



Why Should Coach Training Be Free?

It shouldn't. Coaching is a business. A very high-paid business. It makes sense that coaches invest in their own careers. Most do. But everything has changed.

People are out of work. Millions of jobs aren't ever coming back. Coaching continues to flourish. But good coach training is expensive. Result?

Some very savvy companies are stepping in. They sell certifications, diplomas and degrees in coaching, with little or no training, for a few hundred bucks. Their sites look credible. They're cranking out thousands of new coaches. Most with stars in their eyes, like the couple above.



Meanwhile, genuine coach-training companies are going out of business or are laying off instructors by the dozens.

This means more people are going into coaching, but good coach training is less affordable and less available to them. That's not fair. And it's not good for a lot of people.

Coaching is such a subtle skill. It takes openness, sensitivity and trust. It's a shame that sincere coaches might be taken advantage of by folks who are just after a buck.

Research shows that coaches with good training get off to a better start. (Sherpa Coaching)

It's a bigger shame that coaching clients may not get effective coaching. Complaints about coaching quality are increasing: Everything from ineffectual coaching to criminals calling themselves professional coaches. Is it all related? It could be.

The ICF is taking no stand. The IAC will license any school with a credit card. Many coaches are complacent. Others are waiting for somebody to do something.

In today's world, if something isn't happening, it's because you're not doing it.



School of Coaching Mastery is taking a stand for quality. We're on a mission to spread the value of great coach training to everyone who wants it for free.

How are we doing it?

We're starting with our Foundations. Free Foundations coach training is now available. The internet makes it possible to offer it for nothing. For now, free training will be recorded rather than live.

But that's not all. We're licensing our current mastery students to teach our curriculum, as soon as they become SCM Certified Coaches. Some of them will teach our free live classes as student teachers. They'll become Certified Coach Trainers, if they choose.

Legitimate coach training will be free from now on. Anyone can start a coach training school, but now they'll have to compete on merit, not price.

Will all of it be free? No. Professional coaches will continue to seek out specialized training. Our Certified Coach Trainers will be among those offering that training.

Will other coaching schools make their programs free? We don't know and we're not going to wait.



Now everyone who wants coaching skills can train for free. These skills are in high demand now and that demand will continue to grow. We believe people who get their free Coaching Certificate from us will be more employable. Some will go on to be professional coaches.

All coaches will be encouraged to constantly improve their coaching skills and live up to the highest ethics.

We'll continue to specialize in training master coaches, those who will be tomorrow's leaders. Master coach training won't be free. But it will be valuable.

To relicense our materials, we have to drop our IAC License. The IAC doesn't allow relicensing. Our students are fine with that. Some will still become IAC Certified Coaches.

Our Manifesto: Coaching is a critical skill set in the 21st Century. Coach training improves quality and helps coaches succeed. Coaching schools should compete on merit, not price. Therefore, everyone should have access to high-quality coach training for free. We're taking the lead.

Will you stand with us?



Here's how you can help: Spread the word. Make sure everyone who wants genuine coach training can get it for free, if they want. How? Blog about it. Post to Facebook, Twitter, LinkedIn. Email your address book. Julia Stewart, President of School of Coaching Mastery, is available for interviews and guest blogging on this topic.

Feel free to post or forward this manifesto.

And take the training, yourself! The first course is located below. You can sample it without signing up for anything. If you like it, sign up for the whole course. Take all the courses and watch for an announcement when the free online exam is open for testing. Pass the exam and we'll email your free Coaching Certificate to you. No strings.

Coaching is a business, a profession and a service. Professional Coaches are well paid for what they do, but great coaches never compromise quality or ethics for money.

[Free Coach Training Program Located Here.](#)



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[Free Coach Training Program Located Here.](#)

1. Sign up to take Course 1 now. Take new courses as soon as they're posted via recording and written Coaching Guides.

2. Take all the courses. How many? We're still deciding. The more people who respond to this program, the more we'll keep going.

3. Watch for an announcement that the Certificate Exam is open. Take it online and pass. We'll mail your Coaching Certificate for free.

Everyone who wants it will have free coach training.

