



CAREER COACH  
ENTREPRENEUR  
ACADEMY

# Course Catalog 2025

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Personal, Contemporary, Robust

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## **Welcome to the Career Coach Entrepreneur Academy**

Congratulations on choosing to become trained as a career coach. You are opening the door to a deeply rewarding profession with outstanding growth potential. There are multiple paths you can take. Here are a few:

Private Practice: Offer one-on-one or group career coaching to professionals in transition on a fee-for-service basis. Other niches include teens, stay-at-home parents re-entering the labor market, college admissions advising, industry-specific focus, or retirement transitions. The list is endless. You can match your passion and expertise to create a successful entrepreneurial venture. Deliver your service in person or virtually.

Success Coaches: Imagine working on a college campus with a steady paycheck and benefits. This option is booming. Colleges are realizing that coaching, with a focus on goal achievement, improves student retention and academic achievement. Your career coaching certification will make you stand out from your competition.

Career Coaching in an Organization: Talent development is a top priority for forward-looking organizations. Offering career coaching within the organization makes them the employer of choice in their industry. Gen Y, millennials, and boomers alike appreciate the attention to their career and their goals. This work can come to you as an employee of the organization or as a contractor.

While the above options are the more obvious ones, career coaches also work in leadership development, non-profit organizations, job training programs, communication training, public speaking, employee engagement, and a host of people-focused occupations.

## **Mission/Vision**

The premier career coach academy certifies world-class, savvy entrepreneurs who transform lives. We are the first choice for individuals aspiring to become exceptional career coaches.

## **What to Expect**

Learning to be a career coach will be challenging, on both the intellectual level and from a bravery standpoint. You will be participating in weekly virtual calls where live coaching happens from your very first class. You will be held to high standards as you acquire the skills of career coaching.

You will learn about yourself, which is key to your professional development. Expect to come to class fully prepared, having done your homework and all required coaching practice. Be open to the feedback you receive from your instructors and your fellow classmates. Take a learning posture, be curious, and open to new ideas.

In addition to weekly calls and homework, you will have access to our Learning Management System (LMS) called Thinkific. Much of your homework will be organized into this system for easy access and as a resource in the future.

Generally, homework will take one to two hours for each class but it does vary. The homework assignments for the first four classes are more time-intensive than the others. Occasionally you

will be asked to bring a form or an item for discussion to class. It is critical to follow through on all obligations.

## **Attendance and Homework**

Class attendance is mandatory. If an emergency comes up, you will be required to watch the recorded class and pass the quiz prior to your next class. If you miss more than one class you will be required to complete the certification program in its entirety in the future.

Your CCEA program includes ten mentor sessions, 7 in a group format and 3 one-on-ones. Attendance at those sessions is mandatory. You are allowed one reschedule if you give twenty-four-hour notice. More than one re-schedule will result in the cancellation of future mentor sessions. Mentor sessions will be scheduled during your coursework and will extend beyond the established class dates.

Class attendance and respect for your mentor sessions are part of your professional development in the Academy.

If your instructor observes that you are not completing your homework or have not retained the information required to excel, you may receive a partial certification. Note that this program will require a commitment from you, your family, and everyone in your circle. Ask for support before you get started.

At the end of each class, you will have homework and a quiz to complete in our LMS.

## **Learning Location and Virtual Call Protocol**

Select a location in your home/office that is conducive to learning. Ideally, pick a room with a door you can close. If a pet or child wanders in, that is part of life. Simply put yourself on “mute” and address the issue as quickly as possible and return to class.

An operating camera and audio system are required with no exceptions. We need you to show up fully, ready to work. You will receive a break in the middle of the 3-hour class to grab a snack or stretch. Please come back to the call on time and be ready to work.

Virtual Call Ground rules:

- Be self-aware. Allow people to complete their thoughts. Listen more than you speak. If you are an introvert, challenge yourself to participate more. If you are an extrovert, practice offering golden input without dominating the call.
- Get to the bottom line. Coaching presence starts with speaking succinctly, not wasting time on unrelated stories or chit-chat.
- You are not allowed to attend class while driving, without exception.

## **Learning Philosophy Guiding Delivery and Accreditation Management**

The foundation of the CCEA is built on the principle that all our students, instructors, and support staff are brilliantly capable and committed to excellence. Every aspect of the instructional process, learning resources, assessments, quizzes, feedback, and mentor sessions are consciously built to work together as a cohesive package.

The following are the pillars of our learning process and accreditation management:

**Safety:** All members of the Academy team (students, instructors support staff, alumni, guest clients, and strategic partners) are safe in their expression of ideas, perspectives, and opinions. We strive to create an open, transparent environment where deep learning occurs. Mistakes are viewed as learning opportunities. Feedback is welcome and honest. The Academy is a safe space where everyone respectfully appreciates each individual's learning process.

**Structure:** Each live class and subsequent homework assignment offers practical, usable tools, checklists, customized facilitator guides, supportive audio presentations, videos, and more. Academy graduates receive a structured, logical sequence of materials that builds confidence and competence. Weekly quizzes reinforce learning and provide feedback for improvement.

**Live Coaching Practice:** All members of the Academy team believe the only way to become a proficient coach is by practicing and receiving continuous feedback. Therefore, we commit 50% of live instruction to coaching practice and evaluative feedback. Additionally, students coach their own clients, and record sessions for review and evaluation. The CCEA is an immersive, highly interactive experience.

## **Program Description**

**Cost: \$4800**

Designed for individuals seeking a comprehensive, highly interactive program with a deep dive into career coaching best practices and a thorough review of the ICF (International Coach Federation) code of ethics and competencies. You achieve the Career Coach Entrepreneur (CCE) certificate.

- Receive 45 hours of live instruction from our highly qualified faculty.
- Complete 15 hours of self-study, including videos, reading, and coaching resources.
- Be trained on our proprietary models (Elevate Career Cycle), career assessments (Elevations), and coaching best practices.
- Complete both the adult versions of Elevations.
- Practice career coaching and receive feedback from your colleagues and instructors in class weekly. Each student will receive a minimum of 5 observed coaching sessions, 3 of which will include written feedback.
- Complete five career coaching sessions with your client(s), two recorded with the explicit permission of your client, to be reviewed by your instructor.
- One of your recordings will be evaluated and graded as a performance recording for your ACC ICF credential.
- Grow with 10 mentor coaching sessions.
- Complete weekly quizzes.
- Be immersed in real-life examples of career transitions.
- Create a business plan (whether you are self-employed or an organizational career coach), define your niche, learn how to run a successful business, develop a profitability model, be trained on both marketing and sales as it relates to client attraction and learn how to use social media to grow organically.
- Launch with access to alumni-only customizable forms, learning resources, checklists, ICF preparation material, and much more.

## **Resources Included in the Program**

- Copy of the book *Elevate Your Career: Live a Life You're Truly Proud Of* (Mailed via media mail in advance of the program). If there is no time to get you a book, we will send an e-book.
- An Elevations assessment code for your personal use.

- Subscription to the Helen Horyza YouTube channel with career development and job search videos. Subscribe and hit the bell before classes start.
- Online course support materials, videos, and presentations via Thinkific.
- Subscription to Helen's weekly newsletter.

### **Program Graduation Requirements**

- Attend the 14 required classes and participate fully.
- Complete the self-study materials and quiz associated with each of the classes.
- Complete the final exam.
- Complete the Career Choice, Career Change version of Elevations.
- Participate in 10 mentor coaching sessions over three months or more.

### **Practice Sessions and Performance Recordings**

- 5 hours of practice with one person or multiple people. You find your own clients. They can pay you with a cup of coffee or a very low fee.
- Sessions can be a minimum of 30 minutes, a maximum of 60 minutes.
- Receive written permission from your clients to share their recordings with the CCEA evaluator.
- Turn in 1 recording (audio only) and a word-for-word written transcript after completion of your coursework and mentor sessions.
- Select your best performance using the PCC markers and your mentor coaching as your guide.
- You have 6 months after completing your CCEA coursework to turn in your performance recording.
- Our performance evaluator will score your recording within 4 weeks of submission.
- If you do not receive a passing score, you can turn in another recording. The cost of the re-evaluation is \$300
- You will receive a certificate of partial completion from CCEA if you do not receive a passing score.

### **2025-2026 Schedule:**

Classes are held live. The time of the class is not flexible. You are allowed one absence due to an emergency.

November 18, 2025 – February 17, 2026: 4 p.m. to 7 p.m. PST

March 3, 2026 – 4 p.m. to 7 p.m. PST

June 16, 2026 – September 22, 2026: 4 p.m. to 7 p.m. PST

October 6, 2026 – January 5, 2027: 4 p.m. to 7 p.m. PST

### **Student Contact Hours and Self-Study**

Live Instruction and Mentoring:	45 hours total
Self-Study	15 hours total

## **Language Delivery**

English

## **Registration and Payment**

### **Registration and Payment Procedure**

Click on the “Register Now” button found on the Academy website, Academy.ElevateYourCareer.com. This will take you to our Learning Management System. Establish your account and pay for your certification.

### **Discounts**

Refer a friend or colleague who enrolls in a program and get a 10% discount on your tuition.

Pay in full (30 days) before the program starts and get a 10% discount on your tuition. Do both and receive a 20% discount.

## **Policies and Procedures**

### **Cancellations and Refunds**

If you choose to cancel your registration in a course before the start of the course, you will receive a full refund, excluding a \$200 non-refundable service fee. Call and leave a message with our office to notify us that you cannot attend or write us an e-mail. Refunds will be processed within 30 days of your notification that you do not plan to attend. CCEA office number is toll-free 877-863-5382.

If you do not notify us in advance that you will be unable to attend a course for which you are registered, you will forfeit the full course fee.

### **CCEA Right to Cancel**

Unforeseen situations may arise that will cause CCEA to cancel or reschedule courses or tracks. CCEA is not responsible for the cost that may have been incurred by students as a result of cancellations or rescheduling.

### **Right to Refuse or Remove**

CCEA reserves the right to refuse a student’s participation in our tracks or programs. In addition, CCEA reserves the right to remove from a virtual call or in-person training who is negatively impacting other students.

## Course Descriptions

### 1. Career Coaching Role Clarity

Meet your instructor and fellow students. Receive a welcome from the Academy founder, Helen Horyza. Clarify the functions of and differences between a coach, a consultant, and a therapist. Experience a coaching demonstration to start your journey toward becoming a career coach. Review and discuss ICF competency: Demonstrates Ethical Practice.

### 2. Elevate Career Cycle Model

Learn about the stages and strategic actions included in the Elevate Career Cycle model. Understand how to coach your clients through the cycle using a coaching mindset. Gain competence in utilizing the cycle as a source of direction and validation. Experience your first live coaching practice with a focus on the coaching mindset and receive feedback. Review and discuss ICF competency: Embodies a Coaching Mindset.

### 3. Elevations Career Assessment

Find out how the Elevations career assessment stands out as an integrated self-discovery platform including a prioritization of values, skills, career-related interests, and temperament. Learn how Elevations offers a fun, contemporary, easy-to-use, accessible platform. Understand how to interpret the results and use them to guide the career coaching process. Practice coaching and receive feedback. Review and discuss ICF competency: Cultivates Trust and Safety.

### 4. Communicating to the Needs of Others

Discover how to connect with your clients through your tone, pacing, and vocabulary. Understand the client's context including identity, environment, experiences, values and beliefs. Learn about communication preferences as defined by the four temperaments. Utilize temperament insight to guide your clients to their own best answers. Be aware of assumptions you may make based on your dominant temperament. Practice coaching and receive feedback. Begin meeting with your mentor.

### 5. Co-creating the Relationship

Find out how to partner with your client to create clear agreements about the coaching relationship, process, plans, and goals. Learn how to explain what coaching is and is not. Find out how to clarify boundaries, roles, and responsibilities. Understand the importance of managing time and the focus of each session. Practice coaching and receive feedback. Review and discuss ICF competency Establishing and Maintaining Agreements.



#### 6. Listening Fully

Listening and maintaining presence are at the center of your success as a career coach. Determine your most common listening mistakes and sharpen your skills with best practices. Master the levels of listening, quieting your own thoughts and hearing what your clients are saying (or even not saying). Practice coaching and receive feedback. Review and discuss ICF competency Listens Actively.

#### 7. Evoking Awareness

Many of your clients will undersell their capabilities or sabotage their success due to a lack of self-awareness. Your ability to shine a light on bias-free decision-making, alternative perspectives, and patterns of success will allow your clients to reach breakthrough insights. Practice coaching and receive written feedback. Review and discuss ICF competency: Evokes Awareness.

#### 8. Powerful Questions

Learn how to avoid common mistakes like asking closed-ended questions, leading questions or simply interrupting too many times. Find out about question sequences best used in the first sessions. Discover a range of powerful questions to propel your clients to achieve their personal and professional goals. Practice coaching and receive feedback. Review and discuss ICF competency: Maintains Presence.

#### 9. Accountability

Add the Choices Model to your tool kit, helping you maintain your coaching presence and appropriate boundaries in the coaching relationships. Understand how to use the Choice Model with your clients, empowering them to focus on problem-solving rather than blaming others or making excuses. Practice coaching and receive feedback. Review competency: Facilitates Client Growth.

#### 10. Persistence

Find out how to partner with your clients to transform learning and insight into action. Understand how to inspire grit, determination, and follow-through. Learn how to design goals, actions, and accountability measures that integrate and expand new learning. Practice coaching and receive feedback. You will also be encouraged to be working with your own clients to accelerate your learning. Turn in your one-page business plan for instructor review.

#### 11. Perspectives

Build on your understanding of asking powerful questions and exploring perspectives at a more advanced level. Find out how to inspire creativity and balanced decision-making. Utilize multiple reframing methodologies, including proportion, objectivity, viewpoint, and clarity. Integrate ICF competencies: Listens Actively and Evoking Awareness. Practice coaching and receive feedback.

### 12. Entrepreneurial Mindset

Whether you work within an organization or plan to start your own business, you benefit from understanding the power of an entrepreneurial mindset. Find out how to identify and make the most of opportunities, overcome and learn from setbacks, and succeed in a variety of settings. Share your vision for your career coaching future and get feedback and encouragement. Practice coaching and receive feedback.

### 13. Business 101

As a career coach, you benefit from understanding the basics of business, either to hang your own shingle or to coach your clients from a more sophisticated perspective. Learn about personal branding, social media marketing, google ads, website presence and much more. Understand the importance of lead generation and marketing. Determine fee structures, operational structures, and cash flow strategies. Practice coaching and receive feedback.

### 14. Celebrate Your Success

Your career coaching future will be unique to you. In this capstone class, you will express your passion for coaching and your vision for your future. The focus of this class will be courage. You will harness your bravery so you can achieve and exceed your goals. You will also receive insight into how to inspire courage when working with your clients.

## Homework Assignments

### Course One: Career Coach Role Clarity

- Book: Elevate Your Career: Live a Life You're Truly Proud Of, Pages 11-36\* Please plan to read Elevate Your Career: Live a Life You're Truly Proud Of to supplement your learning. Your final exam will be focused on the book so please read it in its entirety.
- Subscribe to the Helen Horyza YouTube Channel, hit the bell to receive periodic videos.

Located in Thinkific:

- Understanding the Differences Between Career Coaching, Career Consulting and Therapy, Presentation
- ICF Competency, Demonstrates Ethical Practice Class Slide
- ICF Core Competency 1: Demonstrates Ethical Practice (presentation)
- Quiz

### Course Two: Elevate Your Career Cycle Model

- Book: Elevate Your Career: Live a Life You're Truly Proud Of, Pages 37–43 and 62–78
- Complete Elevations, Career Choice, Career Change version.
- Bring the Elevations report to the next class for coaching practice.

Located in Thinkific:

- Elevate Career Cycle Model Graphic
- Helen Horyza YouTube Video: The Elevate Career Cycle
- Helen Horyza YouTube Video: The Development of the Elevate Career Cycle
- ICF Competency, Embodies a Coaching Mindset Class Slide
- Updated ICF Core Competency 2: Embodies a Coaching Mindset
- Elevate Career Cycle Quiz

### Course Three: Elevations Career Assessments

- Book: Elevate Your Career: Live a Life You're Truly Proud Of, Pages 79 – 108

Located in Thinkific:

- Helen Horyza YouTube: Introduction to the Elevations Career Assessment
- Helen Horyza YouTube: Career Advice: How a Career Assessment Can Help
- Elevations Facilitator Guide for Career Coaches
- Elevations Career Assessment Quiz

### Course Four: Communicating to the Needs of Others

- Book: Elevate Your Career: Live a Life You're Truly Proud Of, Pages 108 - 126

Located in Thinkific:

- Presentation: Communicating to the Needs of Others as a Career Coach

- Career Coach Temperament Reference
- Communicating to the Needs of Others Quiz

#### Course Five: Co-Creating the Relationship

- Identify one or more clients and begin 5 hours of required career coaching practice. See instructional details of coaching practice and performance recordings on page 5 of this catalog.

Located in Thinkific:

- Welcome Kit, Foundational Forms and Documents for Your Career Coaching Practice
- Co-Creating the Agreement Checklist
- ICF Competency, Establishes and Maintains Agreements, Class Slide
- Updated ICF Core Competency 3: Establishes and Maintains Agreements
- Co-Creating the Relationship Quiz

#### Course Six: Listening Fully

Located in Thinkific:

- Levels of Listening Presentation
- ICF Competency, Listen's Actively Class Slide
- Updated ICF Core Competency 6: Listens Actively
- Listening Fully Quiz

#### Course Seven: Evoking Awareness

Located in Thinkific:

- The Career Coaching Process, Class Slide
- Brilliant Questions, Guide for Evoking Awareness Using Elevations
- ICF Competency, Evokes Awareness Class Slide
- Updated ICF Core Competency 7: Evokes Awareness
- Evoking Awareness Quiz

#### Course Eight: Powerful Questions

Located in Thinkific:

- Powerful Question Sequence
- Communication and Powerful Questions, Class Presentation
- ICF Competency, Maintains Presence Class Slide
- Updated ICF Core Competency 5: Maintains Presence
- Powerful Questions Quiz

### Course Nine: Accountability

Located in Thinkific:

- The Choices Model Graphic
- ICF Competency, Facilitates Client Growth, Class Slide
- Updated ICF Core Competency 8: Facilitates Client Growth
- Accountability Quiz

### Course Ten: Persistence

- Create your business plan. Prepare to share with the class during course 12.

Located in Thinkific:

- Motivating Career Coaching Clients, Class Presentation
- Sample Business Plan
- Jack Canfield: The Importance of Persistence (video)
- Quiz

### Course Eleven: Perspectives

Located in Thinkific:

- Perspectives Class Presentation
- BEabove Video: Coaching 101, Helping Clients Shift Perspectives
- Perspectives Quiz

### Course Twelve: Entrepreneurial Mindset

Located in Thinkific:

- Strategies for Client Attraction Presentation
- After Elevations Presentation
- Sunny Lenarduzzi Video: The Ugly Truth of Entrepreneurship You Don't See
- Entrepreneurial Mindset Quiz

### Course Thirteen: Business 101

- Select an item (picture, object, piece of art) that represents your passion for career coaching. Be prepared to share why you selected your item and what it means to you. Bring the item with you to next week's call.
- Prepare a statement of appreciation for your fellow students and instructor(s).

Located in Thinkific:

- Helen's Career Coaching Business Tips Presentation
- Helen Horyza Video: 13 Secrets to Building a Successful Career Coaching Business
- Document: Academy Evaluation (turn in next week)
- Quiz

## Course Fourteen: Celebrate Your Success

Located in Thinkific:

- Remaining Tasks Slide
- Helen Horyza Video: How to Have an Unbeatable Job Search Mindset
- Helen Horyza Video: Don't Write Your Resume First
- Helen Horyza Video: How to Nail the Job Interview
- Confident Interviewing Workbook
- Final Exam: The Elevate Your Career Book

## Completion Checklist

- \_\_\_\_\_ Signed and submitted Participant Enrollment Agreement.
- \_\_\_\_\_ Received Elevate Your Career book and Elevations Career Choice, Career Change assessment.
- \_\_\_\_\_ Received CCEA student catalog.
- \_\_\_\_\_ Subscribed to Helen Horyza YouTube channel for ongoing professional development and client support.
- \_\_\_\_\_ Completed Elevations Career Choice, Career Change assessment.
- \_\_\_\_\_ Identified one or more practice clients for 5 hours of practice coaching.
- \_\_\_\_\_ Received written permission from clients to share recordings/transcripts with CCEA observers and evaluators.
- \_\_\_\_\_ Submitted completed business plan.
- \_\_\_\_\_ Participated in 10 mentor sessions over a time span of 3 months or more.
- \_\_\_\_\_ Submitted one performance recording (audio only) and written transcripts within 6 months of graduation.
- \_\_\_\_\_ Receive your certificate of completion from the Career Coach Entrepreneur Academy and become a Certified Career Coach Entrepreneur 🚀🚀🚀
- \_\_\_\_\_ Become a member of the coaching directory on the ElevateYourCareer.com website.
- \_\_\_\_\_ Look forward to participating in quarterly CCEA collaborative professional development meetings.