



# INNOVATION COACHING CERTIFICATE PROGRAM

Batch 4 Launching on  
**6<sup>th</sup> November 2023**

**66 HOURS OF LIVE LEARNING**  
**ICF ACCREDITED COACH TRAINING**  
**DESIGN THINKING**  
**COACHING BY DOING**  
**VIRTUAL CLASSES**  
**EXPERIENTIAL APPROACHES**  
**DESIGN THINKING MINDSETS**  
**INNOVATION PRINCIPLES &  
PROCESSES**  
**GOAL-DRIVEN COACHING**  
**COACHING COMPETENCIES**  
**INNOVATION SKILLS**  
**COACHING FOR RESULTS**  
**EMPATHY RESEARCH CAPABILITIES**  
**STORY-TELLING**  
**BRAINSTORMING TECHNIQUES**  
**COACHING LABS**  
**SUPERVISION & MENTORING**  
**DIGITAL CREDENTIALS**

***“DOES COACHING WORK?  
Yes. Good coaches provide a  
truly important service. They tell  
you the truth when no one else  
will.”***

**- Jack Welch**

# Innovation. Coaching.

“AND”,  
not “or”.

The value of Coaching cannot be overstated in our world. Particularly the disrupted one we live in, where everyday leaders are confronted with unprecedented challenges, to make sense of it and move forward. And for that way forward to be successful, it must always be paved with Innovation, to address the emerging opportunities and solve latent problems in novel and creative ways.

To help leaders build the capabilities required to drive innovation and change, leaders need coaching. Timothy Gallway, the author of ‘The Inner Game’, put it aptly when he said *“Coaching is unlocking a person’s potential to maximize their own performance. It’s helping them to learn rather than teaching them.”*

## The What and The Why of Innovation Coaching

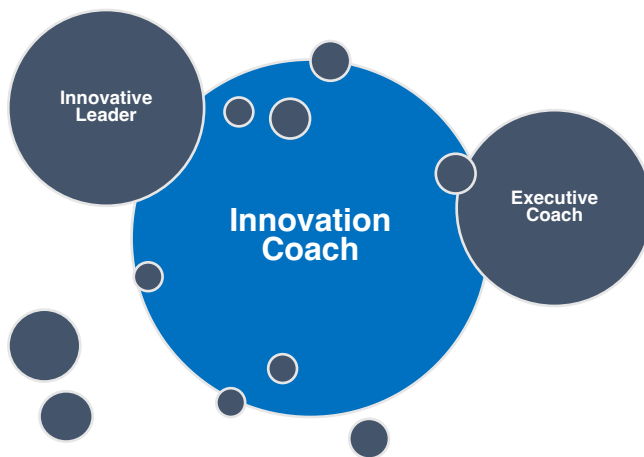
As Coaches, we are often called to help leaders become more innovative, to address both skill and behaviour gaps at work, and in life. Yet, being good in innovation is not the same as being good in coaching others to become good in innovation. Too often, leaders who are considered innovative problem solvers, with products and patents to their names, are called in to coach and mentor others to become innovative. Yet, in spite of their successes in being innovative and leading innovation, they struggle to coach others in becoming innovators.

As a Gallup report states, while 7 out of 10 leaders and managers see developing people as one of their primary tasks, only 2 in 10 understand how to coach.

The idea of Innovation Coaching stems from this gap: **How to develop Coaches who have mastery in Innovation principles and processes, AND can coach others to become more innovative.**

**And. Not or.**

According to Tendayi Viki, author of ‘The Corporate Startup’, *“When selecting innovation coaches you are looking for a combination of two factors. You are looking for people with a significant and demonstrable interest in innovation methods such as design thinking, agile and lean startup. But they also need to have a significant and demonstrable interest in training and coaching other people to use these innovation methods.”*



Innovation Coaching leverages these two factors most effectively to build the strong Dual Competencies in Coachees. *They become Coaches by mastering the main tenets of Executive Coaching: being Non-Directive, Goal-Oriented and Performance-Driven. And passionate Innovators by learning and practicing Design Thinking, from developing the Right Attitudes for Innovation to developing the Skills required to Innovate effectively, with impact.*

## Innovation Coaching Certification Program

This program is a unique coming together of 2 tried and tested approaches to developing the necessary Competencies and Capabilities required by anyone who wants to be an Innovation Coach, and catalyse the innovation culture in any organisation. The 66-hour program leverages ICF defined approaches to develop Executive Coaching Competencies, and Hasso Plattner Institute mandated Design Thinking Coaching principles and processes to build strong Innovation Capabilities.

**The program is the world's first International Coaching Federation accredited Coach Training Program under the ACSTH path for ACC and PCC certification.**

The program is run over 4 Modules, conducted over 4 months, and over a mix Zoom calls and face-to-face meetings (if possible). Each session is 4 hours in duration. Enjoy Synchronous learning sessions and Asynchronous group work for practice and applications.





## ICCP COHORT 4: IN NUMBERS

10 REASONS THAT MAKE ICCP THE MOST POWERFUL  
PROGRAM FOR INNOVATION AND COACHING MASTERY

- 1  
**1**  
Only **ICF Accredited**  
Design Thinking  
based Executive  
Coaching Training
- 2  
**66**  
Hours Of  
**Interactions**
- 3  
**4**  
Live **Design Thinking**  
Projects
- 4  
**6**  
**Mindsets** for Human  
Centred Innovation
- 5  
**8**  
Competencies Of  
**Executive Coaching**
- 6  
**4**  
Industry Innovation  
**Expert** Sessions
- 7  
**20**  
Hours Of **Group**  
**Coaching** Practice  
Labs
- 8  
**20**  
Innovation Tools In A  
**Tool Kit**
- 9  
**16**  
**Weeks** in  
duration
- 10  
**1**  
**ICF Accredited Innovation Coaching Certificate for Dual  
Mastery in Design Thinking & Executive Coaching**

## 4 Modules. 66 Hours. 4 Months. Infinite Learnings.



### Module 1

- Coaching and its value in business. What does coaching cover? Its difference with counselling, therapy and mentoring.
- The Main tenets coaching – Being non-directive, Goal-oriented and Performance- driven
- The coaching approach and difficulties in coaching.
- The 8 crucial competencies of coaching as described by ICF
- Contract in Coaching. Setting agreements and expectations. Coaching journey – the long- term goal versus session goals



### Module 2

- Innovation Process: learning Human Centred Design
- 6 step process from Discovery to Deployment
- Innovation Attitudes & Mindsets: From Clayton Christiansen and the Innovator's DNA to the Hasso-Plattner model
- Advanced Skills and Tools and Techniques for Design Thinking mastery
- Case based discussions and group work for application.
- Coaching skills for greater impact in Discovery and Empathy.



### Module 3

- The Twin Skills of Coaching – Listening and Questioning
- Applying coaching flow through the GROW model.
- Unconscious biases in coaching. How to Build self-awareness, develop sensing and avoid the noise in the head – assumptions, judgements and experiences to interfere from deep listening.
- Applying Design Thinking approaches in Coaching



### Module 4

- Extensive Coaching Labs for practice and feedback
- Application of Coaching in Innovation
- Advanced processes and tools

## Dates:

- **6<sup>th</sup> November - Launch**
- **9<sup>th</sup> November – Classes commence**
- **Every Thursday, 5:00 pm – 9:00 pm**
- **On ZOOM**

**22<sup>nd</sup> December 2023 – 2<sup>nd</sup> January 2024 – Winter Break**

## Become an ICF Certified Coach



On successful completion of the 66 hours of training, you will be eligible to apply for the prestigious ACC or PCC certifications from the International Coaching Federation (ICF) (on meeting all other conditions).

## Get An Awesome Digital Badge

ICCP graduates earn Digital Credentials from CertiYMe, one of the world's largest digital credentialing company. CertifyMe is Indian in origin, and hosts the largest and most-connected digital credential network, and ICCP graduates today earn them to announce their skills and proficiencies, and proudly display these badges on their LinkedIn profiles, adding tremendous value to their personal brands.



## Fees

### Dual Fee Structure:

- **66-Hour ACSTH Coach Training: Rs.150,000**
  - **66-Hour ACSTH Coach Training + 10-Hour Mentor Coaching: Rs.200,000**
  - **Mentor Coaching Fees: Rs.80,000**
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- **All fees are on “per participant” basis.**
  - **18% GST Extra.**

### Special Offers:

- **Early Bird: Register by 30<sup>th</sup> September and get a 20% discount on fees.**
- **Group Discount: for groups of 2 – 4: get a 20% discount on fees for each registration.**



## ICCP is a Fantastic Journey!

Join the growing alumni network, with members from Accenture, Adobe, Bosch, Enphase, EY, Honeywell, IBM, Mercedes-Benz R&D, Philips, Quess, Veolia and other companies.

*"The ICCP program was intensive and demanding as it was spread over 24 sessions and requiring 60 hrs of commitment. What I learned from the course is eye-opening and, at times, perplexing. I was able to see innovation, coaching, and innovation coaching with a new perspective and from a different vantage point. I thought I know, but I realize how much I don't know when I have gone through sessions...The course has taught me that leadership, innovation, and coaching revolve around the truth that "all are dependent on understanding and learning the human nature in its purity." It has ignited a new fire in me - always to strive to become better and favor experiential wisdom in the human aspects."*

**- Manojkumar Parmar, Program Director  
Robert Bosch India**

*"Innovation Coaches are not born they are made. Innovation is not limited to one function, infact it is function agnostic. To pick the rigour of the process of Design Thinking and Executive Coaching, combining that to begin the journey towards innovation mastery. With a cohort including an AI expert, learning practitioners, finance professionals, serial entrepreneurs, executive coaches, managing directors...that's the ICCP Innovation Coaching Certificate Program. Thanks HPI Certified Coach Anirban Bhattacharya and ICF MCC Soni Bhattacharya, for the sessions."*

**- Rohan Nabar, VP - Talent Development & Learning, Quess Corp**

*"Delighted to successfully complete certification course in Innovation Coaching and Design Thinking. Thanks to Anirban and Soni and fellow participants for the engaging classroom sessions over last 4 months."*

**- Balwant Rawat, Leader IP & Innovation Management, Mercedes-Benz R&D India**

*"12 weeks. 24 classes. 60 hours synchronous learning. 20 hours asynchronous learning. 10 case studies. 25 tools. 15 hours of intense practice. 10 learners. 1 certificate program. And a lifetime of learning impact."*

**- Abhilash Pillai, Lead Financial Analyst, Adobe**

*"“Learning is not attained by chance, it must be sought for with ardour and attended to with diligence.” It is possible to go back to learning at any stage of your career especially when you have Soni and Anirbn as your trainers and coaches. Super happy to have completed... To build the skills to innovate, and coach others to innovate. It was a great experience to learn from experts across the industry , A big thank you to all my fellow participants -the journey as an executive coach, empathetic leader and innovation leader begins now. I truly believe that my learning journey has now begun post ICCP 2 . Thank you tons Anirban and Soni Bhattacharya, for your guidance always."*

**- Sohi Mehra, Assistant Director Talent Development, EY**

*"While I must admit I had moments of weakness over the 60 hours of learning ... but full credit to Soni Bhattacharya, and Anirban Bhattacharya. They made ICCP way too interesting to think about giving up at any time and the amount of learning being imparted was just stupendous (even learnt to use Slack and Miro)."*

**- Akshay Soni, Managing Director at N/Core - TheNudge Centre for Social Innovation**



## Innovation Coaching Advanced Certification is offered by The Painted Sky, in association with UBQT Design Thinking School.

### The Painted Sky

The pioneers and leaders in experiential leadership development training, coaching and consulting in the world, with strong global footprint across 11 countries. For the last 15 years, the coaches and facilitators of the firm have helped thousands of leaders and managers across over 120 companies reach their full potential, and then go beyond to deliver on the global stage, in topics as diverse as D&I, Communication, EI and Culture Change.

### UBQT Design Thinking School

Asia's first and India's only dedicated school for Human Centred Design and Innovation, UBQT has trained and certified over 400 professionals in Design Thinking, as well as in other areas like Agile, Analytics, Creative Problem Solving, Arts-Based Trainings and more. The consulting team also works with diverse clients, across corporate and not-for-profit sectors, government departments and academic institutions.



To know more about the Innovation Coaching Certification Program, please write to [coaching@thepaintedsky.com](mailto:coaching@thepaintedsky.com)