



WORLD
COACHING
ORGANIZATION

International Coaching Certification



Become an Internationally Certified Coach

This is a coaching course for anyone who wants to learn how to use coaching in their private or work life, or to turn coaching into their profession.

After the course you will be able to achieve sustainable results by applying the coaching approach and toolbox, either as a formally certified coach, or informally with your colleagues, friends and family members. We promise to offer you a truly valuable training experience, which will give you the chance to use all the tools and techniques right away, also with yourself.

60 HOURS COURSE

- 30 hours of intensive classroom training
- 12 hours of videos and online resources
- 18 hours of homework and practice sessions

Made affordable

598 € / Special group
798 € / Individual participant
998 € / Business participant*

*excl. VAT



This course is designed for
three kinds of people

01

INFORMAL

People wishing to master the best coaching tools and apply them in managing their team, increasing professional results, or having greater capacity to help friends, family members or co-workers in everyday situations

02

FORMAL

People interested in becoming professional coaches in life or business settings, and who would like to try it out before investing their time and money in more extensive professional training

03

SELF- COACHES

People who want to use coaching for their own personal development and learning, and to achieve sustainable results in different areas of their life



**3 DAYS
LIVE**

&

**19 ONLINE VIDEOS
AND OTHER
RESOURCES**

DAY 1 | 9 AM - 7 PM

- Different ways of coaching
- The 4 Rs of coaching
- Coaching methodology ROSA 1.0
- Definitions of coaching
- Coaching presuppositions
- Coaching methodology ROSA 2.0
- Mapping the client's reality
- Defining clear and inspiring goals

DAY 2 | 9 AM - 7 PM

- Creating paradigm-shifting solutions
- Using creativity in problem solving
- Getting from ideas to action
- Navigating through a coaching process
- Introduction to rapport: how to generate trust and influence with anybody
- In-depth rapport model with 5 levels and related techniques

DAY 3 | 9 AM - 7 PM

- Key social psychology and coaching techniques
- Maintaining presence and partnership
- Communicating on different levels during coaching
- Deep listening and powerful questioning
- Key human psychology
- Understanding beliefs and values
- The certification process
- Professional coaching practicalities

Online videos that change lives



The course weekend is only a part of the journey!
By signing in for the certification course you will get a 100-page coaching manual and access to 19 captivating online videos made by Daniel Sá Nogueira, the original founder of World Coaching Organization. These materials will reinforce the lessons learned throughout the 3 live training days, as well as introduce new content that only Daniel can explain with such clarity and impact.



The International Coaching Certification course has been taught since 2009, in over 10 countries around the world, to more than 3000 individuals and businesses in several different fields.

Your master coach trainers

Our trainers are not only great coaches, but also amongst the most experienced and dedicated professionals in training and facilitation skills. Together they run events for thousands of students each year, spanning from the general public to diverse corporate settings.

Pauliina Hallama (Chief Coaching Officer at WCO / Systemic Business Coach® / Systemic Team Coach®) is an experienced and acknowledged trainer with over 20 years of training experience and almost 15 years of coaching experience. Pauliina is a social psychologist with a special passion for leadership and high-impact and engaging interaction. In addition to a diverse range of individual participants, she has trained thousands of individuals and key people in organisational contexts around the world in different fields, spanning from industrial companies to small startups.



How can you offer this learning experience to your people?

We offer two formats, both with their own benefits:



OPEN COURSE

- Participants exchange experiences and learn from other people from diverse backgrounds
- Content that provides a holistic understanding of personal development
- Cost-effective for fewer participants
- Plants the seeds for a coaching mindset which the participants can apply in their work and personal life

IN-HOUSE COURSE

- Participants form a common basis of knowledge and understanding, which makes it easy to collaborate
- Tailored content that fits the business context and the learners' needs
- Cost-effective for a bigger group of participants
- Plants the seeds for a coaching culture where coaches support the organization from within



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Inspiring, engaging, practical, and so much fun! In addition to providing an introduction to coaching tools to use both professionally and personally, the WCO course drastically improved the way I view human communication and interaction overall. Thank you for a jump start on my way to a new mindset! Full recommendation for anyone, really.

- Salla Kokkonen

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If you have ever been interested in developing yourself, understanding yourself or helping others to help themselves, this is worth every penny. World-class trainers teaching you the skills to coach yourself and others is valuable whether in relationships or at the workplace. Big thumbs up!

- Tommi Pollari

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If WCO makes anything new, it must be interesting and high quality. We have had the majority of our organization attending their coaching courses. They make miracles.

- Saku Valkama, CEO at Talentadore



**WORLD
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Our life is made of decisions.
Will your next one be to unlock
the power of coaching and elevate
your personal and interpersonal
skills to the next level?

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