



LEVEL UP!

Coaching Fundamentals



Coaching Fundamentals

for product leaders and executives



Would you like to

- gain **more confidence** when coaching others?
- be a **more effective sparring partner** for your people?
- **build a culture of trust** and autonomy?
- **empower your employees** to make conscious decisions?



Then this program is exactly meant for you!

Coaching Fundamentals will help you feel more confident in your role as a product leader while also teaching you the principles of coaching in a condensed and hands-on format.



Coaching Fundamentals

Our Spring Edition 2023
in a nutshell



Why?

Improve your leadership skills by adopting a coaching habit. Boost your confidence as a product leader.



For whom?

Product leaders and PMs with 5+ years of experience in a product role aiming for a leadership position who would like to polish, strengthen and improve their leadership skills. We especially encourage women to apply!



What?

- 6 remote sessions à 2 h
- 1 follow-up reunion
- 1 individual 1-on-1 coaching session
- Certificate



Where & When?

- 6x Tuesdays 3.30 – 5.30 p.m. CET: Jan 17, 24, 31; Feb 7, 28; Mar 7
- Follow-up reunion on April 4, 2023 from 3.30 – 5.30 p.m. CET
- fully remote

The Program

1

Coaching Basics

The mindset of a coach
The coaching process

2

Setting Goals

Why goals are important
From setting goals to accountability

3

Coaching Attitude

Building Trust
Rapport and Backtracking

4

How Coaching Works

Problems versus solutions
Asking better questions

5

Communication Basics

How we communicate
Unbiased & Active listening

6

Interventions

Intervention toolbox
Coaching as a leader

7

Follow-up Reunion

A few weeks after the last session
we meet again to reflect on your
progress and dive deeper

8

Your Coaching

60 minutes individual coaching or
supervision in a one-to-one setup



Is this for you?

Requirements

Motivation

You are driven to learn coaching principles so you can apply them in your role as a product leader.

Background

5+ years experience in a product role

Time & Place

Ability to attend all 8 2-hour sessions and the reunion. If you miss a session, it will be recorded.

Prep Work

Commitment to invest up to 4 hours for preparation and practicing in between sessions.

Diversity

We especially encourage women to apply.



Application

LevelUp! Coaching Fundamentals

[Apply online](#)

Apply by September 30, 2022

Process [Online Enrollment](#)

Selection 8 participants based on motivation, experience fit and diversity

Confirmation by October 2022

Start & End 7x 2h from 8 to 8.30 p.m. CET from Jan till March 2023, follow-up reunion on April 4, 2023



Your Coach



Arjanna van der Plas

Arjanna van der Plas is a formerly Silicon Valley-based leadership coach with a background in strategic product design.

In the past 10 years, she's helped many leaders and experts to overcome mental barriers, and achieve their professional and personal goals. She is also the co-founder of the WOMEN'S HUB in Zurich.

Arjanna is certified as a co-active coach by CTI, the largest in-person coach training school in the world, as well as by the International Coaching Federation.



PRODUCT ACADEMY

Pricing

Includes:

- 7 sessions à 1.5 hours
- prep material for each session
- one individual 1:1 coaching
- a follow-up meeting
- max. 8 people per cohort
- lots of practice and group work
- a study buddy



CHF 1'490

Partial Scholarship

We have a limited number of partial scholarships available for women and start-ups.



CHF 1'790

Buddy Rate

If you book 2 or more spots.



CHF 1'990

Corporate Rate

Regular price

Apply now

Questions? Let's talk!



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About us

