



# Certified Positive Leadership Coach Training Program - CPLC 2024

*“The world needs more coaches”*



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# Program Overview

The **Certified Positive Leadership Coach (CPLC) Program** offered by Brightfields is designed to develop participants and equip them with all necessary processes, tools, and interventions that will enable them to hone or kick-start their coaching career.

Upon successfully completing our program, you become a Certified Positive Leadership Coach (CPLC) recognized and accredited by the **International Coaching Federation (ICF)**, the leading governing body of the coaching industry worldwide.

Furthermore, the program will provide you with **Level 1** coach training that enables you to apply for the ICF **Associate Certified Coach (ACC)** accredited education.



# Coaching industry statistics (2023)



The coaching world is experiencing an explosive expansion as more people recognize its transformative power

**\$20 billion**

estimated market size  
by 2026

**93,000 coaches**

assuming a 15% increase in  
clients per coach

**\$7 billion**

projected revenue increase  
by 2026

Sources: ICF & IPEC Coaching

# CPLC is an ICF accredited program!



## Certificate of Accreditation

The International Coaching Federation hereby recognizes

BrightFields Services

as a

Level 1 ICF Accredited Coaching Education Provider

approved for

84 Hours

awarded on

2022-10-03



Handwritten signature of Zoe Macleod in black ink.

Zoe Macleod, Ph.D., ACC  
Chair, ICF Coaching Education

Handwritten signature of Lucas M. Davis in black ink.

Lucas M. Davis, M.Ed., CAE, ACC  
Vice President, ICF Coaching Education

Valid through: 2026-01-31



**The International Coaching Federation defines coaching as partnering with clients in a thought-provoking and creative process that inspires them to maximize their personal and professional potential.**

**The process of coaching often unlocks previously untapped sources of imagination, productivity and leadership**



# What is coaching and what is its purpose?

**Coaching is a discipline that empowers and develops the skills and talents of a person or group of people in line with the objectives and results they want to achieve.**

Through conversation and powerful questions, the coach facilitates self-knowledge, reflection, and new views on the client that allow them to respond to their challenges through an action plan.

## **A coach does not give advice or offer solutions**

Coaches focus on changing the mental models or beliefs that could be limiting or conditioning the client's way of acting. Transforming these models and beliefs involves a process of change in the professional's outlook and ways of doing things. This leads to fruitful and sustainable long term results for clients.



# Who is the program for?

- **Managers & Team Leaders** who want to enhance their self-governance and their ability to influence and lead others
- **HR professionals** who seek to acquire competencies focused on people, relationships, and development
- Individuals who are interested in **transforming the lives of others** in pursuing **Life or Executive Coaching** as a career path to become an internal coach
- **Non-certified coaches** seeking to obtain a recognized and prestigious title in the market
- **Other professionals and individuals** looking to expand their skillsets to grow in impact and results in their careers, relationships, and personal lives



# What will you achieve?

- Cultivate a **positive and inspiring leadership style**
- Strategies and techniques that promote a positive organizational culture
- **Leadership skills** that empower and **motivate teams** towards excellence
- Enhanced **communication skills** by fostering **constructive dialogue** and **collaboration to inspire and guide** others effectively
- **Positive psychology tools** to enhance **resilience, well-being, and success**
- **Rapport-building skills** that contribute to a **cohesive and high-performing team**.

**This program is designed for leaders who are dedicated to creating a positive impact within their leadership roles!**



# ICF Tracks

## The ICF Credentials & Paths Explained

ICF offers three Credentials, corresponding with the quantity of education and experience required to earn it, in addition to the applicant's ability to meet the requirements of each Credential.

To learn more about each Credential's requirements and the application path that best fits your education and experience, select the Credential you'd like to explore below.

### **Associate Certified Coach (ACC)**

Basic  
Requirements:  
60+ hours of education and  
100+ hours of coaching  
experience

### **Professional Certified Coach (PCC)**

Basic  
Requirements:  
125+ hours of education and  
500+ hours of coaching  
experience

### **Master Certified Coach (MCC)**

Basic  
Requirements:  
200+ hours of education and  
2,500+ hours of coaching  
experience

# What does it take to earn a credential?

Each of the credentials (ACC, PCC, and MCC) requires the same five key components:

## 1. Education

Obtain coach-specific education aligned with the ICF definition of coaching, ICF Core Competencies, and ICF Code of Ethics.

## 2. Experience

Coaching experience hours must begin after you've started a coaching education program.

## 3. Mentor Coaching

Receive mentor coaching to strengthen your skills within the ICF Core Competencies.

## 4. Performance Evaluation

Pass a performance evaluation(s) that assess your coaching skills against ICF standards.

## 5. Exam

Pass a written exam designed to test your understanding of and ability to apply the ICF definition of coaching, ICF Core Competencies, and ICF Code of Ethics.



# What makes this program unique?

- The CPLC program is unique as it incorporates **Coaching** along with principles of **Positive Psychology, NLP,** and **transactional analysis.** This allows participants to have exposure to an expanded set of coaching tools enabling them to perform better as future coaches. Positive psychology is a novel and expanding field of psychology that has been proven to enable a boost in self-esteem, change in perspective, improved relationships, higher productivity, and increased success.
- **Coach mentoring** is an inclusive part of the program and the program fees cover it. This is different from other programs where coach mentoring sessions are charged separately as an extra.
- The program provides full support to participants in their ACC application, aiding them along the way to get ICF certified.
- The program is delivered **in-person** and **virtually.**

# CPLC Comparison to other programs

CPLC Added Value	Other Programs in the market
CPLC is <b>accredited by the ICF (International Coaching Federation)</b>	Not all programs are ICF accredited
CPLC is <b>84 hours; CPLC offers 40% more contact hours</b> than the minimum ICF requirements!	60 hours programs are the norm
CPLC program includes <b>10 mentoring sessions</b> that are enough to get the ICF requirements	Programs usually don't offer free mentoring sessions that are needed for ICF Certification
CPLC includes <b>Positive Psychology tools &amp; interventions</b> which is a unique and differentiating skill for coaching	Programs do not include Positive Psychology skills
CPLC provides <b>practical tools</b> to help you succeed as a coach and open a coaching business	Programs are usually not designed to equip individuals with the necessary skills to succeed as coaches after certification

# Curriculum Details

**Certified Positive Leadership Coach Training Program  
Level 1 Leading to Associate Certified Coach (ACC) | 84 Hours  
Around 200 pages of course material**

## **Curriculum details**

- A. Foundation Course (16 Contact Hours)**
- B. Core Course (16 Contact Hours)**
- C. Advanced Course (16 Contact Hours)**
- D. Mentoring (10 Hours)**
- E. Triads- Coaching Practice Session (12 Hours)**
- F. Additional Coaching hours- pro bono (8 Hours)**
- G. Reading and Reflection (6 Hours)**



# Brightfields' Graduation Requirements

- ✓ Attend 6 days of in-person training
- ✓ Finish 12 hours of peer coaching (logging only 4 hours as a coach in the coaching log)
- ✓ Finish additional 8 hours of pro-bono coaching
- ✓ Complete 10 hours of mentoring
- ✓ Submit at least 2 voice recordings (30 min-60 min)- could be your peer or anyone else
- ✓ Submit the reflective practice of all 12 hours of peer coaching
- ✓ Submit book report assignment (two books, selected chapters)

# Certified Positive Leadership Coach (CPLC) Training Program

**2024  
Calendar**

**Jan/Feb  
Doha  
In-person**

**Jan 18 - 19 - 20  
Feb 8 - 9 - 10**

**Time: 8 am - 6 pm**

**Feb  
Dubai  
In-person**

**Feb 3 - 4 - 17 - 18 - 24 - 25**

**Time: 8 am - 6 pm**

**Apr/May/Jun  
Virtual**

**Apr 15-16-17-22-23-24-29-30**

**May 1-6-7-8-13-14-15-20-21-22-27-28-29**

**Jun 3-4-5**

**Time: 5 pm - 7 pm Doha  
6 pm - 8 pm Dubai**

**Sep/Oct  
Doha  
In-person**

**Sep 19 - 20 - 21  
Oct 3 - 4 - 5**

**Time: 8 am - 6 pm**

**Oct/Nov  
Dubai  
In-person**

**Oct 19 - 20  
Nov 2 - 3 - 9 - 10**

**Time: 8 am - 6 pm**



# Upcoming CPLC Program Investment

Certified Positive Leadership Coach (CPLC)

Corporate rate: **18,600 QAR/AED per person**

Individual in-person rate: **15,000 QAR/AED per person**

Virtual rate: **12,000 QAR/AED**

Including **10 hours of mentoring**  
(ICF requirements)

If self-funded, **installment payments** can be  
arranged (max 3)

- 1 in-advance payment
- 2 post-dated cheques

# CPLC Testimonials

«The hardest thing in life is letting go of what you thought was real”. CPLC was my step to leave the limited fake bubble I have created to a bigger world where I can see my strengths. It is a career changer, life development, relationship enhancement, and corporate credentials. Amazing group, and a wonderful ambiance.

~ **Mohamed Mortada**

The CPLC program is well-designed for anyone who is pursuing coaching. It's well structured and led by competent coaches. I understood what coaching is about, learned the ICF framework, and was introduced to many helpful tools. I enjoyed the positive psychology component with all the theories and models. Besides the fundamentals, the course was a great environment for coaching practices and self-discovery exercises.

I have immensely enjoyed the program and am very grateful to Faten and Aya for making CPLC such a unique experience.

~ **Noura Dawass - Postdoctoral researcher**

The Certified Positive Leadership Coach course was the best decision or step I took in my life. By this course, I felt I was born again with a new spirit, perspective, and vision in life. After CPLC you will be so determined in your goals, plans, and life path. You will achieve whatever you desire and you will truly believe that nothing is impossible. I am always grateful for what I've learned in CPLC and if I have a chance to do the course over again, I will do it.

~ **Tamara Debian**

# CPLC Testimonials

I gained a lot, of self-confidence, as well as a more positive approach towards life and the world and Faten did an amazing job. I am so happy I chose Brightfields and the CPLC program. I feel blessed and grateful to have had the opportunity

~ **Marian Sabra**

This program is a life-changing journey exploring your self and strength, and developing your leadership skills. Loved the program, I've learned lots of information that I'm excited to start implementing.

~ **Hissa Al Thani**

This program is the best decision I have taken this year. Full of inspiration and empowerment. I can't thank Faten and Hind enough for their guidance, knowledge sharing and energy♥

~ **Yousra El Garah**

Before CPLC I was doubting my skills and my knowledge in coaching. I was struggling in the steps to follow with my clients. I didn't have the full picture and I wasn't brave enough to trust myself.

Today, I am super confident that I am a great coach and I can make this world a better place. On a personal level, today I can say that I am a good listener, and I have compassionate self-talk. My inner dialogue and my communication with others are more positive and less judgmental.

The CPLC course was eye-opening. A life-changing step that I took gratefully towards my journey of inner work and coaching career.

~ **Badria El Bitar**

# CPLC FAQs



## 1. How long is the coach training course?

### **Coach training:**

- spans over 6 days
- from 8 AM-6 PM
- These are considered mandatory intensive training sessions to cover the whole material of the program.
- These 6 days are done on weekends and are highly experiential.
- After the coach training days, the program also includes 10 hours of mandatory mentoring sessions.

## 2. What qualifications do I need to enroll?

### **YOU DON'T NEED ANY PRIOR QUALIFICATIONS**

You need to be aware of the following:

- Enjoy helping others.
- Have a passion for coaching and assess your genuine interest in others' growth.
- Be aware of your strengths, weaknesses, and biases.
- Develop empathy and emotional intelligence for effective client connections.
- Stay open to diverse perspectives and adaptability.
- Embrace continuous learning and improvement.
- Balance coaching demands with other commitments.
- Build relationships with mentors and peers for coaching growth.

# CPLC FAQs



### 3. Can I take the course online?

Yes, in 2024, we are launching the first online cohort.

### 4. Are there any prerequisites for the course?

- No prerequisites are required
- Just be open to unlearning, learning, and relearning.
- You are on, for a transformational journey, you won't be the same person afterward.

### 5. What coaching methodologies are covered in the training?

This is an ICF coach training program, so the program abides by ICF gold standards and core competencies. At the same time, we include different modalities like

- **Positive Psychology**
- **NLP**
- **Transactional Analysis**

# CPLC FAQs

## 6. Is there a practical component, like hands-on coaching sessions?

- You will have many of those practice sessions during the training and will continue doing those with your classmates after training.
- Also, we'd like you to please be ready to get feedback on the spot on your coaching sessions.

**WE FULLY BELIEVE THAT WE LEARN BEST BY DOING**

## 7. How are assessments conducted during the course?

- There are no assessments, but assignments instead.
- These include:
  - Reflective practice on 12 peer coaching sessions
  - Book report essays for two already assigned books with selected chapters.

## 8. Are there any specific areas of specialization within the coaching program?

- Positive Psychology and Positive Leadership.

# CPLC FAQs

## 9. What kind of support or resources are provided to participants?

- Mentorship
- Coaching Community

## 10. What distinguishes this coach training course from others in the market?

What distinguishes this program is:

- the integration of positive psychology into the coach training.
- mentoring is part of the program and program fees cover it.
  - (10 hours of mentoring is a requirement from ICF)
- We fully support our participants in this ICF application.

## 11. When can I apply for ICF and become a certified coach?

After meeting Brightfields' criteria and obtaining Brightfields certification, you must:

- complete 100 coaching hours

You can apply to ICF and undergo the knowledge assessment test when you're done.

## 12. ICF Membership and Credentialing Exam Fees? (Might change, check ICF Website)

- Membership: \$245 USD per year
- Credentialing:
  - Associate Certified Coach (ACC):
    - ICF Member: \$325 USD
    - Non-Member: \$475 USD

# CPLC FAQs



## 13. Can I learn how to coach in just 5 or 6 days?

### Yes and No

- This is a comprehensive course after which you will have learned the coaching fundamentals and different models.
- During the training, you will already practice a lot.
- After the training, you must practice more to finish the assignments we have set for you. You will have done lots of coaching practice and are ready to coach.
- Yes, you can facilitate coaching conversations, coach others, and start your coaching business if you want.
- We have participants who started their online branding and have their social media pages set up directly after the training.

- **No**, as coaches:

- we keep on learning and reading more
- We keep on fine-tuning our practice by enrolling in further courses
- at the same time, we are investing in our growth by hiring for ourselves, coaches, mentors, and coach supervisors.

**Every participant has his/her learning path during the training, so depending on your starting point, you will grow and learn.**



# CPLC FAQs



## 14. Do I need to hire a coach supervisor right from the beginning?

- No, you must practice before hiring a coach supervisor.
- However, you can hire a coach who will coach you on your goals and how to start your practice early.

## 15. How can I decide if this is the right training for me?

- Well, all we can say is use your intuition.
  - Our rational mind has difficulties weighing all the different factors and deciding what is good for us. Use your intuition, it will help you.

- To help you decide, I have put a quiz on my Instagram page. I encourage you to use it to find out if this is the right training for you. I strongly recommend you to do this exercise and let me know what it has told you.
- You can also ask for a Zoom call with me or my colleague so we can answer your questions.
  - Just contact us and we will arrange the call.
- Finally, you can join a webinar in which:
  - I share more information about the curriculum
  - let you experience a coaching session
  - tell you more about the training.

**Please have a look at my calendar for the next possibilities.**

# Upcoming CPLC Program Training Team



**Faten El Ayache**  
Program Director



**Dr. Aya El Mir**  
Coach Trainer



**Ms. Vinita Win**  
Coach Mentor

# Faten El Ayache- Program Director

Faten El Ayache is the managing partner at Brightfields Middle East, a Certified professional life and executive coach (PCC), a TEDx Speaker, an NLP Practitioner, a Positive Psychology Practitioner, a career development facilitator, and a soft skills trainer.

Faten has almost two decades of experience in sales, learning and development, HR, and career consulting for major local and multinational organizations such as Boehringer Ingelheim, Sanofi, Qatar University & Carnegie Mellon University in Qatar Foundation.

Her coaching clients include highly successful entrepreneurs as well as top executives in major organizations such as Qatar Foundation, Qatar National Bank, Microsoft, Janssen Pharmaceutical Companies of Johnson and Johnson, MSD, Hamad International Airport, and many others.

For more information on Faten, visit her website



[www.fatens.com](http://www.fatens.com)



# Dr. Aya El Mir- Coach Trainer

Aya El Mir is the Managing Partner and Head of Educational Services of the Paris-based PACEM Family Office.

She has been a Certified Life, Career, and Executive Coach since more than a decade and is currently coaching executives in numerous organizations in Europe.

She holds a Doctorate in Business Administration in Transformational Leadership from Grenoble Ecole de Management in Grenoble, France.

Along with her coaching services, El Mir served as the Director of Student Services at the Lebanese American University in Beirut, Lebanon, and has 17 years of experience in the Higher Education Administration. She is certified in the Myers-Briggs Type Indicator (MBTI) and the Strong Interest Inventory.



# Ms. Vinita Win- Coach Mentor

Vinita is a Life-leadership coach with more than 30 years of serving the manufacturing industry in the field of operations management.

Being FCMA, Vinita works on the ease and cost-effectiveness of systems. Along with this, Vinita is a masterful certified coach (MCC) who supports professionals in dealing with life and leadership challenges.

**MCC- ICF,  
Sr. Practitioner- EMCC,  
Master NLP - Practitioner & Coach,  
Master NSBC(Neuro Science-based Coaching)  
Parent and Child Counselor - NHCA Singapore**



[www.merakicoach.in](http://www.merakicoach.in)



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# Contact Us

To Register & get more details on the fees, payment plans & refund policy



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# Recommended readings

- **Positive Leadership**, Kim Cameron
- **Authentic Happiness**, Martin Seligman
- **Positive Intelligence**, Sherzad Chamine
- **Coaching Habit**, Michael Bungay Stenier
- **The Prosperous Coach**, Rich Litvin and Steve Chandler
- **Co-active Coaching** - New skills for coaching people towards success in work and life - Laura Whitworth, Henry Kimsey- House and Phil Sandhl
- **I Heart Me**, David Hamilton
- **When the body says No**, Gabor Mate

**Recommended reading materials can be provided as an additional package add-on**