



Leadership Coaching Training Program: Frequently Asked Questions

What will I learn?

Coaching skills immediately applicable to positively impact other leaders, senior management, organizations and communities. These skills are aligned to the International Coaching Federation coach competency model. Your initial clients will include existing CEOs and other cultural leaders from the NAS network. You'll also learn to use the NAS Leadership Toolkit, a unique collection of time-tested tools and methodologies that will enhance your impact. Through Leadership Coaching Training Program, you will have the potential to impact multiple organizations concurrently, either within your discipline or geography, or beyond it.

Why should I learn coaching through NAS?

Benefits of working together include:

- Align with internationally-trusted supporter of cultural leadership
- Access potential clients from NAS' large alumni base of arts and cultural leaders
- Access NAS' network of national and international cultural agencies, foundations and organizations
- Ongoing professional development opportunities within a community of practice
- Have the opportunity to coach clients outside your geography and discipline
- Enjoy administrative and marketing support from the NAS team

This initiative is part of NAS' pivot to a social enterprise; delivering on-mission services to serve the field, increase our earned income and reduce our reliance on funding for operational support. This is a new, bold play for NAS and we'll be piloting this new business with our participants. We want to build this business collaboratively with our graduate coaches to ensure that it serves them, our clients, the field and NAS' mission.

What happens at the completion of the training?

NAS has heard that upon the completion of NAS programs, many participants wish to be supported with marketing and administration, and share their work with a community of practice, rather than working in isolation. On successful completion of the course, individuals will have the opportunity to be selected as a NAS Coach. We also acknowledge that some individuals may wish to build their coaching business solo, but our preference will be to choose individuals for the program that see the merit and strength of working collectively.



What can I expect to earn as a coach?

NAS will work with our cadre of coaches to establish a sliding scale of fees NAS will charge for coaching services, depending on the organization size and client's ability to pay. To cover the administrative, marketing and ongoing client liaison, NAS will take a percentage of this fee. Coaches who choose to work with NAS will agree to separate terms and conditions developed collaboratively during the program. While rates vary according to various factors (coach's experience, client's ability to pay, length of contract, etc), coaches can expect to charge \$200 per hour and above.

Is there a test at the end of the training?

Yes, in order to meet ICF's requirements for individual coach certification, there will be both an oral and written exam at the end of the program.

What is the hourly expectation per month while we are not in a face to face convening?

Participants should allocate 6-8 hours per week for readings, course work and practice coaching.

Do I need to pay all at once?

Participants will not be asked to name their price until after they are accepted into the program. At that time, we will also ask that each participant pay 50% of the price named, and 50% on course completion.

Am I guaranteed clients at the end of my training?

NAS will provide coaching engagements (from its Chief Executive Program cohort) during your training, and will work to build demand for the services of our graduating coaches. If, on successful completion of the course, you are selected as a NAS Coach, we will work with you to provide you clients at the end of 2020, however there are no guarantees.

Will this program be offered next year?

NAS will assess the viability of this program after this first pilot is complete and has been assessed. Once the demand for NAS coaching services is established, NAS will explore running this program again in future years.

What happens if I don't complete the program?

Unfortunately there is no facility for a refund after accepting a program slot.



Can I get a PDF of the application questions?

[Leadership Coaching Training Program application questions may be viewed here.](#) The document is to be used for reference only and may not be submitted as an official application. Only applications submitted via the official application process, [begun here](#), will be accepted.

Can I talk to someone about this program?

One-on-one discussions may be arranged with Paul O’Byrne, Senior Consulting Director at pobyrne@artstrategies.org.

How does this differ from consulting, counseling and mentoring?

While these professions’ communication skills – asking questions, active listening, summarizing, etc. – may be similar, they are very different to coaching. Counsellors are trained to help the client *diagnose and deal with emotional problems*, the past or dysfunction while coaches are not, and are more future oriented. A mentor is wise and trusted guide and advisor; a teacher *sharing their experience* while bringing their “mentee” up the ranks. Consultants are experts providing *their advice, opinions and solutions*. Consultants provide answers, whereas coaches work to elicit them from their clients.

NAS sees coaching as partnering with clients in a values-driven, thought-provoking and creative process, inspiring them to maximize clients’ professional and personal potential as leaders and agents of change. While a coach may have extensive expertise, this merely forms the foundation to offer their coaching expertise, not the particular topic being coached.

What else will I learn/experience in addition to coaching competencies?

Our core coaching training will be supplemented with two days of in-person learning, as well as multiple online learning sessions. Topics may include equity, cultivating an open and enquiring mindset, systems change, leadership models and community-focused work. Learning will focus on both developing one’s own awareness of these elements, as well as coaching others to develop this awareness.

The learning group will also have access to a NAS Toolkit of proven rigorous tools and methodologies that will be valuable when working with your future clients. Remember this is a pilot program, and so based on what NAS is seeing in the field, the group will also work to co-create other sessions on topics as needed. The group will also be invited to join the NAS Summit which will be held on 23-25 April, 2020, immediately before the Coaching training Convening 2 (26-30 April, 2020). At this event, coach trainees can learn amongst peers, meet potential clients from the NAS network, and gain valuable insights on topical issues from across the field’s leadership.