



**Strategic Coaching
Course Syllabus and Outline**

Instructor: Amanda Close, MBA, SPHR, CPT (206) 782-1254, amanda@closegroup.org

Online Course www.closegroup.org/moodle

Certificate of Completion for 15 hours of “Strategic” Recertification credit

A) Course Description:

The objective of this 5-week course is to provide students an opportunity to become “goal experts”. Students will learn coaching techniques that help people identify their strategic “life”, create effective goals, create motivation for change, and a plan of action. Effective goals are more than just thinking or stating a “wish” out loud but actually taking a pen and paper and beginning the process. Accomplishing a goal must be a process and life goals are bigger than work goals. Most people NEVER get this memo. Why, because the memo has to come from ourselves. As a “goal expert” and strategic coach, students will learn how to help people come to the realization that they are the CEO’s of their lives. As a strategic coach, help them define their own vision and determine the best way to move forward.

B) Course Objectives: Participants will be able to serve as a strategic business partner by becoming “goal experts” and facilitating strategic change through coaching. To be a “goal expert” you must truly understand the process of setting goals AND believe at your very core it matters. During the course, students will learn to strategically coach themselves.

C) Student Expectations: Participants are expected to attend each class session. Participants are also expected to complete and turn in all assignments and participate in class activities. Students will receive a certificate of completion. Students are expected to submit assignments that demonstrate evidence of careful preparation, and clarity and conciseness of recommendations.

D) Assignments:

Weekly assignments based upon questions posed during each lecture.

Final Project: Personal strategic plan

- Background information:** -Reality (good and not so good), desired state and what is causing this “gap” to occur.
- Recommended strategic initiatives:** must be directly responsive to the background information.
- Action plan:** a plan of action directly achieving the personal strategic initiative.

Date	Topic	Assignment (To be completed before the next session)
Session 1	Introduction to strategic coaching and personal application	Respond to posted questions For session 2: Take the “Communication Works!” assessment
Session 2	Knowing the business and the environment. Making the connection between corporate goals and strategy and personal goals and strategy Online Case: Using Communication Works as a communication and goal coaching tool.	Respond to posted questions
Session 3	Tools for creating a vision and identifying obstacles Online simulation part 1: strategic coaching tools in action.	Respond to posted questions
Session 4	Developing an action plan and identifying additional resources. Online simulation part 2: strategic coaching tools in action.	Respond to posted questions
Session 5	Developing momentum creating milestone points and success metrics. Online case: success stories	DUE: Personal strategic plan and the tools/process used to develop the plan.