



CONTACT: Jennifer Corbin  
CoachInc.com  
1-800-329-5655  
[president@coachinc.com](mailto:president@coachinc.com)

**For Immediate Release**

**CoachInc.com Announces New Coach Training Program  
– *Students Benefit from Enhanced Core Essentials Program with Advanced Personal and Corporate Coaching Curriculums* –**

**ICF Conference, Québec City, Québec, Canada – November 5, 2004** – CoachInc.com, the leading provider of coach training programs worldwide, today announced it will be offering a new and enhanced coach training program. The new program will include a common Core Essentials Courses with an option of either the Coach U Advanced Coach Training Program or Corporate Coach U's Corporate Coaching Program.

Students enrolling for coach training to begin in February 2005 will receive the new curriculum and have access to CoachInc.com's new three-book set. The book set is designed as a text and workbook for the CoachInc.com's new training program and includes the Coach U Personal and Corporate Coach Training Handbook, Coach U Personal Development Workbook and Guide, and Coach U's Essential Coaching Tools in print and on compact disc. Students will also receive numerous forms and assessment tools exclusive to the CoachInc.com coach training programs.

"These enhancements to the CoachInc.com programs will streamline our coach training into one comprehensive Core Essentials Course that will provide to every student a strong foundation in coaching principals and techniques, and then give individuals an option to go on to an advanced curriculum to meet their individual goals," said Sandy Vilas, CEO of CoachInc.com. "As the leading coach training in the world today, CoachInc.com is committed to continually expanding the scope of our trainings with state-of-the-art class content, reference materials and client programs that reflect the latest advances in the coaching field."

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Although CoachInc.com's program will be revised to meet today's advancements in coaching, it will remain centered around CoachInc.com's guiding principles –

1. People have something in common
2. People are inquisitive
3. People contribute
4. People grow from connection
5. People seek value
6. People act in their own interest
7. People live from their own perception
8. People have a choice
9. People define their own integrity.

The Coach Training Program™ (CTP™) meets the academic requirements for becoming an Associate Certified Coach (ACC), Professional Certified Coach (PCC) or Master Certified Coach (MCC) through the International Coach Federation (ICF). The Corporate Coaching Program™ (CCP) meets the academic requirements for becoming an Associate Certified Coach (ACC), Professional Certified Coach (PCC) through the International Coach Federation (ICF).

### **About CoachInc.com**

Since 1992, CoachInc.com has trained the finest personal, business and corporate coaches in the world by educating more than 11,000 students and graduates in 51 countries to become coaches through its Coach U and Corporate Coach U programs. CoachInc.com's faculty of professionally trained, experienced, ICF certified coaches train students to coach, build a coaching practice, integrate coaching skills into their current life or work, and develop a strong personal foundation. CoachInc.com continues to enhance and update its class content, reference materials and client programs to reflect the most recent advances in the coaching field. This commitment to quality, combined with expert training, proprietary tools and ongoing support, ensure coaching success. For more information: [www.CoachInc.com](http://www.CoachInc.com) or 1-800-48COACH.

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