



NACE 30-HOUR Career Coaching Program

NATIONAL ASSOCIATION OF
COLLEGES AND EMPLOYERS
www.nacweb.org



NACE 30-Hour Coaching Certification Program

PROGRAM DESCRIPTION

The NACE Coaching Certification Program (CCP) is a training program designed for career services members wishing to demonstrate their success as a career coach using proven ethical and professional standards in their pursuit of the Board-Certified Coach (BCC) credential offered through the Center for Credentialing & Education, Inc. (CCE).

The BCC credential is a mark of distinction for credential holders and a source of credibility for their clients. A BCC has met professional coaching competency standards established by CCE and subject matter experts.

The BCC certification demonstrates to the public that a professional coach has:

- Met educational and training requirements.
- Passed a psychometrically sound coach-specific examination.
- Obtained experience in the field of coaching.
- Professional peer references.
- Accountability to an enforceable ethics code.
- Commitment to continuing education.

The achievement of the BCC credential solidifies the professional identity of the coach. The BCC credential is attractive to professionals who would like to provide independent third-party verification that they have achieved certain coaching competency standards.

QUESTIONS?

Contact NACE Professional Development at educationrequest@naceweb.org,
610.625.1026

BOARD CERTIFIED COACH CERTIFICATION PREREQUISITES

Candidates must meet all prerequisites as established and mandated by the CCE.

BCC Certification Prerequisites for completion of the 30-hour training program:

Candidates must meet all prerequisites to sit for certification exam through the CCE.

- Have obtained a master's degree or higher in counseling and have 30 hours of coaching experience; or
- Have obtained a master's degree or higher, hold the National Certified Counselor credential or full professional counseling licensure, and have 30 hours of coaching experience; or
- Have obtained a doctoral degree or higher in Social or Behavioral Sciences and have 30 hours of coaching experience; or
- Have a bachelor's degree or higher in any field/concentration and have 2,500 hours of coach experience over a period of five years or more.

Questions regarding the BCC certification prerequisites are to be directed to cce@cce-global.org or 336.482.2856.

PROGRAM FORMATS

Formats vary by module and include on-demand webinars and live workshops.

PROGRAM FREQUENCY

All on-demand webinars are available at naceweb.org > Store > NACE Coaching Certification > Eligible. Each live workshop will be held at least once each calendar year either virtually or at designated locations throughout the U.S. Check our [upcoming events schedule](#) to find dates or contact NACE Professional Development at educationrequest@naceweb.org.

FACILITATOR INFORMATION

NACE coaching faculty have completed a stringent application and training process.

All coaching faculty meet the following requirements:

- Hold an advanced degree that aligns with their professional acumen for career coaching;
- Have at least 10 years of coaching experience;
- Are certified career coaches or are seeking approval through CCE;
- Have successfully completed the NACE Train-the-Trainer program; and
- Have demonstrated advancement of the coaching profession through writing, projects, and/or professional collaborations.

NACE CAREER COACHING PROGRAM ASSESSMENT AND CRITERIA

Upon successful completion of each module, the named registrant will be provided instructions post- event to complete the NACE Knowledge Assessment. Candidates must score 88% or better to receive the designated NACE CCP certificate of completion for the appropriate module.

Candidates may test up to three (3) times per module. If the candidate is unsuccessful following three (3) attempts, the candidate must retake the module in its entirety.

The candidate must complete each of the six modules, successfully pass each module's NACE Knowledge Assessment with 88% accuracy, and have obtained each NACE Career Coaching Program certificate of completion prior to submitting his/her application for the Board Certified Coach to the Center for Credentialing & Education, Inc.

ADA STATEMENT

NACE and its testing vendor comply with the provisions of the Americans with Disabilities Act of 1990 (ADA) and Title VII of the Civil Rights Act of 1964 in accommodating candidates who are disabled and require special accommodations to complete the assessment. Candidates requiring special accommodations must notify NACE of their request prior to testing.

The process for notification is as follows:

1. Notify the NACE Professional Development Department at educationrequest@naceweb.org of your intent to request accommodation. Please write "ADA Request" in the subject line;
2. Once your request is received, you will be provided with a copy of the Request for Special Accommodations Form;
3. The completed Request for Special Accommodations Form should be returned to NACE at educationrequest@naceweb.org. If reasonable accommodations can be made, NACE will notify you within five (5) business days to determine the testing date; and
4. No fees are associated with accommodation requests.

CONTINUING EDUCATION HOURS



NACE is an approved provider of the Board-Certified Coach Credentialing by the Center for Credentialing & Education, Inc.



NACE is also an approved provider of Continuing Coach Education clock hours through the International Coaching Federation.

Module Formats and Fees

30-HOUR COACHING CERTIFICATION FEES

MODULE NAME	FORMAT	MEMBER	NONMEMBER
Ethical and Professional Practice in Coaching	On-Demand Webinar	\$250	\$375
Visual Thinking to Enhance Career Coaching	On-Demand Webinar	\$250	\$375
Coaching Skills and Practice Management	On-Demand Webinar	\$250	\$375
Coaching for Empowerment	Live Workshop	\$500	\$625
Assessments and Coaching	On-Demand Webinar	\$250	\$375
Capstone: Career Coaching Intensive*	Live Workshop	\$600	\$725
BCC application and examination fee**		\$279	\$279
		\$2,379***	\$3,129***

*Onsite training is available for groups of 10 or more people at a lower rate.

**BCC application can be submitted once all six modules are completed, and certificates of completion are issued. Other requirements may apply.

***Total cost can vary based on live, on-demand, or onsite format. Contact us at educationrequest@naceweb.org to discuss your options.

Purchase all four on-demand webinars in one transaction and save with the discounted, bundled rate. Fee: \$750 (member); \$1,500 (nonmember) – members save 25%

GROUP TRAINING FEES

MODULE NAME	REGISTRANTS	VIRTUAL	ON-SITE
Capstone: Career Coaching Intensive	Level 1 (up to 10 people)	\$2,700	\$5,900
	Level 2 (over 10 people)	\$2,700 + \$270 per person	\$5,900 + \$590 per person
Coaching for Empowerment	Level 1 (up to 10 people)	\$2,300	\$5,100
	Level 2 (over 10 people)	\$2,300 + \$230 per person	\$5,100 + \$510 per person

Module Descriptions

ETHICAL AND PROFESSIONAL PRACTICE IN COACHING

Participants will understand the importance of building a relationship of trust in the coaching partnership. They will explore what is a commitment and confidentiality on the coach's side as well as gain an understanding of ethics and responsibility of the practice.

Course Content Areas:

- Confidentiality and building trust in the coaching partnership;
- Ethics in coaching: practice liability and releasing of information;
- How to obtain agreement on the parameters of confidentiality in coaching;
- Dual relationship issues that could influence the coaching process;
- Understanding of coachee agreement on the nature and limits of coaching;
- How to obtain agreement on the process of confidentiality in coaching;
- Process to inform coachee about legal dimensions of the coaching relationship;
- Agreeing to accessibility protocols;
- How to acquire authorization for release of coachee information;
- Practice liability risk management; and
- Informing coachees of ethical standards of coaching.

Learning Objectives:

- Understand the importance of trust, confidentiality, and parameters of a coaching relationship;
- Explore the concepts of ethics and responsibility of the practice of coaching; and
- Gain a firm understanding of how coaches manage their practice on a team, or independently, keeping in mind the significance of coaching protocols, confidentiality, and scope of practice.

Format: On-Demand Webinar

Length: 3 hours

Career Level: Basic-, intermediate-, and advanced-level career services professionals

Career Services Competency: Career Coaching, Advising, and Counseling

Fee: \$250 (member); \$375 (nonmember)

Continuing Education Clock Hours

- BCC – 3 clock hours per session
- ICF – 3 clock hours per session

VISUAL THINKING TO ENHANCE CAREER COACHING

Participants will consider how to use visual thinking in coaching to help the coachee organize their thoughts and improve their ability to think and communicate. Through creative activity, participants will learn how to visualize abstract thoughts into tangible concepts. The course will begin with a definition of visual thinking followed by looking at enhancing goal setting, self-awareness, and development.

Course Content Areas:

- **Part 1.** The value of visual thinking in career coaching with specific training for the key skills, knowledge, techniques, and strategies which will lead to successful coaching sessions;
- **Part 2.** Using visual thinking to enhance goal setting; and
- **Part 3.** Using visual thinking to enhance self-awareness and development.

Learning Objectives:

- Learn the benefits and value of visual thinking;
- Discover the value of visual thinking related to coaching techniques;
- Understand the value of visual thinking coaching techniques as they relate to listening and feedback skills; and
- Learn how using visual thinking can enhance goal setting, decision making, self-awareness, and development.

Format: On-Demand Webinar

Length: 3 hours

Career Level: Basic-, intermediate-, and advanced-level career services professionals

Career Services Competency: Career Coaching, Advising, and Counseling

Fee: \$250 (member); \$375 (nonmember)

Continuing Education Clock Hours

- BCC – 3 clock hours per session
- ICF – 3 clock hours per session

COACHING SKILLS AND PRACTICE MANAGEMENT

This course provides coaching strategies and best practices to establish and conduct effective and ethical coaching sessions for clients. Attendees will learn strategies and skills to create an environment that supports mutual respect and learn methods to communicate effectively during a coaching session. Attendees will use empowerment and positive reinforcement to create a coaching alliance and contribute to a practice.

Course Content Areas:

- Coaching process;
- Frameworks for developing the coaching plan including appreciative inquiry, solution focused, and reframing;
- Basic understanding of positive psychology and coaching;
- Awareness of coachee population, empowerment, and communication skills;
- Accountability plan;
- How to analyze client feedback regarding effectiveness of coaching and goal attainment; and Timeline for coaching services and establish a comprehensive plan.

Learning Objectives:

- Integrate coaching theories and strategies into various models of coaching;
- Learn the various modalities of coaching and services, and how to use technology for virtual appointments or in-person coaching services;
- Explore in practice management the importance of self-assessment as a coach, identifying one's strengths, limits, and development gaps as a coach; and
- Understand personal barriers that could impact effectiveness of coaching, and the importance of coach-related research to strengthen the practice will be explored as well.

Format: On-Demand Webinar

Length: 3 hours

Career Level: Basic-, intermediate-, and advanced-level career services professionals

Career Services Competency: Career Coaching, Advising, and Counseling

Fee: \$250 (member); \$375 (nonmember)

Continuing Education Clock Hours

- BCC – 3 clock hours per session
- ICF – 3 clock hours per session

COACHING FOR EMPOWERMENT

Participants will examine appropriate reinforcement techniques throughout the helping process, and gain understanding of a nonjudgmental approach in the coaching process, modeling acceptance, facilitating openness, and demonstrating self-awareness.

Course Content Areas:

- Understanding empowerment and unconscious bias;
- The coaching process, the impact of questions, and listening skills; and
- The role of being open to others and unconscious bias in the coaching process.

Learning Objectives:

- Discuss and understand the dimensions of empowerment: power, decision making, information, autonomy, initiative, creativity, knowledge, skills and responsibility
 - Learning the process of supporting a client to develop a strong sense of self-belief, confidence, and agency, enabling them to take control of their own life, make decisions, and achieve their goals by identifying their strengths and overcoming limiting beliefs, essentially giving them the power to create positive change within themselves.
- Regarding unconscious bias, examine the definition of unconscious bias and strategies to be aware of one's own unconscious bias;
- After gaining a foundation on empowerment and unconscious bias, study the role of the coaching process, fundamentals of building rapport with the coachee, how to acutely listen and be present in the moment to hear what the coachee is saying, yet also observe nonverbal communication of the coachee;
- Identify the qualities and skills of an effective coach, OR an empowering coach, and the safe practices that are developed in the coaching relationship; and
- Determine how flexible and adaptable the approach to coaching is, and the communication involved and carried out.

Format: Live Workshop

Length: 7 hours

Career Level: Basic-, intermediate-, and advanced-level career services professionals

Career Services Competency: Career Coaching, Advising, and Counseling

Fee: \$500 (member); \$625 (nonmember)

Continuing Education Clock Hours

- BCC – 7 clock hours per session
- ICF – 7 clock hours per session

ASSESSMENTS AND COACHING

This course will explore how assessments are used in the coaching process and what is the applicability of assessments to the coachee. By understanding assessments, coaches gain in-depth knowledge and understanding of clients.

Course Content Areas:

- Coaching process;
- Assessments for change;
- The nature of assessments;
- The feedback process;
- Barriers impacting the coaching process; and
- Strategies to use assessments for appropriate to goals of coaching.

Learning Objectives:

- Understand how the coachee will use the unique insights provided by assessments to help guide their reflection and move them toward their goals;
- Learn how to identify factors that will impact the coaching process;
- Identify and clarify coachee readiness, progress toward meeting goals, and strengths of the coachee related to stated goals;
- Understand how to use assessments, and how assessments work with the populations with whom the coach works.

Format: On-Demand Webinar

Length: 3 hours

Career Level: Basic-, intermediate-, and advanced-level career services professionals

Career Services Competency: Career Coaching, Advising, and Counseling

Fee: \$250 (member); \$375 (nonmember)

Continuing Education Clock Hours

- BCC – 3 clock hours per session
- ICF – 3 clock hours per session

CAPSTONE: CAREER COACHING INTENSIVE

In this two-day program, you'll learn effective coaching techniques to use with both groups and individuals, learn how to select and apply the technique best suited for your client, and gain insight into the latest trends and tactics in career coaching. Appropriate for practitioners at all levels, Capstone: Career Coaching Intensive will inspire you to empower your students in their career development and job search. This two-day program incorporates facilitated discussion, guided activities, and group work to create a stimulating and engaging learning experience.

Course Content Areas:

- Basic principles in coaching.
- Role of the coach and coachee;
- History of coaching;
- Coaching theories;
- Concepts in coaching;
- Focus, vision, and reframing activities; and
- Structure of coaching.

Learning Objectives:

- Define career coaching;
- Describe the foundation of coaching;
- Examine the history of coaching;
- Develop an understanding of coaching competencies and ethical standards;
- Explore key concepts of the coaching process;
- Differentiate between coaching and counseling;
- Explain the impact of language in the coaching process;
- Examine the structure of coaching;
- Use coaching strategies for individuals and groups; and
- Identify areas for continued development as a coaching practitioner.

Format: Live Workshop

Length: 12 hours

Career Level:

Basic-, intermediate-, and advanced-level career services professionals

Career Services Competency: Career Coaching, Advising, and Counseling

Fee: \$600 (member); \$725 (nonmember)

Continuing Education Clock Hours

- BCC – 7.5 clock hours per session
- ICF – 12 clock hours per session

ABOUT NACE

Established in 1956, the National Association of Colleges and Employers (NACE) connects more than 15,400 career services and university relations and recruiting professionals, as well as the business solution providers that serve this community.

NACE believes in a world that is unifying in approach and where equal opportunities and equitable outcomes exist for all.



National Association of Colleges and Employers | Bethlehem, PA | naceweb.org | 610.625.1026
Our office is virtual, so email is our preferred method of communication. | Updated February 2025

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