

# Masterclass professional e-coaching



for coaches, career counsellors, HR(D)-professionals, counsellors, guidance experts & supervisors

Are you looking to enhance your guidance skills, and are you interested in how you can apply the basic principles of e-coaching within your method of guidance? Then this Masterclass is just what you need! The Masterclass e-coaching for professionals is an extended training programme to elaborate on the approach and skills you have already learnt and practised.

## What are the benefits of online guidance?

The Internet is an integral part of our lives, and we are becoming increasingly familiar with online communication—the fast development of online communication tools offers new opportunities to guide or coach your clients and employees. In addition, your clients will more often request online guidance solutions. Online guidance and coaching provide a valuable addition to (and can sometimes even replace) face-to-face conversations. E-coaching goes beyond technology; it requires

various skills to apply online coaching effectively and efficiently and reap its potential benefits.

Working time- and place-independent is an obvious (cost-effective) benefit. But the power of online guidance reaches further. A significant advantage of online guidance is frequent contact between the professional and client; this creates a lively interaction where engagement and commitment increase. While also gaining quick access to the core. Writing has a reflective effect on the client. Additional use of AI by means of coachbots can further promote client autonomy. These and other distinctive elements can lead to an acceleration in the development process.

## About Unloq

UNLOQ is a customised learning & development solution delivered through coaching, training, and consultancy programs in 39 different languages in more than 160 countries.

Our mission is to continue developing leadership programs and making coaching accessible to people worldwide, regardless of their location and role.

## Our key-points are:



Human Centric



Science Based



Technology enhanced



Scalable



## What does Masterclass e-Coaching for professionals Level I have to offer?

Starting with online coaching/e-coaching requires awareness of its possibilities and limitations. The emphasis in this Masterclass is on text-based coaching. In this additional form of coaching, verbal communication is excluded, which requires extra care in interpreting and delivering messages. To apply online coaching effectively, you need the right language skills; what is the effect of your use of language, what is your client's core message, and how do you adapt your speech to that of your client?

Acquiring text-based coaching skills provides a valuable addition to other forms of communication in your professional dialogues.

In this Masterclass e-Coaching for Professionals Level I, you can learn how to successfully use online guidance/e-coaching and make the most of the differences with face-to-face coaching. You will learn why it works, how it works and what the result will be. Through the UNLOQ methodology, you gain experience with e-coaching by guiding a test client (for three weeks) in our secure digital platform, UNLOQ Campus. The emphasis in the Masterclass is on text-based coaching. The UNLOQ methodology is a method to effectively display the professional's online communication and analyse the client's written message in a structured way.

### Who is it for?

The Masterclass Level I is aimed at coaches, career counsellors, HR(D)-professionals, counsellors, guidance experts and supervisors who want to learn how to implement online guidance/e-coaching successfully.

### Permanent Education

This Masterclass is accredited by the International Coaching Federation (ICF) and approved for 17 CCEs (11 Core Competency + 6 Resource Development).

## Certified eCoach

After completing the Masterclass, there is an option to get certified as an eCoach. For this, you need to compose a portfolio based on the trajectory with the test client and the competency profile 'Certified eCoach Level I'. An examiner tests the portfolio and the acquired competencies. After reaching a sufficient level of competencies, you will receive the Certified eCoach Level I certificate which can allow you to be included in the International eCoach Register ([www.ecoachregister.com](http://www.ecoachregister.com)).

## Continued

The Masterclass e-Coaching for Professionals Level I offers the basic principles of e-coaching. If you are an experienced and professional coach and want to integrate e-coaching into your daily practise, we recommend you follow the e-coaching specialisation. This specialisation consists of the Level I and Level II Masterclasses. It lifts your online coaching practice to a higher level. You broaden your knowledge and develop new skills to become a Certified eCoach Level II.

The trainers are experienced coaches and trainers with in-depth knowledge of e-coaching and extensive experience as an e-coach.



## Programme Masterclass I

The Masterclass e-coaching for professionals takes six weeks and is fully delivered online. You will attend a teaching program of five modules. Between Module 2 and Module 4 is a gap of 3-4 weeks in which you will coach a test client (a level III eCoach in an actor role) online.

Group size: minimum of 8 people.

### Preparatory assignment

- Literature: 'E-Coaching Getting started with online and blended coaching' of Ribbers & Waringa
- Explore the possibilities of working with our secure digital platform UNLOQ Campus at: <https://unloq.org/campus>

### Module 1: E-coaching in perspective

- What is e-guidance, and what types are there?
- Which skills does an e-professional need?

The power of e-coaching:

- What are the limitations and opportunities?
- What are the differences between online and face-to-face guidance and how do I utilise them?
- What are the specifics of coachbots with AI coaching?
- Introduction to the Accelerated Behavioural Change Model (ABC-model) that portrays how true behavioural changes and other goals can be realised more quickly.

### Module 2: E-coaching in practice

- Safety and ethics in working online.
- Working with the UNLOQ-methodology for online guidance.
- Working with the secure online environment UNLOQ Campus.
- Preparing the test client case.

### Module 3: Practical assignment: Practice online guidance with a client (a certified e-coach in an actor role)

- 3 weeks of guidance with 2 contact moments per week.
- Realistic case study.
- Practice and learn the necessary and cognitive skills for online guidance.
- Gain insight in own capabilities.
- Working with the secure environment UNLOQ Campus.

### Module 4: Guided supervision

- Learning with and from each other's case studies.
- Applying the UNLOQ-methodology.
- Language acts and strategies in practice.

### Module 5: Strengthening writing skills

- Structure in online communication.
- Focused and clear writing.
- Advancing linguistic skills through writing exercises.

Achieving sustainable behavioural change:

- ABC-model in practice of experienced e-coaches.
- Bringing together reading and writing.
- E-coaching in your own practice.
- Expectation management and client rules.
- Design and pricing.

## Certification (Optional)

Participants who completed the Masterclass and want to become certified eCoach Level I, need to send in a digital portfolio based on the competency profile Certified eCoach Level I.

Our guiding manual during this course: 'E-Coaching: Theory and practice for a new online approach to coaching' is underpinned with a theoretical framework that introduces a new model on people development (the ABC-model), inspired by the GROW model of Graham Alexander, and a new text based coaching method inspired by the Politeness theory of Brown and Levinson.

E-coaching is practical in its approach with explanations on how to guarantee your clients' security and privacy, calculate rates, manage expectations, and other important aspects of coaching online. A must-read for all coaches, mentors, supervisors, teachers, or HR professionals who want to coach in a modern way, as well as students studying coaching courses.



Should you wish for further information on this Masterclass, do not hesitate to contact us. We will be pleased to attend your inquiry. Use our contact form at [www.unloq.org](http://www.unloq.org) or call us on +31 13 850 7546.

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