

ICF CCE RENEWAL GUIDE

The Coach's Shortcut to Your Next 30 CCEUs

How to bank 20 Core Competency hours and 10 Resource Development hours, in one live cohort, without sitting through another dry compliance course.

What ICF renewal actually asks of you

Every ICF credential – ACC, PCC, MCC – runs on a three-year renewal cycle, and every cycle asks for the same thing: **40 Continuing Coach Education units**, split between Core Competency hours (the coaching skill itself) and Resource Development hours (the tools, models, and knowledge that support it), with a required minimum of Ethics hours built in.

Most coaches don't fail renewal because they can't coach. They fail, or scramble at the last minute, because they've been collecting CCEUs in disconnected one-hour webinars for three years and have no idea what they still need until the deadline is close.

This program closes three-quarters of a full renewal cycle in a single, focused cohort, and does it through work that actually makes you better at the part of coaching most practitioners avoid: getting paid for it.

30	20	10
TOTAL CCE UNITS	CORE COMPETENCY HRS	RESOURCE DEV. HRS

Why this counts as Core Competency, not just a sales course

Value-Based Sales for Coaches doesn't teach persuasion technique. It teaches the commercial conversation *as a coaching relationship*, conducted inside the ICF Core Competencies, observed and assessed against the PCC markers, with a dedicated Ethics component addressing the exact line between coaching and persuasion. That's what qualifies the bulk of the program as Core Competency hours rather than generic business training.

October 2026 · Live Virtual Cohort

Seven sessions, delivered live over Zoom with observed practice, group supervision, and guided independent study between sessions. All sessions run 15:00–19:00 CET, Copenhagen time (adjusted per module length).

DATE	SESSION	FORMAT
Oct 1	Opening Constellation & Orientation	Live
Oct 8	Module 1 · Ethical Practice & Coaching Mindset	Live + Guided Study
Oct 15	Module 2 · Trust, Safety & Relationship	Live + Guided Study
Oct 22	Module 3 · Discovery, Listening & Awareness	Live + Guided Study
Oct 29	Module 4 · Stakeholders & Facilitating Growth	Live + Guided Study
Nov 5	Module 5 · Observed Practice Labs & Supervision	Live + Guided Study
Nov 12	Closing Integration & Reflective Journal	Guided Independent Study

Guided independent study between sessions is verified through a Reflective Learning Journal, reviewed and approved by the Lead Instructor before CCE credit is awarded, not a passive video-and-quiz format.

The Resource Development toolkit you leave with

Your Resource Development hours aren't filler. They're built around named, citable models you can reference on your own renewal application and use in your practice immediately:

API · Authority, Presence, Impact

CID–CLEAR Intake Model

FAB & SPACED

NAM Readiness Framework

Systemic Constellations

Inner Game of Coaching

Conversational Intelligence (C–IQ)

Case-Reflection Goal Sheet

Kim Budolph Johansen, PCC · ACTC

Lead Instructor and Program Director, and the sole facilitator of every cohort. 25+ years of professional coaching practice, 3,500+ documented coaching hours, and a training lineage that runs through Peter Hawkins (Systemic Team Coaching, CID-CLEAR), Judith Glaser (Conversational Intelligence), and Performance Consultants International, including Inner Game training delivered with W. Timothy Gallwey.

Kim is a trained systemic team coaching supervisor working with Hawkins' Seven-Eyed model, and brings that reflective, competency-based rigor directly into this program's observed-practice labs. He is also the author of *Only Forward – A Reflection on Value-Based Sales & Leadership*, a core text for the program.

Is this cohort right for your renewal timeline?

- ☐ **Renewal due within 12 months:** this cohort covers 75% of your total CCEU requirement in a single six-week block, start here first.
- ☐ **Renewal due in 1–2 years:** banking hours now means no last-minute scramble, and you get the skills-building benefit years before you need the credit.
- ☐ **Not sure when your renewal is due:** check your certification date on your ICF credential record, your cycle runs three years from that date.
- ☐ **Need your Ethics hours specifically:** this program includes a dedicated Ethics component aligned with Competency 1, addressing the ethical line between coaching and persuasion.

Two companion books, written by your instructor

The Sales Fear Playbook

A field guide for performing under pressure. **Included with your enrollment**, yours from the day you join the cohort.

Only Forward

A reflection on value-based sales and leadership, and the program's core text. Published separately, available now on Amazon.

Most of your renewal cycle, in one cohort.

One cohort. Seven sessions. 30 CCEUs toward your next renewal, earned through the one coaching skill most practitioners never get formal training in: the conversation where someone decides to hire you.

Program	Value-Based Sales for Coaches
CCE Units	30 (20 Core Competency / 10 Resource Development)
Cohort	October 2026
Delivery	Live virtual · Zoom · 15:00–19:00 CET
Lead Instructor	Kim Budolph Johansen, PCC, ACTC
Included Bonus	The Sales Fear Playbook (book)

[Reserve Your Seat →](#)