy has to be submitted as part of the registration file).
2. Minimum of 3 years of work experience, attested by a certificate of service issued by the current (and, if applicable, former) employer.

**INVESTMENT & RETURN**

- Program Fee: € 3500
- Professional training is exempted from VAT
- The program fee shall be paid at once or in maximum 6 instalments

**VENUE**

24 General Eremia Grigorescu Street (Lahovari Square)

**CALENDAR 2025-2026**

MONTH	MODULE	GROUP MENTORING	SUPERVISION
		<b>DATES</b>	
October 2025	3, 4	18	6
November 2025	7, 8	22	10
December 2025	5, 6	13	8
January 2026	16, 17	31	19
February 2026	6, 7	21	9
March 2026	6, 7	21	9
April 2026		4	6
May 2026			4

**INFORMATION**

For further details about “Be Coach!” program and enrollment conditions please contact **Monica Grigoriu:**  
office@coachingdipity.ro  
+40 722 950 660



**CV OF THE  
FACILITATORS  
TEAM**

**Total Professional Experience** Over 8,000 hours of individual and team coaching  
**Business Fields** IT, Pharma, FMCG, Banking, Retail, Telecom  
Financial Services  
**Professional Certifications** International Coaching Federation (ICF)



**MONICA GRIGORIU**

- Master Certified Coach, ICF - International Coaching Federation
- Mentor Coach since 2011
- Founding Member, Romanian Association for Professional Coaching ARC Pro
- President, Romanian Association for Professional Coaching ARC Pro (2011 - 2012)
- Managing Partner Coachingdipity
- Partner, Metasysteme Coaching (2007 - 2010)
- Executive Director, Romanian Coaching Institute (2004 - 2007)