AGILE BUSINESS INNOVATION COACH ACADEMY

ICF accredited

EMCC accredited within senior practitioner program

PURPOSE

The purpose of this program is to license agile and innovative coaches in the theory and application of the ABID model

TARGET GROUP

This program is for experienced helping professionals such as coaches, consultants and leaders who want to deepen their agile business innovation coaching and organisational development skills.

In order to be admitted to the ABID coaching program you need the following experience and qualities:

- At least 8 years' experience as an individual coach
- Certification from a coach or OD training
- Commitment to critical self-reflection
- Willingness to contribute to others in the group
- Commitment to developing your own professional practice

ULTIMATE RESULT

By the end of the program the organization will :

- Be licensed in the theory and application of the ABID model
- Have spoken to leaders in other companies who have already transformed their business
- Gained deep personal understanding of themselves in the role as an ABID coach

THE MODEL

Agile Business Innovation Design
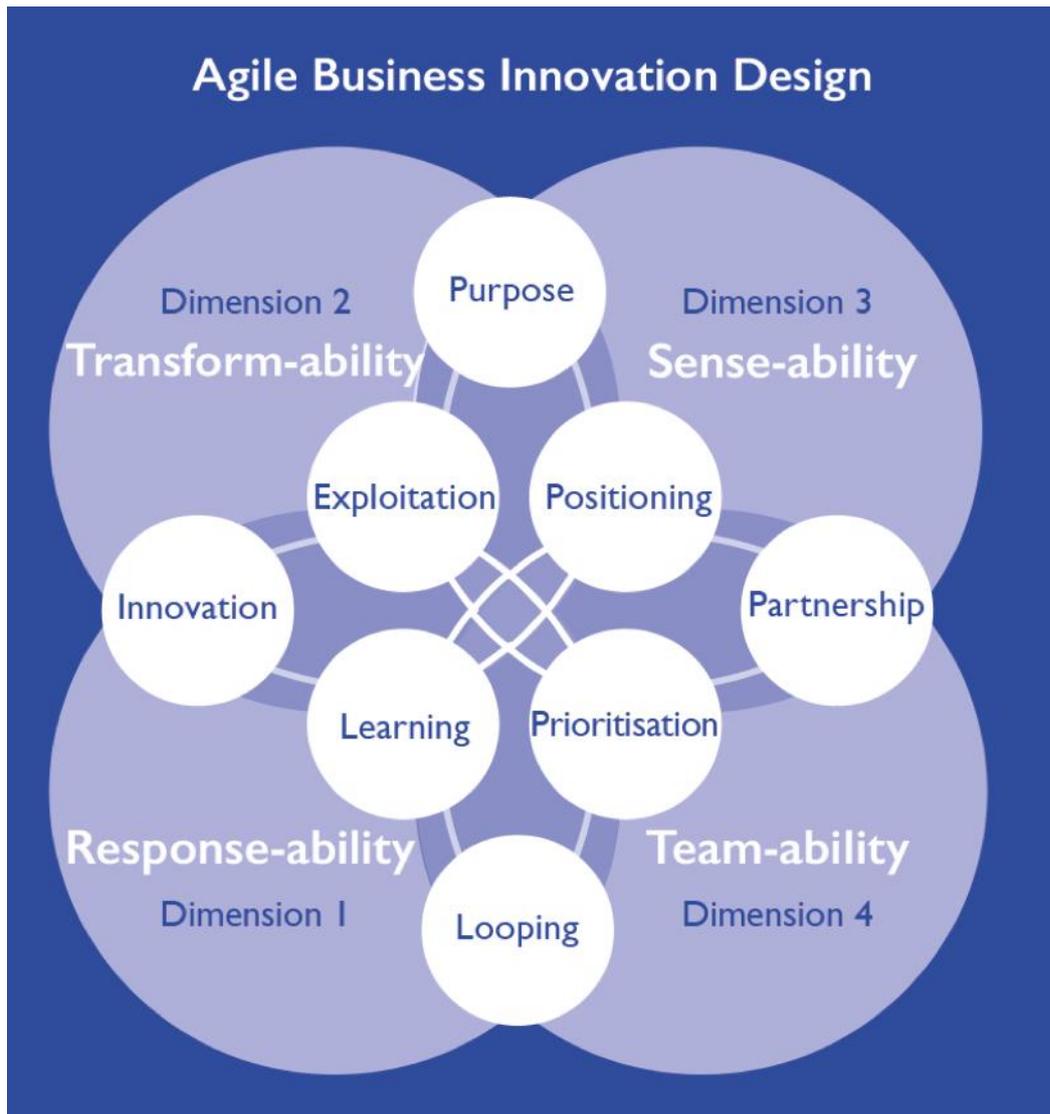
THE PROGRAM

This academy offers a series of modules facilitated by an experienced international team of OD trainers and supervisors with the objective of developing you as a worldclass agile innovation coach.

The program consists of six two-day workshops, accountability groups, group supervision and ABIDcoaching client work.

WORKSHOPS

Workshop 1. Agile business Innovation overview

The purpose of the workshop is to contract clearly for learning in the group, and to give an overview of what agile business innovation is, and the perspectives required to becoming a ABID coach. We will explore the four dimensions, eight factors of agile business innovation,

and describe the concepts that are applicable at each level. We will discuss the job of the ABID coach at each level.

Workshop 2. Response-ability

Response-ability is the ability to anticipate the future, intuit customer needs, and learn from narrative data to accelerate product innovation. We see innovation as a co-creative process between the organisation and the customer, the service provider and the service need. Looping is the ability to engage, explore and exploit customer data. Learning is the ability to create meaning out of this customer data to enhance responsiveness to customer needs. The result is narrative profiling.

Workshop 3. Transform-ability

The purpose of the workshop is to explore specific interventions to accelerate transform-ability. Transform-ability is the ability to take the data from narrative profiling to a new and lucrative product or service that fulfils the next customer need. Innovation is the ability to create disruptive assets. Exploitation is the ability to monetize them. The result is a stream of viable prototypes, which the customer is willing to pay for.

Workshop 4. Sense-ability

The purpose of the workshop is to explore specific interventions to create clear purpose and positioning. The first two dimensions response-ability and transform-ability set up the innovative culture, for whom and what. Sense-ability gives you the why in the form of a redefined purpose and the how, in the form of a congruent and aligned structure. The result is an agile structure and purpose.

Workshop 5. Team-ability

Team-ability is the ability to move from a group to a team mind set, and from a proudly invented here to a partnership mindset. The central question is: what can we only do together that we can't do alone? Prioritization requires setting a small number of product and business innovation priorities every six months for which the whole leadership team is responsible. Partnership requires creating communities of cooperation internally and complimentary partnerships externally. The result is leadership focus.

Workshop 6. Accreditation

The accreditation process provides a framework for accreditation, for learning and for transforming the professional identity of participants. The accreditation process assesses the integration of agile business innovation coaching tools, theory and ethics and their application in the participants' work situations. Candidates must be able to explain what they do, why they do it and options they might have had. During the accreditation process the candidates present their signature ABID coaching approach and with their ABID coach partner they present their case study about the coaching process with a client.

THE ACCOUNTABILITY GROUPS
The Accountability Group is a team of 3-4 people who meets in between every workshop to discuss the homework and learning progress, and practices ABID team coaching. The Accountability Group is there as a resource for you to bounce ideas off, to explore your best thinking and to confidentially discuss any issues.

GROUP SUPERVISION
During each workshop we will reserve 0,5 day for the supervision of the tcoach partners and their client work. At critical moments there is also access to separate group supervision sessions. These are paid for by the ABID coach clients.

These sessions will help you
- look at your own process and functioning as a coach team,
- examine the functioning of the client team (and the potential parallel processes that often arise between the two teams),
- understand the complex system dynamics at play,
- look at how you are applying the learning from the program

THE ABID COACHING CLIENT
The participants will be working in a team of two to three ABID coach partners to provide real ABID coaching within an organization over a six-month period. ABID Team coaching is a powerful process that will enhance the performance of team, members and coaches alike, impacting the immediate business as well. The ABID client will receive six 2.5 hours team coaching sessions, in combination with eight one-hour individual coaching sessions for the leader. The team will be expected to participate in whatever tools or process the coaches need to ascertain needs and realize the learning contract. Because this is a work placement for learning, the team coaches will charge a minimal fee of Euro 300. This money is used to pay for their group supervision.

THE WRITTEN CASE STUDY
The purpose of the case study is to show that you have integrated knowledge of ABID coaching concepts and can apply them in practice in your field of work.

PERSONAL STUDY, FURTHER READING
As a part of your case study, you will be expected to include the relevant research and theoretical underpinnings of your practice. To support you in this, there is an extensive reading list. You will be expected to come to each module having read any recommended texts or papers that are relevant to that module. We also recommend you complete an individual learning log, to track your progress during the program. There is also homework between each workshop

ASSESMENT CRITERIA TEAM COACH ACADEMY

At this level we expect participants to:

- Able to manage their own process in a way that supports the client's process,

- Able to present an extensive range of ABID team coaching concepts and applications
- Able to establish clear and ethical contracts even in ambiguous settings,
- Flexible in their relationship with the client to meet their developmental needs,
- Able to use feedback and challenge effectively to enable insight and learning,
- Able to explore the wider impact of interventions,

PLANNING AND COSTS

The program is given online via Zoom or on location.

The program is in English, with the possibility of different translations.

For actual dates please go to the website: www.intactacademy.com

Costs are aligned with the NUMBEO index per country. Intact Academy is a state recognized CRBKO institution, and thus programs are offered VAT free.

REGISTRATION

Register through email: https://intactacademy.com/planning/

When registering for Intact Academy programs you also commit to adhering to the ITAA and ICF ethical code and the Intact Academy registration conditions.

PROGRAM DIRECTOR

Drs Sari van Poelje is an international team coach and expert on agility and innovation. Sari has been the director of Intact Academy since 1992, training coaches and consultants all over the world. She works as a consultant in Agile Business Innovation with multinationals, family businesses and startups to help them innovate their business more quickly than their products, so that they can accelerate their time to market. Sari has 35 years' experience of coaching and consulting with managers and directors and has been a director in various multinationals for 23 years.

She is a licensed teaching and supervising transactional analyst, PCM trainer, NOBCO-EMCC accredited master coach, master systemic team coach. She has published numerous articles and books on leadership, coaching and organizational change.