



# Coaching Certification Program (CCP)

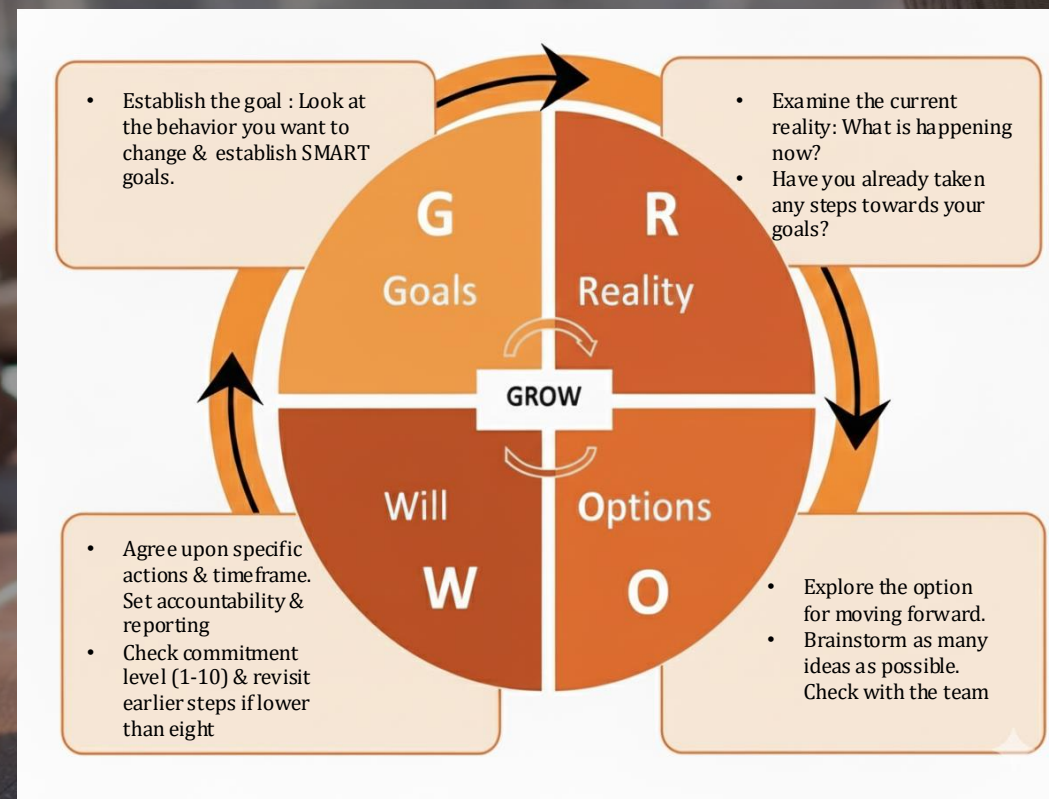
BlewMinds Coaching Certification  
Based on International Coaching Federation (ICF) Coaching Competencies



# Learning Outcomes

To co create a world where every individual becomes a Coach in their own right, lifting one another through Meaningful Stories, Spiritual Awareness & Conscious Leadership that Transforms Communities

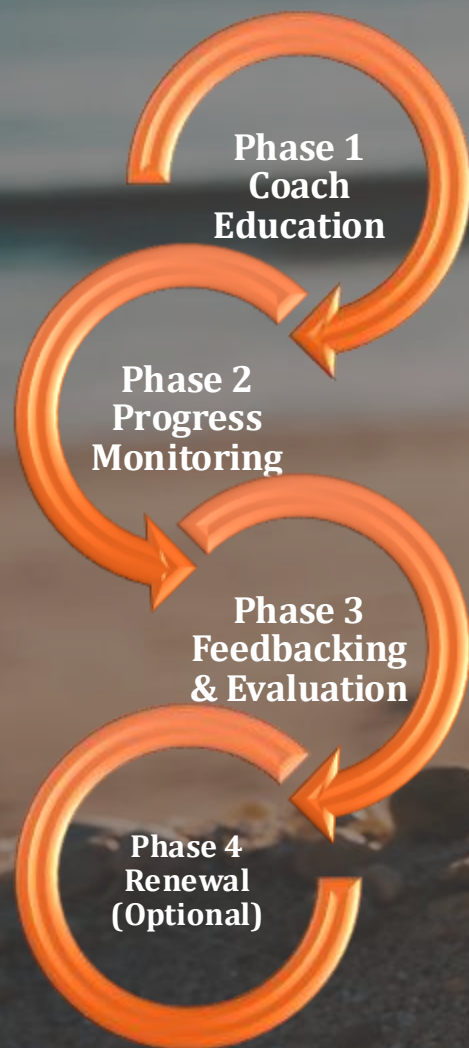
|                   |   |
|-------------------|---|
| <b>Learn</b>      | Learn core Coaching skills to facilitate meaningful growth  |
| <b>Develop</b>    | Develop group Coaching & peer learning facilitation skills  |
| <b>Coach</b>      | Coach clients to enhance self awareness, clarity & peak performance                                 |
| <b>Gain</b>       | Gain exposure to Executive, Career, Leadership, Team, Life & Emotional Intelligence Coaching models |
| <b>Understand</b> | Understand how to set up & manage a Coaching business   |



We elevate individuals & organizations through ICF aligned Coaching programs that blend the art of StoryTelling with the wisdom of spirituality, nurturing authentic growth, ethical leadership, & a deeper connection to human potential

# Core Framework

3 month ICF Inspired Coaching journey offering interactive learning & competency based training, delivered through three phases: Coach Education, Progress Monitoring & Feedback/Evaluation



Phase 1  
Coach  
Education

Phase 2  
Progress  
Monitoring

Phase 3  
Feedbacking  
& Evaluation

Phase 4  
Renewal  
(Optional)

- ✓ Develop a deep grasp of Coaching competencies modeled on ICF principles
- ✓ Blended format with 69 hours of live sessions & 10 hours of mentoring
- ✓ Build practical skills through activities, role plays & case studies

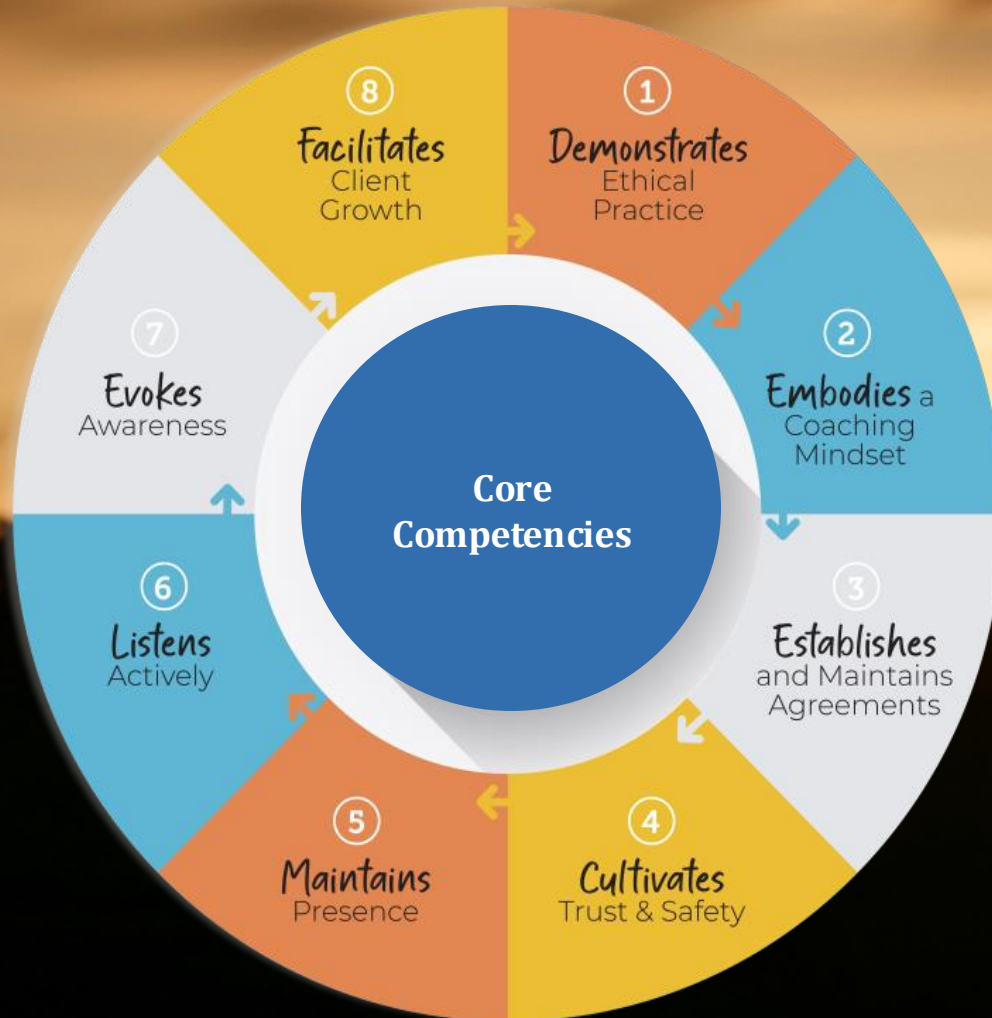
- ✓ Undergo a formal review of your Coaching skills.
- ✓ Use reflective practices to deepen understanding & improve Corporate & Business Coaching proficiency

- ✓ Internal recordings & self reflection to track progress; recorded sessions submitted for BlewMinds certification
- ✓ Mentor feedback & peer reviews to refine Coaching techniques

- ✓ Re attend sessions to stay updated on knowledge & to reinforce key concepts
- ✓ Receive personalised support to advance your individual Coaching journey
- ✓ Access expanded Coaching & Mentoring guidance to continue strengthening your skills

Synchronous Learning: 23 live sessions of 3 hrs each, two sessions per week on Saturdays & Sundays

# Program Resources



## Resources



### Coaching Skills & Resource Frameworks

Structured guidelines & best practices for Coaching



### Study Guides

Curated materials for in depth learning



### Mentor Coaching Sessions

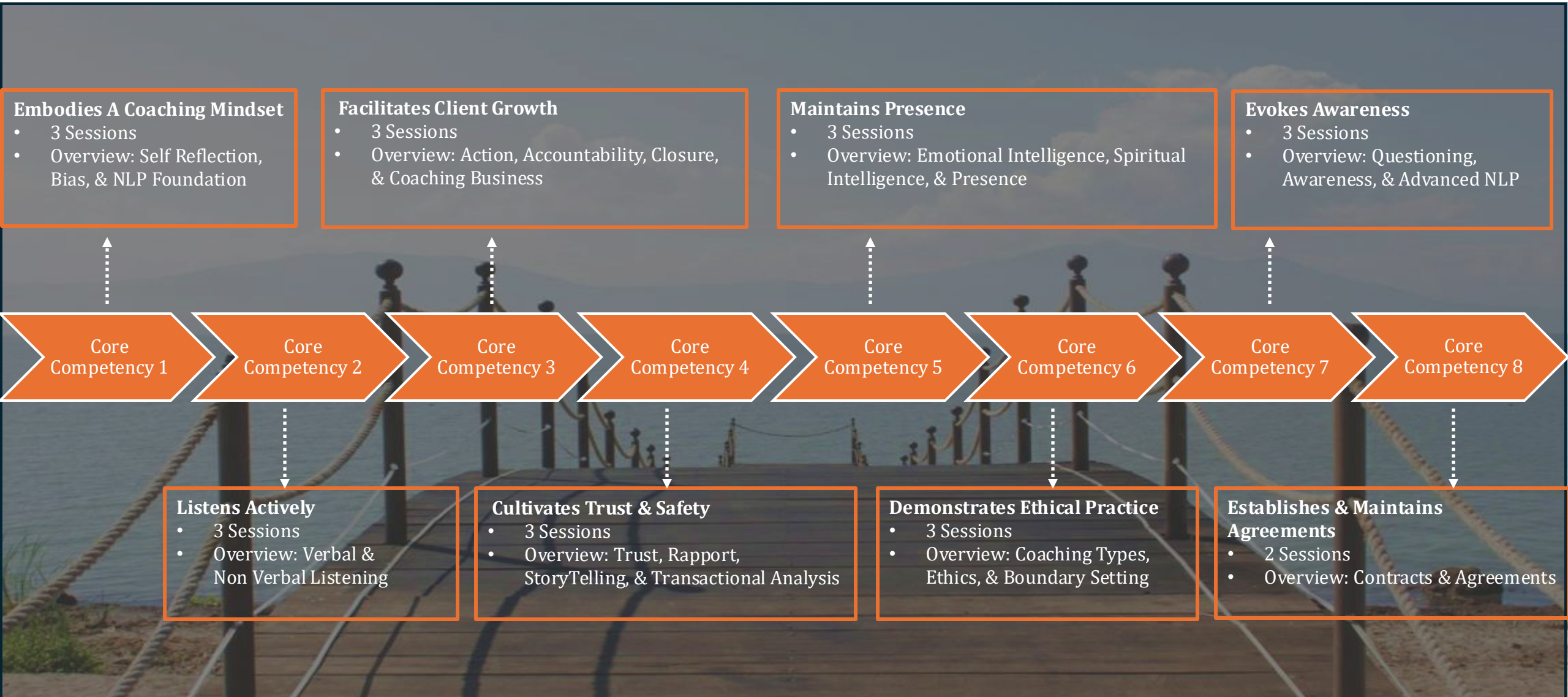
Personalized feedback for skill refinement



### Community & Peer Learning

Collaborative forums for shared growth

# Module Structure Overview



\*The Coaching content is illustrative in nature and may be modified as the programme is refined to better align with the evolving needs of the cohort

# Coaching Competencies Plan

| Core Competencies   | Session   | Frameworks  |
|---|---|---|
| <b>Core Competency 1</b><br><b>Embodies a Coaching Mindset</b>            | <b>Session 1: DEI, Bias &amp; Self-Reflection</b>           | <ul style="list-style-type: none"> <li>Cultural Sensitivity</li> <li>Johari Window + Bias Interruption</li> </ul>       |
|   | <b>Session 2: Self Reflection Lab</b>                       | <ul style="list-style-type: none"> <li>Personal Awareness</li> <li>Rogerian Client Centric Approach</li> </ul>          |
|   | <b>Session 3: NLP Foundation</b>                            | <ul style="list-style-type: none"> <li>Anchoring + Sensory Cues</li> <li>Reframing + Calibration</li> </ul>             |
| <b>Core Competency 2</b><br><b>Demonstrates Ethical Practice</b>          | <b>Session 4: Types of Coaching</b>                         | <ul style="list-style-type: none"> <li>T-GROW Framework</li> <li>Role Clarity Model</li> </ul>                          |
|   | <b>Session 5: Ethics in Coaching</b>                        | <ul style="list-style-type: none"> <li>ICF Code of Ethics</li> <li>Ethical Dilemmas + LASIE</li> </ul>                  |
|   | <b>Session 6: Ethics Scenarios &amp; Boundary Setting</b>   | <ul style="list-style-type: none"> <li>ACC Ethical Boundary Model</li> <li>Scope Clarity &amp; Case Analysis</li> </ul> |
| <b>Core Competency 3</b><br><b>Establishes &amp; Maintains Agreements</b> | <b>Session 7: Coaching Agreements</b>                       | <ul style="list-style-type: none"> <li>Structuring Agreements</li> <li>Expectations + Session Soals</li> </ul>          |
|   | <b>Session 8: Contracting Simulation</b>                    | <ul style="list-style-type: none"> <li>Demo Conversations</li> <li>Practice Agreements</li> </ul>                       |
| <b>Core Competency 4</b><br><b>Cultivates Trust &amp; Safety</b>          | <b>Session 9: Trust, Psychological Safety &amp; Rapport</b> | <ul style="list-style-type: none"> <li>Trust Signals + Strength Acknowledgment</li> <li>Appreciative Inquiry</li> </ul> |
|   | <b>Session 10: Chemistry Building</b>                       | <ul style="list-style-type: none"> <li>Connection Cues</li> <li>Trust Building Scripts</li> </ul>                       |
|   | <b>Session 11: StoryTelling + Transactional Analysis</b>    | <ul style="list-style-type: none"> <li>Ego States</li> <li>Narrative Reframes</li> </ul>                                |

# Coaching Competencies Plan

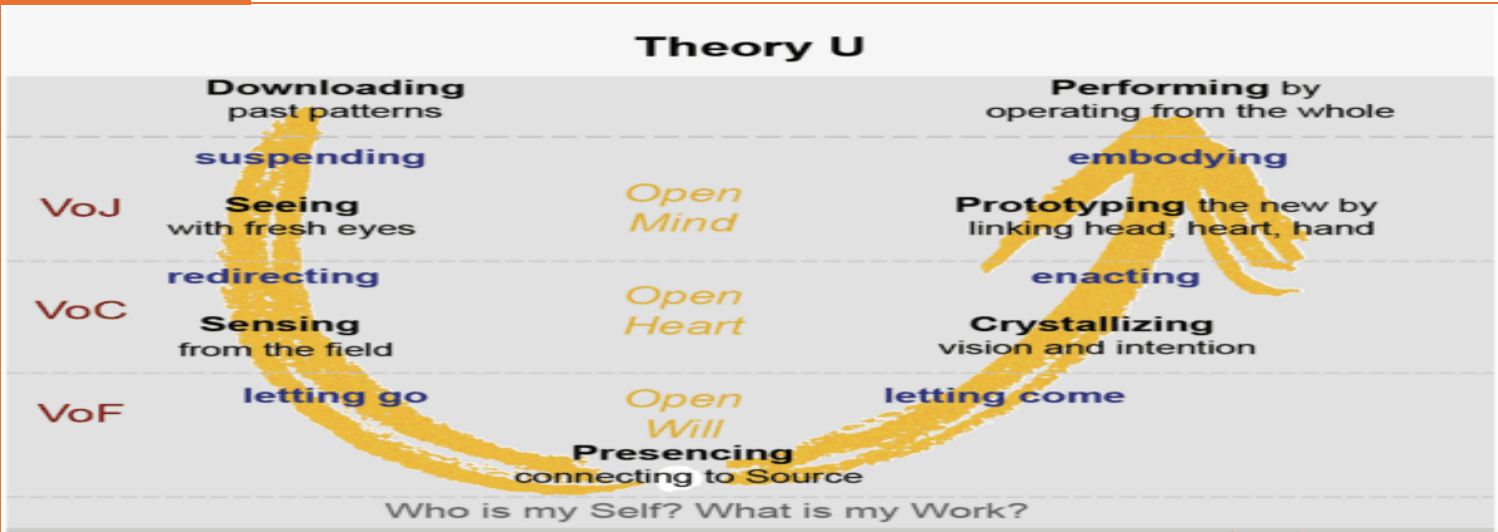
| Core Competencies                                      | Session  | Frameworks   |
|--|--|--|
| <b>Core Competency 5<br/>Maintains Presence</b>        | <b>Session 12: Emotional Intelligence</b>              | <ul style="list-style-type: none"> <li>Goleman's Emotional Intelligence Model</li> <li>Emotional Literacy Framework + Feelings Wheel</li> </ul>              |
|  | <b>Session 13: Emotional Regulation &amp; Presence</b> | <ul style="list-style-type: none"> <li>Polyvagal Basics + Trigger Management + BATES Model</li> </ul>  |
|  | <b>Session 14: Spiritual Intelligence</b>              | <ul style="list-style-type: none"> <li>Coach Presence Drills + Logotherapy Meaning Model + Inner Alignment Model</li> </ul>                                  |
| <b>Core Competency 6<br/>Listens Actively</b>          | <b>Session 15: Verbal Listening Skills</b>             | <ul style="list-style-type: none"> <li>Clean Language</li> <li>Metaphors &amp; Stories + Reflective Summaries</li> </ul>                                     |
|  | <b>Session 16: Non Verbal Listening Lab</b>            | <ul style="list-style-type: none"> <li>Pauses + Silence</li> <li>Body Signals + Energy Reading</li> </ul>  |
|  | <b>Session 17: Listening Mastery</b>                   | <ul style="list-style-type: none"> <li>Surety Model + Scharmer's 4 Levels of Listening</li> <li>Meaning vs Words + Story patterns</li> </ul>                 |
| <b>Core Competency 7<br/>Evokes Awareness</b>          | <b>Session 18: Powerful Questioning</b>                | <ul style="list-style-type: none"> <li>GROW + Awareness Expansion + ORID</li> <li>Insight Oriented Questions</li> </ul>                                      |
|  | <b>Session 19: Awareness Expansion Lab</b>             | <ul style="list-style-type: none"> <li>Cognitive Shifts</li> <li>Somatic Emotional Awareness</li> </ul>  |
|  | <b>Session 20: Advanced NLP</b>                        | <ul style="list-style-type: none"> <li>U-Theory + Hero's Journey Reframes + Visualization + Reframing Practice</li> </ul>                                    |
| <b>Core Competency 8<br/>Facilitates Client Growth</b> | <b>Session 21: Designing Actions</b>                   | <ul style="list-style-type: none"> <li>Experiments + Options + Motivations + Flow State</li> </ul>   |
|  | <b>Session 22: Accountability &amp; Closure</b>        | <ul style="list-style-type: none"> <li>STEPPPA + OSCAR</li> <li>Habit Trackers + Review Templates</li> </ul>   |
|  | <b>Session 23: Coaching Business Guidance</b>          | <ul style="list-style-type: none"> <li>The Four Pillars of a Coaching Business</li> <li>Personal Brand Identity Map + Designing Coaching Packages</li> </ul> |

# Tools & Techniques

OSCAR Model



U Theory



CLEAR Model



STEPPA Model



# What can you gain from this?



**Blew Minds Coaching Certificate**

Based on ICF core competencies demonstrating completion of a rigorous Coaching education program.



**Integrated Bonus Sessions**

**Bonus MasterClasses in StoryTelling, NLP, & Transactional Analysis to enhance your Coaching approach.**



**Individualized Mentor Coaching**

Personalized Mentor Coaching with actionable feedback to strengthen your Coaching practice.



**Mixed Blend of Sessions**

Weekly sessions combining theory & practice to build advanced Coach Competencies.



**Coaching Business & Brand Development Support**

Dedicated support during program to set up your coaching business & craft a compelling personal brand that differentiates you in the market.



**Team Management Skill Development**

Strengthen your ability to lead, engage, & manage teams effectively.



**Emotion Management Skill Development**

Advance your capability to manage your own emotions & navigate others' emotions with empathy.

Sessions begin in May 2026 | [contact@blewminds.com](mailto:contact@blewminds.com)

# Our Partners & Clientele



# Our Coaches



**Sandeep Kochhar**  
**Professional Certified Coach (PCC)**  
**CSuite Coach | Chief StoryTeller**  
**LinkedIn Voice 2019**

Sandeep Kochhar is a Social Media Influencer. He calls himself a 'Failure' & wears his scars as his proud badges. He has received over 450 million+ views on his LinkedIn StoryTelling platform with 600,000+ followers on his social media handles.

Sandeep's journey as a powerful StoryTeller has been that of surmounting odds & learning through practice.

Before he found his calling, he meandered a bit. He is an Indian Institute of Management, Bangalore Alumnus & has more than 20 years of experience in Technology Leadership roles.

He has more than 30 years of StoryTelling experience having lived in his own beautiful make-believe world since childhood. His authenticity & Wabi Sabi stories have helped individuals recalibrate their lives. He is a ICF PCC certified C-Suite Coach with close to 20,000 hours of Coaching. He works with students & adults alike to move them to their best versions.



**Vishwapriya Iyer**  
**Master Certified Coach (MCC)**  
**Partner | Coaching & Consulting**  
**Women Economic Forum Awardee**

Priya is an Oxford Scholar & Ambassador' in Organizational Leadership from University of Oxford, she is also an Alumni of Indian Institute of Management Kozhikode (IIMK).

Priya has more than 20 years' experience in various facets of Human Resources across industries. Her expertise lies in Leadership Assessments, Learning, Organization Development, Cultural Change, Leadership interventions & Talent Management. She is a stand-up Leadership facilitator & APP accredited on various psychometric tools.

Priya is also an International Coaching Federation (ICF) certified Master Executive Coach with close to 25,000 hours of Coaching & she loves helping people achieve their dreams. She has worked across Transformation agenda of large organizations including Consulting, Media, Technology & Education Services.

Coaching is the bridge that connects untapped potential to extraordinary achievements  
Maxime Lagacé



Look forward to aiding change & growth  
[www.blewminds.com](http://www.blewminds.com)