

PROGRAM OVERVIEW

The Complete Program, Explained

Curriculum, schedule, credentials, and what's included, everything to review before you reach out.

Client acquisition, conducted as a coaching relationship

Value-Based Sales for Coaches teaches one method: the commercial conversation held with the same presence, ethics, and non-attachment you already bring to a paying client, from first contact through to commitment. Sales is reframed as solving meaningful problems and revealing opportunities, not persuasion.

The ICF Core Competencies are the lens the entire program is built through. Every technique is practiced live in triads, observed by faculty, and assessed against the PCC markers, so the method is not just taught, it is demonstrated.

Theoretical foundations: Peter Hawkins (Systemic Team Coaching and CID-CLEAR), Judith Glaser (Conversational Intelligence), and Performance Consultants International (Inner Game and GROW), integrated into one applied framework for the value conversation.

What you'll be able to do

- ☐ Hold a coaching mindset under commercial pressure, with non-attachment to the outcome.
- ☐ Apply the ICF Code of Ethics to value-based conversations, including the line between facilitation and persuasion.
- ☐ Build psychological safety fast enough that a prospective client tells you the truth about their situation.
- ☐ Use systemic mapping to understand stakeholders and organizational readiness before proposing anything.
- ☐ Let the client design their own next step, so any agreement that follows is their decision, not your close.

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). Open to credentialed coaches at every level, ACC, PCC, and MCC.

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

Includes a dedicated Ethics component within Module 1, aligned with Competency 1 and the ICF Code of Ethics, addressing the line between coaching and persuasion. Attendance and assessment are verified through observed triad practice and a Reflective Learning Journal, reviewed and approved by the Lead Instructor.

WHAT'S INCLUDED

The Resource Development toolkit

Delivered as guided independent study between live sessions, verified through a Reflective Learning Journal rather than a passive video and quiz format. These are the named, citable models the program is built on:

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		

How the program is delivered

- ☐ **Live virtual cohort:** faculty-led instruction, real-time practice, and observed coaching, concentrated in synchronous contact.
- ☐ **Peer quadrants:** participants work in small groups, coach, client, observer, system, for multiple simultaneous perspectives.
- ☐ **Group supervision:** using Peter Hawkins' Seven-Eyed model, working from each participant's own case-reflection goal sheet.
- ☐ **Marker-based feedback:** observed practice assessed directly against the ICF PCC markers, not general impressions.

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 Chapter Leader and Membership Director of ICF Denmark, and teaches periodically at Copenhagen Business School.

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.

Questions coaches usually ask

What if I miss a session?

ICF requires live attendance for CE credit, so we ask everyone to plan around all seven sessions. If something unavoidable comes up, we work with you individually, using the session recording plus a short follow-up, so you can still receive full credit.

Is this open to ACC-level coaches, or only PCC and MCC?

The program is open to credentialed coaches at any level, ACC, PCC, or MCC.

What language is it taught in?

The program is taught in English.

Is there a recording if I need to review something later?

Yes. All live sessions are recorded for your own review, though the recording itself doesn't count toward CCE credit, that requires live participation per ICF rules.

How many people are in a cohort?

Cohorts are kept to 12–16 participants, small enough that everyone gets real observed-practice time and direct feedback.

Let's talk it through.

This overview covers the curriculum. Reach out by email to talk through whether the October cohort fits your schedule, your renewal timeline, and the content and price that make sense for you. Cohorts are kept to 12–16 participants, to protect the quality of live observed practice.

Program	Value-Based Sales for Coaches
CCE Units	30 (20 Core Competency / 10 Resource Development)
Cohort	October 2026 · 12–16 participants
Delivery	Live virtual · Zoom · 15:00–19:00 CET
Lead Instructor	Kim Budolph Johansen, PCC, ACTC
Content & Price	Available on request, reach out by email

Get in Touch →