

# Masterclass professional e-coaching

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

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

## Why should I work with the newest trend of online guidance (e-coaching)?

The Internet has become an integral part of our lives. We are becoming more and more familiar with communicating online. As a professional guide or coach, online developments offer new opportunities in guiding or coaching your clients and employees. In addition to this, your

clients will start asking for online guidance solutions more often. Online guidance and/or coaching provides a valuable addition to (and can sometimes even replace) face-to-face conversations. E-coaching goes beyond technology; a lot more is needed to effectively and efficiently apply online guidance and reap its potential benefits. Working time and place independent is an obvious (cost-effective) benefit. But the power of text-based online guidance reaches further. Among other things, a big advantage is the frequent contact between the professional and client. This creates a lively and continuous interaction where engagement and commitment increases. Social anonymity facilitates quicker access to the core of the problem and writing instead of talking increases reflection for both coach and client. These and other distinctive elements can lead to acceleration in the development process.

### About eCoachPro

E-therapy, e-help, e-coaching and e-mentoring are people development interventions where empowerment and self-efficacy of clients get stimulated. The combination of online guidance and traditional face-to-face sessions facilitates development in the relevant daily context of the client: embedded people development. eCoachPro offers personal development programmes, education programmes, online platform (Pluform.com) and implementation consultancy for professionals and organisations with the ambition to cost effectively and efficiently realise behavioural (online) interventions.

Our key-points:

- Cutting edge research and training.
- E-coaching made efficient and effective.
- Unique State of the Art online platform.
- Development consultancy with lasting results.
- Embedded people development solutions for sustainable change.



# What does Masterclass e-coaching Part I have to offer?

If you want to start with online guidance/e-coaching, you should be aware of the possibilities and limitations. The emphasis in this Masterclass is on text-based coaching. Verbal communication is taken away, which requires extra care with a different form of communication in a professional dialogue. To effectively apply online guidance, you need the appropriate language skills; what is the effect of the use of your language, what is your client really saying in his/her message, how do you align your language to the language of your client?

In this Masterclass Part 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. By means of the eCoachPro-methodology you gain experience with e-coaching by guiding a test client (for three weeks) in a secure digital environment. The emphasis in the Masterclass is on text-based coaching. The eCP-methodology is a method to display the online communication of the professional effectively and analyse the written message of the client in a structured way.

## Who is it for?

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

## Permanent Education

The EMCC-NL has assigned five PE-points to this Masterclass e-coaching Part I.

## Certified eCoach

For this program, we work with a competency profile. After the training, the acquired skills are tested. Upon receiving the necessary basic skills you receive the Certified eCoach Level I certificate that can be used to include you in the International eCoach Register ([www.ecoachregister.com](http://www.ecoachregister.com)).



## Continued

The Masterclass e-coaching Part I offers a basis where you will learn how e-coaching works. Are you an experienced and professional coach and you want to integrate e-coaching within your daily practice? We advise you to follow the Specialisation e-coaching. The specialisation e-coaching consists of Masterclass Part I and Part II. Here you take the online guidance profession to the next level. You will broaden your knowledge and develop your new skills to a Certified eCoach Level II. The trainers are experienced coaches and trainers, and have in-depth knowledge of e-coaching and broad experience as an e-coach. Both the Masterclass and the Specialisation have been developed by eCoachPro in close collaboration with the European Institute in the Netherlands.

# Programme Masterclass I



The Masterclass e-coaching Part I for professionals takes six weeks. You will attend a teaching programme with five modules. In Module 3 you will coach a test client (a level III eCoach in an actor role) online for three weeks. Group size: maximum of 8 people.

## Online guidance: experience what the differences are

### Module 1:

- What is e-guidance and what types are there?
- Which skills does an e-guide need?
- What are the limitations and opportunities?
- What are the differences between online and face-to-face guidance and how do I utilise them?
- Introduction to the Accelerated Behavioural Change Model (ABC-model).
- The ABC-model portrays how true behaviour changes and other goals can be realised more quickly.

## Preparatory assignment

### Literature:

- 'E-Coaching: Theory and practice for a new online approach to coaching' of Ribbers & Waringa
- Explore the possibilities at [www.pluform.com](http://www.pluform.com).

### Module 2:

- Safety and ethics in working online.
- Working with the eCP methodology for guiding online.
- Working with the secure online environment Pluform.
- Preparing the test client case.

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

- Three weeks of guidance with two contact moments per week.
- Realistic case study.
- Practice and learn the required and cognitive skills for online guidance.
- Gain insight in own capabilities.
- Working with the secure environment Pluform.

## E-skilled with the eCP-concept: what works, what can be improved?

### Module 4: Guided Intervision

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

### Strengthen writing skills:

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

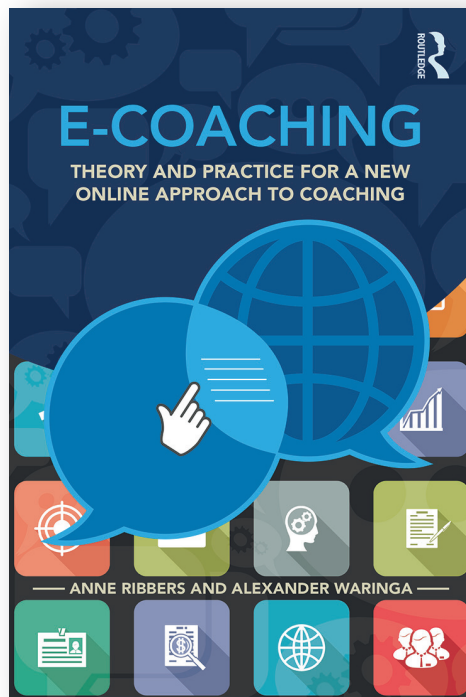
### Module 5: Achieving sustainable behavioural change

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

### Optional Module 6: Examination and certification

Digital portfolio competency examination and a five year registration in the International eCoach and eCounselor Register.

*Are you an experienced coach and do you want to integrate e-coaching in your own business? Then follow also the Masterclass II*



Our guiding manual during this course: 'E-Coaching: Theory and practice for a new on-line 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 the security and privacy of your clients, how to calculate rates, how to 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 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.ecoachpro.org](http://www.ecoachpro.org) or call us on + 31 (0) 13 8507546.

ecoachpro®

Tivolistraat 50  
5017 HR Tilburg  
the Netherlands

T +31 (0) 13 85 07 546  
E [info@ecoachpro.org](mailto:info@ecoachpro.org)  
I [www.ecoachpro.org](http://www.ecoachpro.org)