



the painted sky

# INNOVATION COACHING ADVANCED CERTIFICATE PROGRAM 21

**64 HOURS**  
VIRTUAL CURRICULUM  
DESIGN THINKING  
COACHING BY DOING  
EXPERIENTIAL APPROACHES  
INNOVATION MINDSETS  
INNOVATION PRINCIPLES &  
PROCESSES  
GOAL DRIVEN COACHING  
GROUP COACHING  
COACHING COMPETENCIES  
INNOVATION SKILLS  
COACHING FOR RESULTS  
RESEARCH CAPABILITIES  
USER EXPERIENCE DESIGN  
STORY-TELLING  
BRAINSTORMING  
TECHNIQUES  
COACHING LABS  
SUPERVISION & MENTORING

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***“DOES COACHING WORK?”***

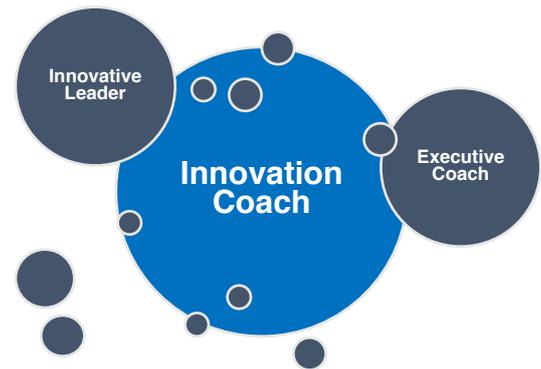
***Yes. Good coaches provide a truly important service. They tell you the truth when no one else will.”***

***- Jack Welch***

[www.thepaintedsky.com](http://www.thepaintedsky.com)

# 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 has become an important process for companies who are building internal innovation capabilities. However, in order to scale successfully - you have to select the right coaches and those coaches need to show that right behaviour. With these capabilities in place, a company is more likely to reduce their dependence on external coaches and consultants.”***

**- Tendayi Viki,  
author of ‘The Corporate Startup’**

## **Innovation Coaching: Advanced 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 64-hour program leverages ICF defined approaches to develop Executive Coaching Competencies, and Hasso-Plattner Institut mandated Design Thinking Coaching principles and processes to build strong Innovation Capabilities.

The program is run over 6 Modules, conducted over 2 months, and over a mix Zoom calls and face-to-face meetings. Each session is 4 hours in duration. Both Synchronous and Asynchronous.

### **6 Modules. 16 Sessions. 64 Hours. 2 Months**



#### **Module 1 (12 hours)**

- 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
- Innovation Attitudes & Mindsets: From Clayton Christiansen and the Innovator’s DNA to the Hasso-Plattner model



#### **Module 2 (12 hours)**

- Innovation Process: learning Human Centred Design
- 6 step process from Discovery to Deployment (Discover, Decipher, Define, Develop, Design, Deploy)
- Simulation Based learning to develop mastery over the Philosophy, Principles and Processes of Human Centred Design



#### **Module 3 (10 hours)**

- 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
- The Twin Skills of Coaching – Listening and Questioning



#### **Module 4 (12 hours)**

- Deepening the skills of Innovation, background and context.
- Problem Stage Skills: Developing Empathising skills.
- Solution Stage Skills: Better Brainstorming, Story-Telling and User Experience.



#### **Module 5 (10 hours)**

- 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.
- Innovation coaching - demonstration and debrief of coaching in groups.



#### **Module 6 (8 hours)**

- Empathy and its importance in business
- Practice labs on Innovation coaching

## Your Coaches

### Soni Bhattacharya

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Founder, The Painted Sky  
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In a career spanning 26 years, Soni brings over 15 years of experience in Executive Coaching and leadership development. As the Founder of The Painted Sky, she has coached leaders in India, the USA and China, in companies like TCS, Volvo, Bosch, Finastra, Honeywell, PWC, Syngene, Lenovo, Brocade and others to reach their potential and deliver extraordinary results. Soni and her team work with industry clients to harness their potential and support their professional and personal growth. She brings a strong focus to powerful coaching processes, and harnesses her strengths as a powerful communicator, to work with her coachees, helping them achieve individual and organizational goals. Her coaching assignments have been with clients across the world, and she has worked with a number of senior leaders of industries. Soni has helped several coachees develop executive presence, work on powerful communication, articulate in groups, public speaking, understand stakeholders and speak up assertively.

### Anirban Bhattacharya

HPI - Design Thinking Coach,  
ICF – ACC  
Founder, UBQT Design Thinking School  
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Before turning entrepreneur, Anirban spent 17 years as a Sales and Marketing professional, working for large FMCG, banks, retail giants and private equity funds across the world. In 2010 Anirban cofounded The Painted Sky and also pioneered Design Thinking coaching and consulting in India. Anirban is certified in Design Thinking from the University of Virginia, Darden School of Business. He is also one of the few Hasso-Plattner Institut (Germany) certified Design Thinking Coaches in the world. Anirban's passion in Design Thinking makes him push tirelessly as a driver for change and innovation to clients across the world. To take this agenda forward, in 2017, Anirban founded UBQT Design Thinking School as Asia's first dedicated school for Human Centered Design. Till date, Anirban and his teams have trained teams in 70+ companies in 8 countries in Design Thinking, with over 20,000 hours of coaching and consulting. Anirban has coached leaders and teams in Innovation and Design Thinking in companies like Oracle, Adobe, Akamai, Biocon, Endurance, Mercedes-Benz, Flipkart, Tesco and others.

## 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)