



BE THE COACH LEAD THE CHANGE

*Welcome to Empowering
and Transformative Coaching Program*

Embark on an extraordinary journey of inner transformation with our world class coach training program



ABOUT US

At BCA, we wholeheartedly believe in the power of inner transformation.

We are committed to facilitating personal growth and empowering individuals to unlock their true potential. Our purpose is rooted in the understanding that when people undergo inner transformation, they can achieve remarkable positive changes in their lives.

Our name reflects our core focus: **metamorphosis**. Just like a caterpillar undergoes multiple stages of transformation to become a beautiful butterfly, we are dedicated to guiding coaches through their journey of learning and practical implementation of global coaching principles, enabling them to evolve into world-class coaches.



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COACHING ACADEMY



Our belief in the power of inspiration and transformation drives us to collaborate closely with coaches, helping them realize their full potential and become their best selves.

Through guidance and support, we foster self-awareness, empowering coaches to better understand themselves and their unique strengths.



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OUR VISION

To empower coaches and build a powerful coaching community across the globe. We aspire to inspire over one million lives by 2030 through our coaching methodologies.

OUR PURPOSE

At Butterfly Coaching Academy, we take pride in offering a world-class coach-training program created on the GOLD standards of ICF (International Coach Federation) competencies.

Our purpose is to make the learning journey accessible, simple, and transformative, empowering coaches to unleash their full potential and create meaningful, positive changes in the lives of those they coach.





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Key aspects of our coach-training program are:

CREDIBILITY

Our curriculum adheres to the highest standards set by the ICF, which is widely regarded as the gold standard in the coaching world. Having an ICF credential carries significant credibility and recognition in the global coaching community. It serves as a mark of distinction, signifying that the coach has met the industry's highest standards and is committed to ongoing professional development.



HOLISTIC DEVELOPMENT

We believe in nurturing coaches not only as professionals but also as individuals.

Our program emphasizes holistic development, enabling coaches to tap into their unique strengths and capabilities while deepening their understanding of themselves and others.

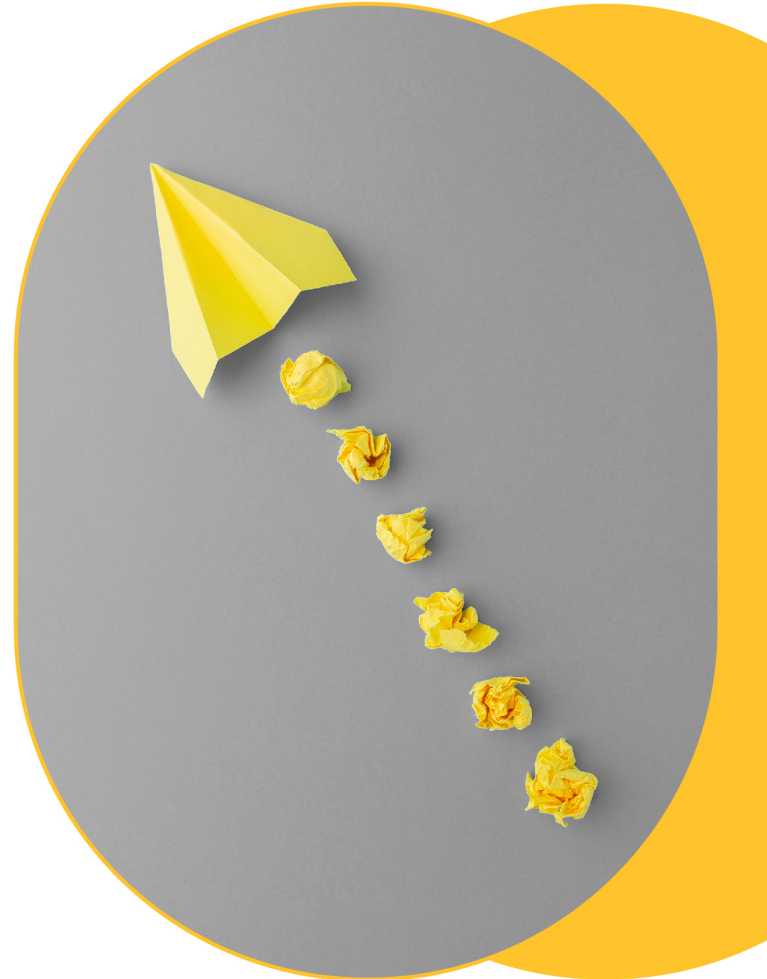


SIMPLICITY **AND PRACTICALITY**

We make learnings simple, accessible, and straightforward, ensuring that coaches can easily grasp and apply the concepts in real-world coaching scenarios. Our aim is to equip coaches with practical tools and techniques to support their clients effectively.

AUTHENTICITY **AND SUSTAINABILITY**

We encourage coaches to embrace their authenticity and create sustainable coaching practices that align with their values and style. By doing so, coaches can establish lasting connections with their clients and foster transformative relationships.



POSITIVE **IMPACT**

Our ultimate goal is to empower coaches to make a positive impact in various spheres of life. By instilling coaching excellence, coaches can facilitate positive changes not only in the professional realm but also in personal lives and communities.





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INCLUSIVITY

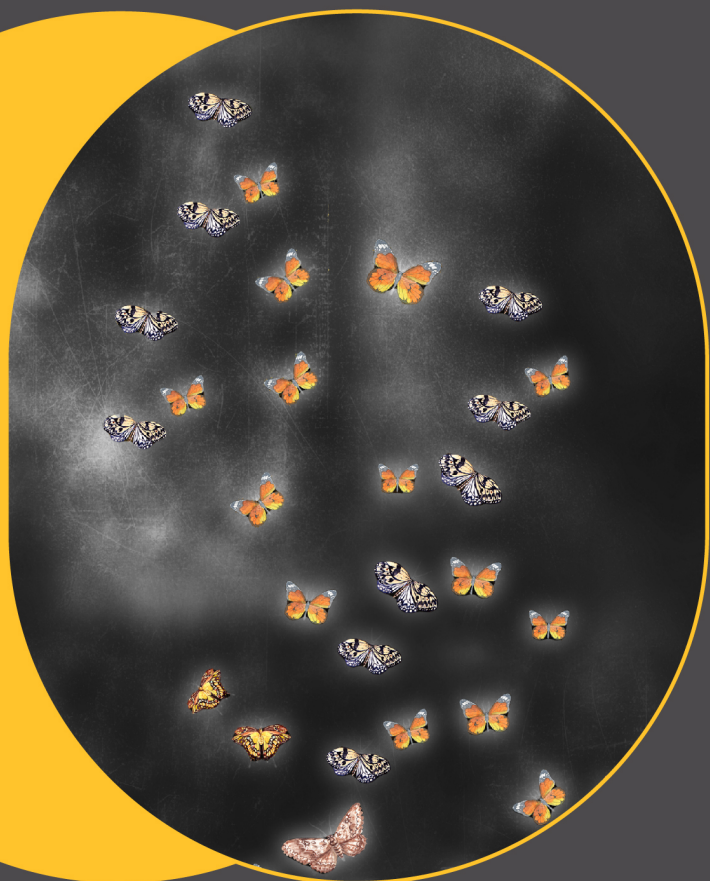
We firmly believe that coaching is a versatile skill with limitless applications, open to anyone and everybody who wishes to embark on this transformative journey. Whether you are a working professional, an entrepreneur, a student, a homemaker, or someone on a unique life path, coaching holds the potential to unlock your true greatness.



COMMUNITY OF COACHES

At Butterfly Coaching Academy, we believe in the power of community. We foster a supportive and collaborative environment where coaches can learn from each other, share experiences, and grow together.

Join Butterfly Coaching Academy and embark on a journey of growth, empowerment, and positive change – both as a coach and as an individual. Together, let us create a world where coaching inspires and uplifts countless lives.



EMPOWERING & TRANSFORMATIVE COACH TRAINING PROGRAM



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- *Advance Module*

This program is an advance module focusing on the Level 2 (PCC) markers. There are in total 37 PCC markers that a coach should be fully trained on in order to become a PCC level coach. People who have done their Level 1 (ACC) programs are eligible to apply for this level. People who wish to directly enrol for Level 2 (PCC) program has to also parallelly learn concepts from our Level 1 (ACC) cohort in order to be clear and confident about the process and the competencies expected at different levels.

Below mentioned are the details:

- 1** 100% online with only once in a week frequency of sessions for all the fellow coaches. It's slow-paced learning that focuses on continuous and consistent improvement for the learning to be easily retained by the participants at a sub-conscious level without creating much force.
- 2** The program's design prioritizes applied learning, providing participants with hands-on experiences to enhance their coaching skills. The ratio of applied learning to conceptual learning is



slightly higher than 3:2, ensuring that participants actively practice and apply what they learn and how it impacts the outcomes.

- 3** The program incorporates both learning labs and practical labs, with integration during breaks. Learning labs are followed by practical exercises, allowing participants to observe nuances and identify understanding gaps before furthering their learning.



- ④ In-depth coverage of the International Coach Federation (ICF) core competencies is a crucial component of the program. All the 37 PCC markers are beautifully simplified and integrated in a comprehensive way so to make this learning not only experiential but easy to learn and apply.
- ⑤ Our researched and developed framework, **i.K.A.N** (to be in bold, same colour only as it is), is integrated with the core competencies to emphasize the power of partnering with clients. This approach enables clients to explore and discover their untapped potential, fostering autonomy and consistent results in coaching conversations.
- ⑥ Beyond coaching skills, the program incorporates a certain level of spirituality to enhance individual self-awareness. Participants are encouraged to recognize their interconnectedness with everything around them, fostering mutual self-respect and a higher sense of being.





HIGHLIGHTS

- 135 hours of intensive learning (includes 10 hours of mentor coaching)
- 100% Virtual, spread over 6-9 months duration
- 75 hours of synchronous learning and 60 hours of asynchronous learning
- 2.5 hours of session once a week
- Sessions are delivered in Hinglish (Hindi and English)



Overall, this program provides a comprehensive and well-rounded approach to coaching education, combining applied learning, core competencies, and a deeper understanding of self-awareness and spirituality.



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WHO CAN BE **A COACH**

Coaching is a versatile skill with limitless applications, open to anyone and everybody who wishes to embark on this transformative journey. Whether you are a working professional, an entrepreneur, a student, a homemaker, or someone on a unique life path, coaching holds the potential to unlock your true greatness.

WHY BECOME **A COACH**

It is not a profession but a calling to become catalysts for positive change in people's lives and a commitment to making this world a better place. A Coach empowers and supports individuals in achieving their goals, overcoming challenges, and unlocking their true potential. The journey of becoming a coach is a transformative experience that benefits both the coach and the clients they serve.





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