

Institute for Equity-Centered Coaching[®]



Certification Programs 2021/2022 Information packet

ScriptFlip LLC, 2021



About The Institute

Thank you for your interest in The Institute for Equity-Centered Coaching.

For the last 15 years of my career, I've dedicated my work and my intellectual pursuits to creating, building, and transforming communities and organizations that foster equity, inclusivity, justice, and anti-racism, and one of the most powerful tools I've found in this kind of transformation work is coaching.



I define coaching as any process where one person or group of people (the coach) **facilitates** processes where another person, or group of people (the client or coachee), grow or transform a part of their life which can include their health, business, work, or relationships with themselves or others.

Coaching is transformation work, which is why I believe that coaching that is done without a lens for equity, diversity, inclusion, and anti-racism is inherently incomplete.

Unfortunately, we live in a world where aspects of our identities play a major role in our life outcomes. This is a fact. The goal of anti-racism work is to create a world where this is no longer the case by dismantling and transforming the systems, behaviors, policies, practices, and ideologies that perpetuate inequity.

To put it simply, the goals of coaching and the goals of anti-racism are inextricably linked.

My vision is that The Institute for Equity-Centered Coaching becomes the standard for a coach, leader, and entrepreneur education, training, and research.

We aim to be a place for coaches and leaders to deepen their skills, learn culturally responsive, and trauma-informed practice, build more diverse communities of clients, and team members, and be effective in fostering healthy, equitable, inclusive, anti-racist environments that, over time, change the world.

We offer certification programs in coaching and leadership, this is not work that we take lightly, is not performative, and will require real effort on the part of our certification candidates to be dedicated to the values of justice, equity, inclusion, anti-racism, liberation, and high-quality practice.



In return for the effort that you put forth in our programs, we will commit to providing you with ongoing education and support to help you be an effective coach, leader, and entrepreneur. We will stay up to date on DEI and anti-racist practice, developments, and provide context of major social crises and movements.

We will support you in unpacking your own identities, whether you are White and new in your journey, or a member of the BI&PoC community, and examining how you have internalized whiteness, and you will always be met with compassion, directness, and support.

If you're ready to take the next step in your professional, personal, and business journey, we want to welcome you to join us.

In community,

Trudi Lebron, Founder/CEO



About the Program

The Institute's certification programs are designed to provide comprehensive education on the theory and practice of DEI and anti-racism practice, and equity-centered coaching and leadership.

Equity-Centered Coaching[®] is our proprietary approach to coaching and leadership that pulls from the disciplines of coaching, cultural psychology, facilitation, trauma-informed practice, and anti-racism in order to teach a framework that prioritizes self-determination, consent, cultural responsiveness, and high-quality coaching practice that can be used in a variety of coach/coachee, mentor/mentee, and manager/team member relationships.

Coaches and leaders who learn and practice this approach will become effective, high-quality coaches and leaders, competent and confident in their ability to work with and lead multi-cultural, multi-racial clients and teams, and lead equity-centered business.

Certification programs are delivered over the course of 12-months, or 12-18 months for those choosing to be dual certified in both Coach and Leader tracks.

The program is delivered in 6-week sessions called "sprints". During each sprint, you will focus on one core competency required for certification. In between sprint sessions, there is a 1-week "sabbatical" where we encourage you to use the time to integrate learning and/or catch up on videos or learning materials you have not been able to review.

After all of the learning sprints are complete, you have attended a minimum of 20 live sessions you will become eligible for certification. Certification is only granted once candidates have demonstrated competency in their tracks, submitted supporting documentation which may include coaching videos, sample policy, and procedure documents, and completed an exam.



Certification Tracks

Coach Track

Students in the coaching track will specialize in developing advanced coaching skills that will prepare them to serve a diverse range of clients who bring a myriad of personal, cultural, and racial contexts into coaching sessions. Students in this track will learn the importance of self-determination and consent and learn how to navigate between the roles of coach, facilitator, space holder, guide, mentor, advocate, consultant, and critical friend. Equity-Centered Coaching[®] Practitioners strive to achieve fluency in navigating these roles.

Leader Track

Students in the leader track will focus on building and leading businesses that center equity and aim to dismantle practices, policies, and procedures that are rooted in racism, oppression, and toxic capitalism while honoring the benefits of having thriving, financially successful businesses. Equity-Centered Coaching[®] Leaders will focus on learning power-sharing, decision making, culture building, and strategic planning techniques that aim to create more liberation and equity in the workplace, and among clients and other stakeholders.



Benefits of Certification

In addition to deepening your own professional and personal skill and practice in coaching and leadership, certification by The Institute of Equity-Centered Coaching® will communicate to your audience, clients, and current and future team members that you are likely to be a safe, inclusive, equitable space that has actively incorporated the values of justice, equity, diversity, inclusion, and anti-racism in your business and coaching practice.

One of the main reasons we have even decided to offer this program is because of the overwhelming number of requests from professionals who want to be able to show their commitment to their audiences, and also community members who want us to verify that coaches and companies have worked with us, want us to take a stand for our own work and practice, and what we do with our clients.

In addition, you participants in active standing receive benefits including:

- **Certified coaches who remain in good standing will be listed on our directory of Equity-Centered Coaches and Businesses and will be eligible to use our logo and branding on their websites and marketing materials.** We will also support you by posting your job descriptions to our wider audience.
- **Free access to the expanded level of the Equity-Centered Coaching® Collective:** This includes weekly community calls that will support different aspects of your personal and business growth including Unpacking Whiteness, Liberatory Leadership, BIPoC Peace Lounge, Launch Lab, and co-working hours.
- **Quarterly professional development workshops:** These workshops will be provided after your initial year of certification and will cover topics that keep you up-to-date on shifts in the social environment, and DEI and anti-racist practice. Attendance at two of these per year is required to maintain certification after initial two years
- **Access to special events, retreats, and mastermind only available to certified participants:** You will learn that community is an integral part of an equity-centered and anti-racist practice. As a certified community member, you



will receive invitations to special events, retreats, and mastermind opportunities that are specially designed for you (*additional fees may apply to some events*).

- **Certified Coach & Leader Network Site:** This is where you will go to stay connected, build peer relationships, post job opportunities where you can be certain you will meet and attract people who share your values, and commitments to equity-centered practice.

Enrollment, Payment & Policies

Admission

Students must apply and meet with an enrollment coach before being accepted into the program. This is to ensure that you are at the right place in your journey to be successful in the program.

COACH TRACK is most suitable for people who are currently, or have been in a formal coaching role, or similar role in their work of business including human services, social work, counseling, teacher/educator, certified or non-certified coach who has been in practice for at least one year.

LEADER TRACK is most suitable for people who are currently, or have been in formal leadership in their own business, or a leadership role in another business or organization including.



Program Expectations

Students are expected to review all learning materials and complete assignments. Learning materials will be released on a weekly to bi-weekly basis (depending on content depth) and will be expected to attend weekly live sessions with their faculty members. These live sessions are a time to ask questions and practice the skills being taught. Students must complete a minimum of thirty (30) live sessions, five (5) 1:1 coaching calls, and complete all assignments throughout their program in order to be eligible for certification.

Certification will be granted for two years. After two years, you have the option to re-certify by going through our recertification process that will include re-testing, updating materials as needed, attending professional development workshops at least twice a year, and meeting with a certification advisory. A recertification fee of between \$997 and \$1997 will cover the cost of professional development, maintaining all member benefits (including access to The Collective, certified coach site, listing on our website, etc.)

Tuition

If you've made it this far and are interested in hearing more about the program costs and payment options, please submit your application and book a call with our enrollment team. We have a variety of programs available at various price points and would love the opportunity to speak to you and explore the best way for us to support you. There is no obligation to enroll. Please apply at: www.trudilebron.com/apply