

Coach Activation Accredited Coaching Skills Training

February - July 2027

Overview

Gain worldclass credentials

Become a locally and globally-recognised Certified Coach with SETA, COMENSA and IAC Accreditation

Coach Activator is designed to *activate the coach within you* — whether you coach as part of your leadership role or work independently in private practice.

Activate the Coach Within You

Through intimate, strength-based group sessions (kept under 10 participants), you will:

- Learn to create a professional, ethical and transformative coaching space
- Explore your unique coaching style and niche
- Work through personal blocks and challenges
- Practice core coaching skills with real-time feedback and mentoring

This is a **deep, hands-on and accredited 5-month journey** toward coaching mastery.

dialogueSA is the only International Association of Coaches (IAC)-accredited coaching school in South Africa and a **COMENSA Gold Service Provider**, with **full accreditation** from the quality assurance body, the **Services Seta**.

The Coach Activator programme blends **hands-on practice, personal reflection, and expert mentorship** to help you build a professional, ethical coaching space and discover your unique coaching style. It enhances and accredits your present coaching skills, or develops these skills should you be a beginner. It offers theory, plenty of practice and individual evaluation, supplying you with a clear understanding of your strengths as a coach, as well as a framework for your approach



Work with real clients, receive individualized feedback, and gain internationally recognized credentials that open doors locally and globally.

Programme Highlights

- SETA-accredited, 5-month programme
- 10 real-time virtual sessions led by an internationally accredited Master Coach and Evaluator
- Three external coaching clients for practice and assessment
- Individual and group supervision, reflection and documentation
- Build a portfolio of evidence aligned to professional credentialing standards
- Join a supportive community of coaching practitioners and alumni

What You'll Gain

By the end of the programme, participants will:

- Be dialogueSA-certified
- Be SETA-accredited (upon being found Competent)
- Gain COMENSA Coach Membership
- Be on their path to becoming a Credentialed Level 1, 2 or 3 COMENSA-registered Coach
- Gain the interim Coaching Masteries certificate, which supports toward becoming an IAC® Certified Coach

Comprehensive frameworks

Using COMENSA's behavioural standards, SETA unit standards and the IAC Coaching Masteries as its foundation, you'll explore:

- Contracting, planning, structure and coaching models
- How to create vital shifts in your clients
- Finding your unique approach and style
- Reflective practice and self-awareness
- Professional ethics and conduct



These give you solid global foundational skills in coaching excellence and professionalism.

Ongoing Support and Community

Our small-group format ensures individual attention, ample practice time, and rich, relevant feedback throughout your journey.

Graduates continue to receive **guided development, peer coaching opportunities, and community support** beyond completion of the programme.

Tailored for your context

This training will be crafted specifically to meet the group's needs. The material will be customized to deal with the situations they need to train, using case studies and relevant material.

Our programmes are designed to be as effective and relevant as possible, both to the organisation and the individual. We use a responsive model that deals with your issues and concerns as they emerge so that at all times the material explored is made practical and applicable to your context.

Theory is interwoven with application and reflection.

Participants will coach three people during this training. There will be sessions observed and critiqued by an experienced coach, with group supervision, reflection and documentation. These will be to practice skills and concepts taught in the theory sessions; to get constructive feedback on them and build evidence towards your portfolio.

Duration

The Coach Activator training process takes place in twelve, three-hour sessions (9:00 - 12:00 on scheduled days spread throughout the 4/5 months.) The opening session is four hours, rather than three.

It is spread over months to allow for integration and practice time. In between face-to-face virtual sessions, participants are given specific practical tasks to complete to build their skills.

There are 12 Zoom sessions set for group learning and participants need to be able to attend all ten. Should you have a date clash, let us know, as the group is small enough to reschedule dates between us before the training begins.



The dates for the next cohort are:

- 18 February 2027; 9:00-13:00 SA time
- 4 March; 9:00 – 12:00 SA time
- 18 March; 9:00 – 12:00 SA time
- 1 April; 9:00 – 12:00 SA time
- 15 April; 9:00 – 12:00 SA time
- 29 April; 11:00 – 12:30 SA time (Portfolio of evidence briefing session)
- 13 May; 9:00 – 12:00 SA time
- 27 May; 9:00 – 12:00 SA time
- 10 June; 9:00 – 12:00 SA time
- 24 June; 9:00 – 12:00 SA time
- 8 July; 9:00 – 12:00 SA time
- 22 July; 9:00 – 12:00 SA time

Participants need to attend all 12 virtual sessions.

Outcomes

On successful completion, participants will:

- know how to plan, structure and run a coaching process more effectively
- be able to adapt material to appeal to different learners
- understand how to develop and maintain individual relationships
- direct and sustain the focus and energy through the different phases
- have had practice in coaching one-on-one
- be SETA-accredited as a facilitator/coach (once found Competent)
- gain Coaches and Mentors of South Africa (COMENSA) coach membership
- be a dialogue-certified coach
- Gain the interim Masteries certificate, which supports toward becoming an IAC® Certified Coach
- be on their way to becoming a Credentialed Level 1 COMENSA registered coach
- become part of dialogueSA's coaching community, meeting regularly for enriching Coach Colab sessions with other coaches.



dialogueSA's approach

Our workshops are always engaging opportunities to develop skill sets, share experiences and learn from others in the group. We ensure that development is relevant and integrated and participants are engaged and excited by the learning.

One of **dialogue's** strengths is how we engage and involve participants, challenging them to think differently and letting them come up with their *own* solutions to their challenges through a guided process. We utilise different learning methodologies to make learning accessible, meaningful and ensure skills transfer.

This is NOT an online programme – there are no pre-recorded videos. This is real-time, interactive, virtual training at its best which is tailored to the concerns and needed skills of the small group present.

The process provides useful tools for how to employ face-to-face techniques for guiding, motivating and collaboratively solving performance problems while helping your coachee develop to his/her fullest potential.

Frequently people have knowledge expertise and strong people skills, yet not necessarily the skills to coach, motivate individuals or ensure a definite behavioural shift. This process addresses these issues specifically.

We will adapt the programme to focus on the specific areas around being a coach in which you need improvement, and the activities and feedback will allow each to see his/her development clearly.

The approach is also very supportive, with guided development continuing even after the workshop is complete.

At the end of the process, each participant will also receive a full Assessment report and SETA-accredited Competency certificates, certified dialogue coach logos, a Masteries certificate as well as being a member of Coaches and Mentors of South Africa.

Certification and Accreditation

1. This process is aligned to US 252035 *"Select and coach first line managers"* and US 252031 *"Apply the principles and concepts of emotional intelligence to the management of self and others"*, NQF 5, 12 credits

After submitting a Portfolio of Evidence and being assessed as Competent, participants will be registered on the National Learner Database as having credits for these coaching aspects.

2. Graduating participants will also gain Coaches and Mentors of South Africa (COMENSA) membership status.
3. Once the participant has logged 150 coaching or training hours (inclusive of past experience), then s/he may be further assessed to become a certified credentialised Level 1 COMENSA coach.

Benefits are advertising opportunities; ample networking opportunities ; access to online toolkits and Continuous Professional Development - events, further Credentialing, Masterclasses

4. Once they have received their Coaching Masteries certificate and have built expertise, dialogueSA can take them through their IAC international coaching accreditation (Cost is in addition to this training programme)

Broad Outline

Self awareness and self development:

- Understanding personal strengths and limits
- Awareness and relevance in a South African context
- Understanding your strengths
- Developing a coaching body of knowledge

Context:

- Differences between mentoring, coaching, counselling and training
- Understanding adult learning
- The ideal mentor's mindset and philosophies
- Choosing models and frameworks relevant to your coaching style

Contracting:

- Contracting for clients and other stakeholders
- Contracting, re-contracting and terminating relationships in an ethical and practical way

Communicating:

- Active listening
- Creating learning opportunities
- Dealing with challenges and differences
- Challenging limiting assumptions to lead to awareness and action
- Dealing with demotivation, lethargy and the individual's temptation to quit
- Being culturally sensitive and managing diversity and personal styles of communication
- Giving feedback



Building a coaching relationship:

- Dealing with fear, doubt and judgment
- Understanding the difference between performance feedback and criticism
- Coaching relationship skills
- How to build on strengths and unique potential
- Understanding the major causes of performance problems, challenges and obstacles in a sustainable mentoring relationship

Designing actions and managing accountability:

- Understanding the limits of your scope of practice
- Understanding the role of a coach
- Establishing specific goals
- Understanding the process and how to conduct an effective relationship
- Dealing with 'expanding' the individual's thought frame and encouraging focused and results-orientated thinking
- Building independence

Maintaining a coaching presence:

- Ethics, self-management and context management
- Maintaining coaching disciplines whilst being client-centric
- How to be inspiring, adaptive and relevant
- Developing coaching and mentoring expertise

Evaluating:

- Evaluating the coaching or mentoring process

Facilitator



Lesanne Brooke is qualified in many coaching methodologies and the programme offers a mix of many approaches and practices, making it a deep process with far-reaching relevance.



- Lesanne Brooke has over 20 years' experience as a facilitator, trainer, coach and strategy executive, with specialised experience in people management and practices. She has consulted with business leaders across multiple sectors locally and abroad.
- She is an Accredited Master Practitioner and Coach Evaluator of Coaches and Mentors of South Africa (COMENSA); an International Association of Coaches (IAC) member; a certified LifeLine counsellor trained and experienced in conflict resolution, problem-solving and trauma; a Neuro-linguistic programming (NLP) practitioner and she conducts insight and semiotic research of cultural codes and trends.
- She has been an Agile practitioner since 2010 (with Agile Talent certification) and is an internationally accredited Harrison assessor for Coaching and Employee Development.
- Lesanne has been invited to be an RSA fellow – the Royal Academy of Arts and Commerce, which focuses on people who deliver change inspiringly.
- She is a specialist in adaptive transformative practice, systems thinking and design-led mindset and has board, management and leadership experience. Added to this is her warmth, intuitive approach and ability to fully connect and inspire people on all levels of an organisation.

Venue

Training will take place virtually on Zoom.

Comments from previous participants

- "The most fulfilling, thought-provoking, enriching process I have ever attended! This is learning and teaching at its best. I couldn't wait for each session. This has been a privilege and I have grown enormously. I cannot recommend this awesome process enough." *(Coach in private practice)*
- "This was the most incredible coaching experience. I have learnt so much about myself and as a coach. I feel very confident that I have been given the tools to continue coaching and knowing I have future support when needed assists as well. Every course session was entirely different, interesting and beneficial. This is something I will treasure forever." *(Coach in private practice)*
- "Learning about all these different things you can tell about your learners and assess them before you start coaching them and also realise that different people get triggered differently and are different people. In general they would respond differently. Really valuable information!" *(Government participant)*



- "I feel privileged to have been in your group. It felt like I went on a self-discovery course and will remember a lot of what I learned for the rest of my life!"
(NPO participant)
- "Very relevant course in terms of providing the understanding of learning techniques necessary to be able to apply them to my ability to coach and facilitate."
(Facilitator in corporate)
- "Very practical and informative. The facilitator was excellent. She took me out of my comfort zone without making me feel threatened. I learned a lot."
(Ops Manager)
- "This has been an awesome experience with a genuine, inspiring, fantastic facilitator. Thank you so much! My key learnings have been the flow of the coaching process; the structure and the language around coaching."
(HR manager)
- "I loved that the programme presented a space where the facilitator's expertise guided us but where we could still make the process our own. It was in all aspects a fundamental process that will stay with me for the rest of my life."
(Coach in private practice)

Assessment

During the training, thorough, personalised and focused feedback will be given. Participants will be assessed on specific rubrics and be able to see their own improvement.

For their Portfolios of Evidence, participants are clearly guided through the assessment and portfolio-building process so that it becomes unintimidating and entirely manageable. The process is very transparent, showing them what and how to prepare, and how each aspect of coaching and mentoring will be assessed. The facilitator will help them complete and file documents in their portfolios at a steady pace throughout the training, so that it becomes a productive, manageable process to complete.

This NQF-aligned assessment involves assignments, observed demonstrations, workplace evidence, and self-, peer- and facilitator-assessments of each participant.

Participants can clearly track the development of their skills and see where and how to improve.

The Credentialed process can take place after an accumulated 150-hours of past and present coaching/training experience and involves a final assessment. As **dialogue** is a COMENSA Gold level accredited training provider, we can assess participants for this at this later stage



Follow-on support

dialogue believes that follow-up support is what make the difference between learning about new trends and actually implementing these changes. It often takes time to internalise information, break old habits and feel comfortable with a new style. For this reason, after the workshop, participants may make use of our help service.

After the training is completed **dialogue** offers e-mail/telephonic support, whereby the participant can consult with the facilitator on any future coaching problems s/he may experience. This continues for as long as the participant needs the support and is free of charge, unless an in-depth individual coaching session is required.

Brief facts about dialogue

- Five-time award winner for Change management, Leadership Excellence and Customer Service
- Women-owned EME established in 2000
- Level 2 BBBEE contributor
- Full Accreditation with the Services SETA, accredited programmes with the Public Services, Education Training and Development Practices and Wholesale and Retail SETA's
- Registered COMENSA (Coaches and Mentors of South Africa) member, with a Master Practitioner and Level 3 Evaluator as part of our team
- Registered assessors and moderators as part of our dialogue team
- Authentically committed to developing communication skills, spending up to 12% of our profits annually on Corporate Social Investment
- A recognised Service Provider for a wide range of industry leaders.

dialogueSA Accreditations

- International Association of Coaching (IAC®) — Accredited School
- COMENSA — Gold Service Provider
- Harrison Assessments — Internationally Accredited Assessors
- South African SETA — Accredited Provider
- Mental Toughness Assessment – Accredited MTQ Plus assessors
- Future Readiness skills Assessment – Accredited Capability FX assessors



Investment

The cost of this five-month training is R30 000.00 excluding VAT per person, for the personalized five-month journey.

Should an individual be paying in their own capacity, this cost will be reduced.

This cost includes:

- 12-session accredited training
- Specific crafting of the course to meet your training/coaching requirements
- All course materials and individual workbooks
- Personalised plans for improvement
- Ongoing support after training
- Pre-assessment briefings for SETA-aligned process
- Full candidate guides
- Assessing and moderating portfolios of evidence
- Individual candidate assessment support meetings where appropriate
- Face-to-face sessions for those Not Yet Competent
- Written assessment and moderation reports for individuals and group
- COMENSA membership for a year
- Completion, Competency, Masteries and dialogue-certified coach certificates

All costs exclude 15% VAT.

Please feel free to chat to us to find out any more details. We look forward to working with you!

Amanda Holt and Noloyiso Poto
Directors

