AATC
ADVANCED ACCREDITATION IN TEAM COACHING
ICF

A Transformational Team Coaching Approach



Coaching *for* **Collective Thinking**

Teams perform at their best when they think and learn together. Yet, when conversations remain at the surface, they become transactional — decisions are made, but without the shared meaning needed to generate clarity or commitment.

A New Practice in Team Coaching.

At Coach Masters Academy, we believe the true value of team coaching lies in activating a **team's capacity to reflect, make meaning, and learn together.**

Our proprietary framework, Coaching for Collective Learning, equips you to engage the team as a meaning-making system — where awareness deepens, insight emerges, and shared responsibility takes root.

This program offers a pioneering approach to coaching teams.

You will develop the capability to:

- Engage the team as a dynamic thinking system.
- Hold space for deeper thinking where reflection becomes a dialogue.
- Stay grounded amid complexity, enabling the team to access its collective intelligence.
- Cultivate real-time awareness of how thought, emotion, and interaction shape meaning

Step Into a New Level of Professional Recognition

ICF Credentials and Standards
ICF
TEAM COACHING
ADVANCED CERTIFICATION

Advanced Practitioner
Transformational Coaching
CERTIFIED TEAM COACH
Coach Masters Academy
Inspiring Positive Change through Mastery of Coaching

It's not just team coaching as we know it — it's team coaching, redefined.

CoachMastersacademy
Inspires Positive Change, Develops World-Class Coaches



Program Structure

Learning Lab: Building the Capacity

This is the foundational component of the program, covering the philosophy and methodology of transformational team coaching. In three integrated modules, you'll learn the essence of Coaching for Collective Learning, develop perceptual skills, and apply the process with precision.

28 hours of interactive learning I 14 sessions @ 2 hours per session
10 hours of non-interactive learning

From Practicum to Practical Lab: Collective Learning in Action

You enter real, simulated team coaching settings and bring the learning to life. You'll coach teams in live environments and receive developmental feedback. Through observation, peer dialogue, and supervisor-led reflection, you'll sharpen your team coaching competency.

33 hours of interactive learning
4 Practicum @ 2 hours per session I 10 Practical Labs @ 2 ½ hours per session

Mentoring Lab: Deepening Practice Through Reflection

Runs in parallel with the Practicum and Practical Lab, offers a dedicated space for guided reflection and developmental feedback, enabling a clearer understanding of how presence, choice, and relational awareness impact the coaching moment.

5 hours of interactive learning

Course Fee USD 3700

76 learning hours

28 learning sessions

20 learning weeks

Building the Capacity to Coach Thinking Teams

The Learning Lab forms the program's conceptual and developmental foundation. It introduces you to the philosophy, mindset, and methodology that define transformational team coaching.

Each module is carefully designed to support a specific capability dimension—from seeing the team as a thinking system to observing relational dynamics to coaching at key turning points. Together, they prepare you to coach not just for performance but also for awareness, insight, and shared responsibility.



Syllables for Learning Lab

Redefine the landscape of Team Coaching.

- Establishes the coach's role from guiding action to enabling reflection.
- Differentiate team coaching from facilitation and group coaching.
- See the team as a thinking system.

Cultivating Perceptual Depth.

- Track what shapes how teams think
- Sense what's emerging
- Observe team-level patterns & dynamics

Coaching the Shift.

- Hold reflective space for insight
- Introduce catalytic prompts
- Enable shared ownership and leadership

Conceptual Understanding

- Explore how mental agility and dialogic thinking foster transformation.
- Identify dynamics that promote shared reflection and responsibility.
- Recognize how collective insight changes team relationships and decision-making.

Skill-Based Learning: Relational Observation

- Observe power structures and trust dynamics
- Surface limiting assumptions and mental models
- Build perceptual agility to sense emerging dynamics

Team Coaching Execution

- Equip you to coach during key turning points
- Intervene without interference
- Foster a connection between awareness, responsibility, and action.



"What we're building here is not just knowledge, but a way of thinking. This Learning Lab provides the foundation for engaging teams through relational awareness and dialogic thinking — enabling coaches to see how meaning forms, how interaction shapes thinking, and how collective insight emerges when we work with, not on, the team."



Delivered 100% Online — Designed to support the formation of competencies through spaced learning, deliberate integration, and application anchored in real practice.

Sep 2025 Intake

virtual Class

3pm Singapore (UTC)
8am London
10am Nairobi
11am Dubai
12.30pm Mumbai
7pm Auckland

Learning Lab

Module A I 3 sessions: 17, 18 & 19 Sep
Module B I 6 sessions: 2, 3, 9, 10, 16 & 17 Oct
Module C I 5 sessions: 5, 6, 7, 13 & 14 Nov

Practicum

17 Nov 2025 to 27 Feb 2026

Practical Lab

10 sessions from 12 Jan to 27 Feb 2026

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