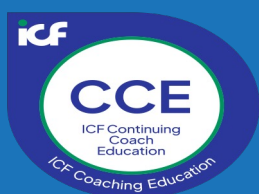




CERTIFIED COMMUNICATIONS COACH BROCHURE





PROGRAM SUMMARY

The Certified Communications Coach™ program is an intensive, psychologically informed, ICF-aligned certification designed to help coaches, leaders, and professionals master the art and science of communication.

Participants learn to understand the psychology behind behavior, identity, and interpersonal dynamics, and develop the ability to coach others toward confident, authentic, and impactful communication.

The curriculum combines advanced communication models (Ladder of Inference, SCARF, Nonviolent Communication), emotional and social intelligence, personality and identity frameworks, and our signature VOICE™ framework alongside the API model. Through live training, peer practice, mentor feedback, and supervised coaching, participants build a strong foundation in presence, listening mastery, questioning techniques, and communication coaching skills essential for real-world impact.

Graduates will leave with the ability to help clients uncover their authentic voice, navigate conflict, manage stress, develop confidence, and communicate with clarity and authority across personal and professional contexts.



BENEFITS OF ATTENDING

- ▶ **Develop advanced, science-backed communication coaching skills designed for real-world professional and personal transformation**
- ▶ **Deepen your understanding of human behavior, identity, and communication psychology to elevate every coaching conversation**
- ▶ **Master emotional, social, and conversational intelligence to help clients regulate emotions, express themselves authentically, and build relational resilience**
- ▶ **Learn evidence-based communication frameworks—including SCARF, Ladder of Inference, Nonviolent Communication, API™, and VOICE™—and apply them with confidence**
- ▶ **Gain hands-on experience through coaching labs, role-plays, microexpressions practice, and real communication scenarios from leadership, life, and interpersonal contexts**
- ▶ **Build the expertise to coach clients through challenges such as conflict, confidence blocks, miscommunication, public speaking anxiety, boundaries, and self-expression**
- ▶ **Strengthen your professional credibility with an ICF CCE-aligned certification grounded in coaching ethics, psychological safety, and communication mastery**

MODULES



Module 1: Foundations of Communication & Coaching

Themes:

- *Psychology of awareness & self-communication*
- *Intrapersonal vs interpersonal dialogue*
- *Filters: biases, culture, values, identity*
- *Presence & Listening (ICF competencies)*

Tools: Johari Window, Inner Dialogue Mapping

Module 2: Emotional, Social & Conversational Intelligence

Themes:

- *Emotional Intelligence (Goleman)*
- *Social Intelligence & attunement*
- *Conversational Intelligence (Glaser)*
- *SCARF — understanding threat/reward in conversations*

Tools: Emotion Wheel, SCARF, STEPPA

MODULES



Module 3: Personality, Identity & Communication Styles

Themes:

- *OCEAN / DISC personality mapping*
- *Identity formation and its effect on communication*
- *Adapting your communication to client personality*
- *Building rapport across diverse profiles*

Tools: Personality Assessments, Rapport Models

Module 3: Personality, Identity & Communication Styles

Themes:

- *Ladder of Inference*
- *Cognitive distortions & reframing*
- *API™ (Authority–Presence–Impact)*
- *VOICE™ Framework for communication coaching*

Tools: Ladder worksheet, API self-assessment, VOICE™ prompts

Module 5: Coaching Applications, NVC & Final Integration

Themes:

- *Designing communication-centered coaching sessions*
- *Nonviolent Communication (NVC)*
- *Conflict navigation, boundaries, confidence & expression*
- *Ethics & psychological safety in communication coaching*

Tools: NVC models, communication scripts, feedback sheets



DURATION: 5 Weeks

Virtual:

(30 Training Hours)

- Every Monday & Wednesday
6.00–9.00 pm

ABOUT US:

Growth Coaching Academy (GCA), an ICF Approved Coaching Education, is at the forefront of empowering professionals with the essential soft skills needed in today's fast-paced work environment. Our mission is to unlock the potential within each employee and manager, fostering an atmosphere of growth, efficiency, and enhanced interpersonal dynamics. Specializing in a wide array of soft skills training, we equip individuals with the tools necessary for impactful leadership, coaching skills, effective communication, peak performance, social intelligence, building trust, among others.



THE TRAINER

Leadership & Performance Coach

Randa Karime is the founder of Groath Coaching Academy (GCA). She is a Master Certified Coach (MCC) and an Advanced Certified Team Coach (ACTC) and a Mentor Coach Specialist with extensive experience in Coaching, Training, Mentoring and Consulting. She specializes in Leadership, Performance and career coaching where she supports her clients during their strategic career transition, and partners with them throughout their career development journey by motivating them to reach their highest potential and holding them accountable to attain their desired goals.

She has more than 22 years of experience in the HR field where she occupied the position of HR Manager in various reputable organizations across the Levant & GCC where she was able to support many individuals to develop their job descriptions, career paths and enhance their performance levels.





CONTACT INFORMATION

For registration and In-House training:

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