



COURSE PROSPECTUS

**ACCREDITED
PERFORMANCE
COACH**



ACCREDITED AWARD
IN COACH TRAINING



International Coach Federation

COACHING

Coaching has become one of the leading solutions for businesses and teams to maximize the potential of their people.

Organisational research finds that 21st century employees are prioritising their development as a key factor in their engagement and commitment to their work place, and coaching them means they learn more deeply, take more responsibility for their progress, and have better relationships with their managers and colleagues.

Coaching has been described as the practice of emotional intelligence, and when 'coaching cultures' are embedded into an organisation, companies find that the work environment is more positive, collaboration is transformed and teams communicate with each other more effectively.



FLEXIBLE WORK OPPORTUNITIES

People are also seeking coaches to support them outside of the work place, as they strive to create more fulfilled and purposeful lives.

As this demand grows, the need for more qualified coaches grows. In parallel to this demand, some professionals are also seeking out flexible working opportunities to balance their lifestyles.

Achieving a recognised accreditation can create flexible opportunities to work as a professional coach and successfully develop other people in what is a deeply rewarding role.

ACCREDITED PERFORMANCE COACH (APC)



2b limitless are the architects and deliverers of the APC course. 2B Limitless is a multi-award winning professional coaching and training organisation focused on Strengths, Engagement, Performance and Transformation. Founded by Mick Todd in 2004; 'Acquisition International' UAE Executive Coach of the Year 2016 and 'International Advisory Experts' UAE Executive Coach of the Year 2017.

2B Limitless has successfully been delivering transformational coaching solutions across a vast range of industries at every level; from young interns starting their professional journeys, to C-Suite executives at the helm of large international corporations. The APC course is designed

to equip coaches with the tools, skills and knowledge to maximize human potential. Successful trainees will understand key psychological theories of motivation and decision making, and the applied coaching competencies that can unlock the best version of others.



Who are the courses for?

- Professionals who manage or lead other people in the workplace
- Professionals involved in learning and development and/or human resources
- Individuals looking to create flexible working opportunities in private coaching
- Coaches who have yet to achieve formal accreditation
- Professionals who mentor and develop other colleagues
- Individuals seeking professional and personal development.

Who accredited the course?

The Association for Coaching (AC) was established in 2002 and is a leading independent and not-for-profit professional body dedicated to promoting best practice and raising awareness and standards of coaching worldwide. As an inclusive body, with members in over 70 countries, it is made up of professional coaches, academic institutions, trainers and providers of coaching.

The International Coaching Federation (ICF) is the gold standard in coach accreditation. They are the largest professional accreditation body in the world and provide coaches with the most recognizable certification in coaching.

The CPD Standards Office, UK, audits training providers to raise standards and provide a seal of approval for quality training. Attendees of this program receive continuous professional development points from the CPD standards office..



How do I achieve Individual Coach Accreditation?

This depends on which accreditation body you would like to be accredited with. This course provides the opportunity to be accredited by the Association for Coaching and the International Coaching Federation. However, they each have different requirements post-training.

AC Requirements (for Entry Level)

- Complete the APC course
- Complete 75 hours of coaching
- Complete 5 supervision sessions
- Complete the AC application form

ICF Requirements (for Entry Level)

- Complete 60 hours of ACSTH coach training
- Complete 100 hours of coaching
- Complete application
- Complete Coach Knowledge Assessment

What do I have to do to achieve Coach Accreditation?

ONLINE

- 30 hours face-to-face training (6 days)
- 8 hours directed self-study
- 20 hours coaching experience post course.

What qualifications will I achieve?

On completion of the APC course, and successful fulfilment of the Association for Coaching requirements, successful trainees will receive:

- 2b Limitless APC Award in Performance Coaching
- Use of 2b Limitless APC coach logo on your business cards and email signature
- Association for Coaching Foundation Coach/Foundation Executive Coach Accreditation
- Use of AC logo on your business cards and email signature
- Membership with the AC and access to full member benefits.

What are the attendance requirements?

There are no specific requirements for the APC, although we do like to have a 20-30 minute discussion to ensure that the programme is the right fit for you. The only prerequisite is for our attendees to have some effective emotional intelligence and a learning mindset.

What is the Philosophy/Approach?

Strength-based Performance Coaching – this is an approach to coaching that is focused on the investigation of what is right about people. It is derived from research in Positive Psychology. This research finds that when people learn to understand and deploy their strengths they are more likely to have increased professional and personal engagement, more likely to be happier, and more likely to increase their productivity and performance.

What does my qualification allow me to do?

- Differentiate yourself from other coaches as an Accredited Coach with the Association for Coaching
- Differentiate yourself with the 2b Limitless Award in Performance Coaching
- Deliver both transactional and transformational coaching processes for individuals in and outside of the workplace
- Promote your coaching skills and competencies with confidence and credibility
- Significantly enhance your CV and LinkedIn profile with a recognised Coach Accreditation.

How will I learn?

The APC course is an interactive programme, where trainees receive a blended learning experience.

The course has a mixture of theory, coaching practice, critical thinking discussions, reflections, interactive activities, self-study, and the completion of a written learning journal.

In addition to in-class real-play coaching practice, trainees will also complete six real world coaching sessions and receive one supervision hour from an experienced member of the 2b Limitless coaching team.

When are the courses?

Please see the Course Timetable on on page 11.

Online courses are hosted three times a day so that international participants can select the most convenient time slot.

Where are the courses held?

Our in-person courses are hosted in various locations across Dubai.

Who are the instructors?

Peter Turner

Accredited Executive Coach (Association for Coaching) + ICF Certified Coach

Mick Todd

CEO and Founder of 2b Limitless

[See profile](#)

Amina Khalifa

ICF Certified Coach

What are the policies on payments, fees and refunds?

[Click here to view our policies.](#)

When are the courses?

DATE	TIME	LOCATION
14, 15, 21, 22, 29, 30 January 2021	12:00–17:00 / 18:00–23:00 (GST)	Online
25, 26 Mar / 1, 2, 9, 10 Apr 2021	12:00–17:00 / 18:00–23:00 (GST)	Online
20, 21, 27, 28 May / 4, 5 Jun 2021	12:00–17:00 / 18:00–23:00 (GST)	Online
12, 13, 19, 20, 27, 28 Aug 2021	12:00–17:00 / 18:00–23:00 (GST)	Online
28, 29 Oct / 4, 5, 12, 13 Nov 2021	12:00–17:00 / 18:00–23:00 (GST)	Online

Where are the courses?

Our in-person courses are hosted in various locations across Dubai.

Course prices

IN-PERSON COURSES

AED 17,000 +5% VAT 4 month payment plan

Or:

AED 16,000 +5% VAT One-off payment

ONLINE COURSES

AED 14,500 +5% VAT 4 MONTH PAYMENT PLAN

Or:

AED 14,000 +5% VAT One-off payment



TESTIMONIALS

"2bAPC program is like no other in the market. Firstly you are surrounded by incredible high achievers from different industries and walks of life. Then the programme is delivered in a very intimate circle which allows you to truly be yourself and open up to the challenge and the content is so profound that you would never want to do anything else apart of coaching. In the world's current reality we need coaches as never before and this program is definitely a stepping stone to your coaching success"

Tania Tetiana (Tania) Mykhailiuk
SVP Organisational Development & Culture



— I was lucky enough to secure a place on the first 2bAPC Course run by 2B Limitless. Having been coached for the past 10 years I felt that I had a good understanding of the coaching process but was blown away by the depth of knowledge and understanding that this course gave me. Built on the experience of over 20,000 hours of coaching by Mick Todd and expertly delivered by Peter Turner; the course seamlessly married the theory of high performance coaching with practical real-life coaching experiences.

This course gave me the skills and confidence required to pursue coaching as a career in addition to utilising the expertise gained in all aspects of my life.

Martin Dewhurst MOHS GAICD

Managing Director, Dewhurst Advisory FZ-LLC

— What an experience it was to learn and be around such high calibre people! The experience was so beneficial, not only with the 2b team who run the course, but the people it attracts. If you want to do something great, then start here, you won't regret it!

Tariq Kahn

Performance Coach – Ultra Marathon Athlete



- The 2bAPC course has been an absolute game changer for me. Not just as a coach, but in my personal life too. From day one of the course it was obvious that this was going to be something special. The quality of the training, coaching materials, and high-caliber students emphasised that the course was designed to significantly increase each person's coaching potential. The course was perfectly balanced with a blend of foundational theory and interactive learning and practice, and the delivery of the course programme was top class! The most inspiring part for me has been the 2bAPC post-course engagement. With regular supervision check-ins, updates and post course-monitoring, the support by 2B Limitless really makes you feel like a valued member of the 2B Limitless community. The 2bAPC course and 2B Limitless support has instilled a renewed confidence in me, from trying new coaching models and techniques with my clients, to giving me the push to establish my own coaching practice. The 2bAPC course doesn't just raise your performance, it changes your whole mindset. For aspiring, new or even experienced coaches, taking part in this course is a must!

Kristian King

Chief Operations Officer, Executive Coach

- 'I invested in the APC Coaching Accreditation Course to improve in a number of areas, as a Leader, Investor, Husband, Father and as an individual and the course did not disappoint. I found it to be enlightening, educational, fun and really opened my mind to the power of coaching, even after 10 years of being coached! I can thoroughly recommend it'.

Ben Corrigan

CEO and Founder - Bluehaus Group

- 'I found the 2B Limitless APC course an exceptional and extremely worthwhile experience. The content of the course was robust with great depth around both the psychology and technique of coaching. Peter, as facilitator, brought a wealth of experience and knowledge but above all, a deep sense of care towards ensuring all those attending understand and got what was required out of the course. The 2B Limitless 2bAPC course, I believe is best in class and would highly recommend it to anyone wanting to start their coaching journey or expand their skill in a leadership role.'

Sarah Dalton

Executive Coach

- Very thankful to find this course after extensively researching what was on offer in the market. It's a comprehensive performance coaching course, incorporating an in depth exploration of the coaching competencies along with looking into the psychological theory behind strengths based performance coaching, decision making and self-motivation. The theoretical side of the course was offset by actually getting to coach the other attendees, using tried and tested tools that 2B Limitless use to help clients maximise their potential. It was also great to play the role of coachee and experience what strengths based coaching is all about!

Honestly, it was a very enjoyable experience and Pete made it both fun and an incredibly valuable learning experience. Have also been very impressed with the continued support from the team after the course finished, it's apparent they are invested in your success and go above and beyond to help you get further accreditation from bodies such as The Association for Coaching. Definitely feels like you join a family upon entering the 2B Limitless community, happy to be part of it.

Vicki Tipper

Executive Coach

- Taking part in the 2bAPC course was a great way to start 2020. It gave me the opportunity to connect with other high performance individuals and to meet a trainer that always knew how to get the best out of you. I have learnt techniques and other important material, which I now apply to my daily working life. I can confidently say it has changed the way I work for the better. An invigorating process that was challenging, thought-provoking and fun all at the same time!

Leena Atterbury

Operations – Senior Manager

- In a nutshell, my journey started when I met "Tina" that led me to 2bL that on its turn led me to meet "Peter" before enrolling, as I was days away from signing up on a purely online program and wanted to explore all options. Peter is inspiring and passionate and my decision to start my coaching journey with 2bL couldn't have been more right. I was challenged to do real coaching sessions with an amazing group of people and as the course went by, I realised it was more powerful than I expected, it's a personal transformation and a mindset shift. I find it instrumental for ones coaching foundations, I couldn't recommend more 2bL and joining it's growing community!

Carla Sofia

E-commerce executive Leader

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Limitless
20APC