



# Bossert Integrated Academy

Human Partnering – Executive Coaching

Bossert Academy  
2027 – Cohort 15

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# World class executive coaching

Our course is suited **for leaders who want to receive a world class executive coaching education** – and who seek true personal transformation.

- The course was specifically designed for a global business clientele, focusing on cultivating humanity skills in the times of AI.
- This program holds full ICF Level 2 accreditation, offering 125 hours of coaching education ready for PCC credentialing after gaining the required practice hours.
- Designed and facilitated by top international executive coaches and trainers, the course offers access to state-of-the-art insights and methods from globally acclaimed experts in executive coaching.
- The course is for ambitious learners and we go well above the basic PCC level coaching needed for the exam in what we teach.
- Intensive learning with 80% direct interaction with the trainer and peers, significantly exceeding the required 50%, while remaining concise and covering a broad range of coaching approaches.
- This course prepares you well, whether you want to start a career as a professional coach or extend your repertoire as a leader.

# The Bossert Integrated Academy

We call this program “**Integrated**” as it combines two distinct yet interconnected phases of coach training.

The first half aligns with ICF Level 1 accreditation, equipping participants with the foundational skills required for ACC certification.

The second half builds on this foundation, advancing to ICF Level 2 accreditation with 125 hours of training and preparing participants for PCC certification.

## Benefits offered throughout the course

Understand core competencies, skills, tools and processes of professional coaching of executives. Integrate your business and leadership experience with coaching skills.

Create a positive impact for and with your coachees by helping them to gain crucial insights. Understand the human source code to drive change for individuals, teams and organizations.

Extend your own self-awareness by being coached and by coaching yourself during the program. Work with the resources of your clients instead of your own resources when helping others.

**Profound  
skills**

**Positive  
impact on  
clients**

**Self-  
development**

## The leader as a coach

Coaching skills are key for leading: you will foster growth and ownership in the adults you lead.

To lead people well requires coaching skills more than ever before.

In times of artificial intelligence, work becomes more focused on real human skills.

Coaching can be done as part of the job as well as besides the job.

## The professional coach

For working with individuals, teams or organizations you always need to know the source code of human behavior and how to alter this positively, which you learn in your coach training.

Many start their second career as a coach only years after their training. Your previous experience supports your USP and your market entry.

### Personal development

To truly help others see their biases and inner belief sets, we need to be aware of our own values and belief sets.

Barriers to supporting others will become visible and can be worked on during the course, supported by our hand-picked external partners.

# Why become a coach?

# State of the art coaching training

## Education by multiple master coaches

World class education is guaranteed through learning from four senior executive coaches (PCC accredited).

You will learn from two ends: one of your trainers is a Gestalt Therapist while the other has a strong business background.

## Condensed set-up of workshop content

Only three intense, on location workshops of four days each (Thursday-Sunday) - the rest of the program is self-organized and virtual.

The set-up makes it possible to participate in the program besides full-time, demanding jobs.

## Full Level 2 accredited program by ICF

Fast track to ICF credentialing with the full Level 2, 125 hours program: Exam at PCC level long before the 500 hours of experience that it usually takes to get to that skill-level. International Coach Federation (ICF) as biggest global certification institute.

## Work in a modern way

You will know how to coach online and in English which is key today. You will have a safe environment to get safety. You can always also practice in your mother tongue externally.

Our Learning management system Learnworlds is full of contents and guidance along the process.

Our director Katja is available per chat (slack) anytime for Q&A for you.

## Learn with great peers

International executives are your peers: you learn to coach with your future target group. You will be surrounded by ambitious learners and enjoy an environment of high learning intensity.

## Personal development

The 8-month period gives participants time for their own personal development and allows them time to master all the learned skills.

90% pass the exam at PCC level: practice and self development counts.

# Systemic coaching included in the ICF Framework

## ICF Professional Coaching Framework

### ICF 8 Competencies

1. Demonstrates Ethical Practice
2. Embodies a Coaching Mindset
3. Establishes and Maintains Agreements
4. Cultivates Trust and Safety
5. Maintains Presence
6. Listens Actively
7. Evokes Awareness
8. Facilitates Client Growth

Ethics | Competencies |  
Process Quality

Motivational & Positive  
Psychology | Learning Research |  
Goal & Action Models

Systems theory | Context |  
Relationships | Circularity |  
Constructivism

## Evidence-Based Coaching Components

## Systematic Coaching

# Your journey to become a coach

Becoming a coach entails much more than learning professional coaching techniques. It requires the careful study and application of the techniques. Over time you to develop a true coaching mindset – one of deep respect for each and every coachee.

This non-judgmental attitude opens yourself up to inner freedom.  
Most of our alumni say that the program has had a truly transformational effect on them personally and professionally.

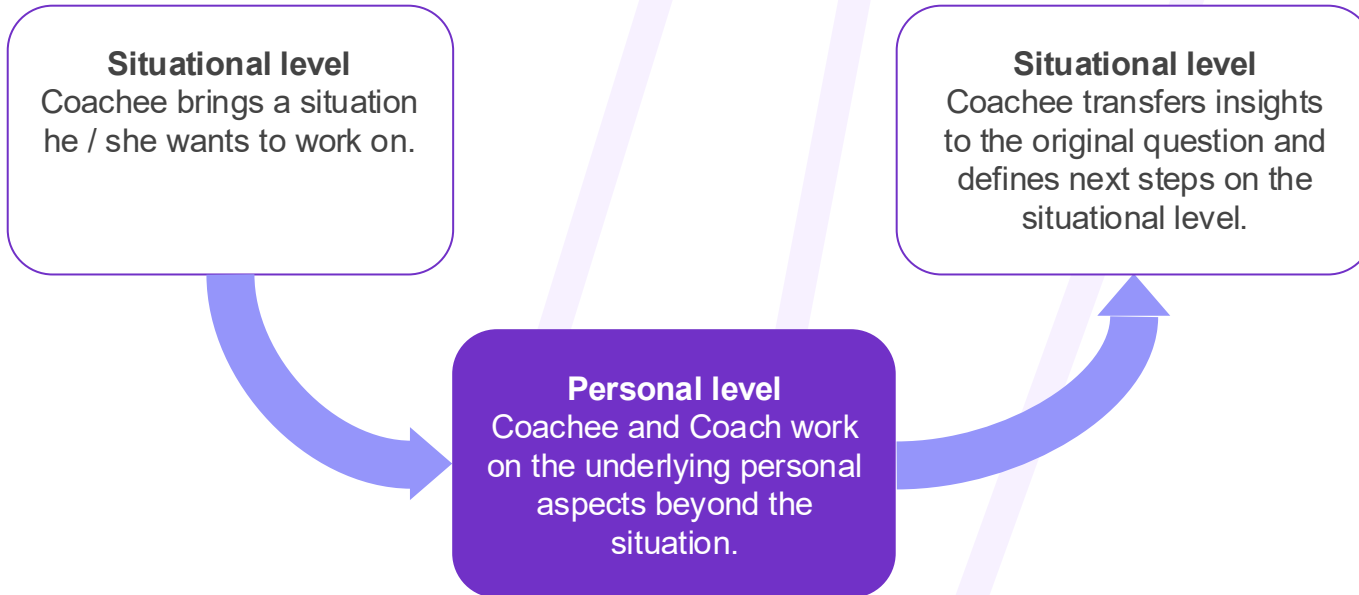




# Our philosophy - true development of the individual

Our coaching approach lifts the situational issue to the personal level. We drive a true personal development that enables the coachee to master the current situation and to learn about themselves as a person.

By doing so, the coachee is prepared for new challenges. This approach requires a true interest in the person you are coaching and an extended understanding of inner dynamics.



# Practice is key - we support you getting started

A key part of our course is gaining experience from real coaching relations. Finding coaching clients might be challenging in the beginning – we support you getting started! First with peer coaching, then with cross referencing of friends, family and colleagues of your  $\approx 12$  inspiring peers, then our through our NGOs.

Through our close cooperation with several high-profile partners and pro-bono initiatives, we support you in getting interesting coaches to work with, so you can collect your coaching hours while also supporting great causes.

All sessions beyond 125 program hours count towards your credential of ACC/PCC!

Some of our selected partners...



Technische Universität München

**JOBLINGE**



...and many more

# A wide network for lifelong success

**Inspiring  
community of  
350+ alumni**

Connect with a  
highly-impressive  
community of  
international leaders  
& coaches.

**Exclusive Access &  
Global presence**

Private LinkedIn group with  
fruitful content, skills building,  
supervision, networking and  
inspiring talks. Active hubs in  
big cities in Europe e.g.  
Munich, London, Zürich,  
Amsterdam etc.

**Regular local  
meetings**

Transition from  
digital networking to  
real-world impact  
with regular face-to-  
face gatherings





## Our alumni say ...

“Very intense. Very professional.  
Very demanding. Extremely fun.”

“What is my biggest takeaway from this course? Rediscovering myself with great teachers in an extraordinary team.”

“Great, concise, and clear program. Instant classic, New York Times Bestseller.”

“Highly professional school with outstanding trainers, going the extra mile because they personally fully believe what they are doing. In addition to the pure diploma, you get a personal journey with eye-opening experiences that are very valuable. Great process, great personal experience.”

“I came with the desire to become a coach and left as deep believer in people and their ability to grow. Thanks to the passion of Katja and her team, I turned into a person I never expected to be able to grow to”

– Kristin Kollert

# Course timeline - 125 hours of training in total

6 weekdays in  
total

Month

1

3

8

## Workshop 1

Foundations



6 hrs peer coaching.  
Deliver 1 recording, 1 transcript and 1 self-assessment.  
Experience at least 6 hrs in peer coachee role.

Peer Study  
Group

2 hrs GMC

Self Study (BA  
learner's portal)

0,5 hrs IMC

## Workshop 2

Science, art  
and practice



Min. 8 hrs external coaching.  
Deliver 1 recording, 1 transcript and  
1 self-assessment.

2 hrs GMC

Essay

0,5 hrs IMC

Peer Study  
Group

2 hrs GMC

Self Study  
(BA learner's portal)

## Workshop 3

Business /  
Observed  
Coaching



## Post Course

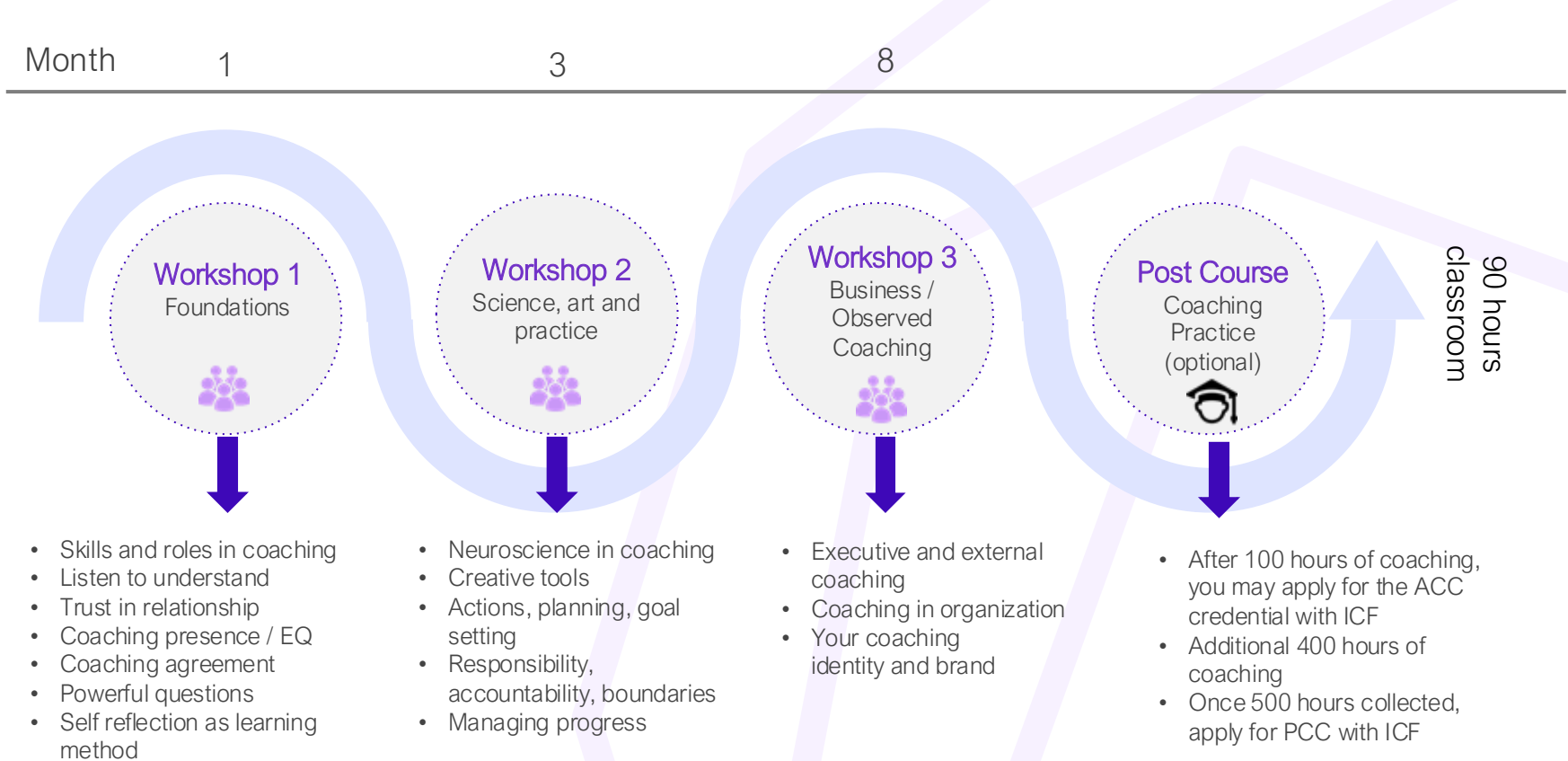
Coaching  
Practice  
(optional)



90 hours  
classroom

35 hours  
remote,  
self-organized

# Course content



# Workshop contents in detail

| Workshop #                                        | Content delivered                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
|---------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Workshop 1</b><br>Foundations                  | Definitions of coaching, Roles and responsibilities in coaching, Active listening, EQ, Transactional analysis<br>Overview on coaching competencies by ICF<br>Practice in detail on Coaching Agreement, Trust and Presence, Ethical code (cases) and coaching mindset, Facilitating client growth<br>First understanding of creating awareness<br>Other: Group contracting, observed coaching practice for all, Peer study group formation, demo coaching by 2 master/professional coaches                                                                                                                                                                                        |
| <b>Workshop 2</b><br>Science, art and practice    | ICF Competencies: Creating Awareness and Designing Actions, Planning and Goal Setting (tools). Managing Progress and Accountability.<br>Brain science: the brain and stress (performance curve), left brain and right brain, creativity tools in coaching, neuroplasticity, brain and body- tools in coaching.<br>Coach maturity by Clutterbuck, coach identity and coaching styles, your Why-What-How (Sinek)<br>Other: coaching practice with brain science tools. One day of supervised coaching practice. Mindfulness practice with link to brain science.<br>[Optional] Demo coaching from 4th master coach. 'Philosophy of Coaching' speech along with BA Alumni in Munich |
| <b>Workshop 3</b><br>Business / Observed Coaching | Review of all Coaching competencies and PCC markers<br>Group coaching and team coaching. Coaching in the context of organizational development. Executive coaching (cases)<br>Other: 1 day of supervised coaching practice with external clients<br>ICF credentialing process and how to start your business, your USP. Closing Ritual (practice group coaching)                                                                                                                                                                                                                                                                                                                 |

# Bossert Academy faculty



**Katja  
Bossert**

- Founder of the Bossert Academy, MDP of Bossert Associates
- Executive coach
- Specialist in leadership development
- Recognized for developing female leaders and supporting them in fulfilling their career potential in large corporations



**Krisztina  
Madai**

- Executive and career coach, spiritual coach
- Co-creator of the ECVision European Coaching and Supervision framework
- Co-designed and delivered major cultural change programs for Ericsson Hungary which was finalist in the 2016 ICF Prism Award



**Anna  
Inama**

- Executive Coach, Coach Trainer and ICF Mentor Coach & Supervisor with a focus on leadership transformation, help them become high performing, to develop a strategy and vision
- Masters in Organizational Development, additional specific psychological training tools, and a strong intercultural background



**Yda  
Bouvier**

- Senior executive coach at Yda Bouvier Ltd
- Specialist in neuroscience and how insights from this field can be translated into practical application for leaders
- Deep business background, MIT Sloan alumna
- Author of *Leading with the Right Brain*



**Kathleen  
Lambrechts**

- Executive Coach with a lawyer and corporate background
- Highly Experienced facilitator and leadership developer
- Expert on resilience and psychological safety
- Focus on supporting leaders in high pressure environments



**Dr. Götz  
Schmidt-Bossert**

- MDP of Bossert Associates and master architect of its leadership programs with 20 years of experience as an entrepreneur and leader
- His drive lies with expanding the canon of leadership by uniting modern approaches of agility and innovation with the Enlighten philosophy of individual freedom



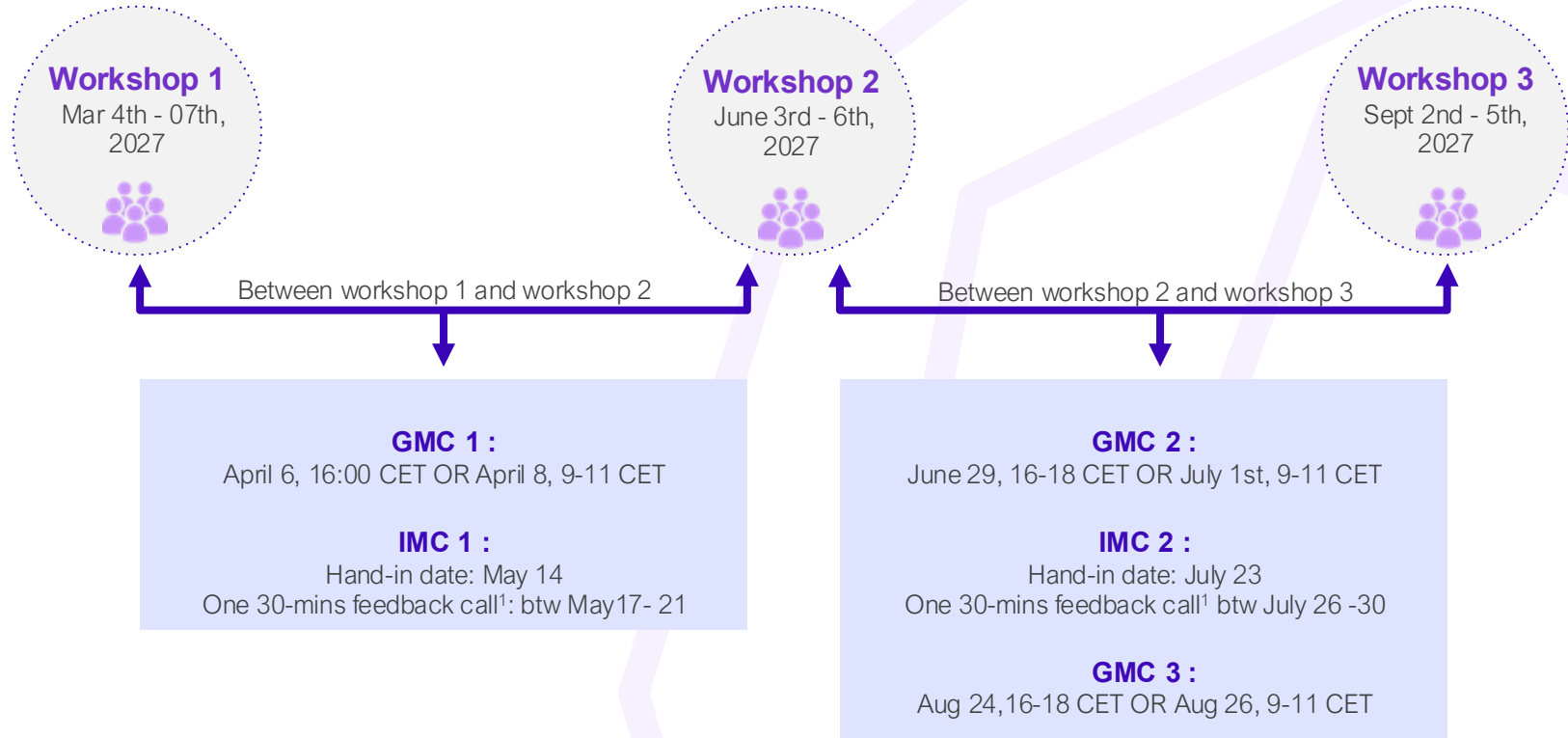
# Workshop Dates



Note: The in-person workshops include **only 6 working days**. Running from 9-18 for day 1,2,3 and 9-15:00 for day 4

1) Signing up between the pre-call and workshop is possible

# IMC and GMC Dates (Virtual)



1) Final dates for IMC calls to be decided based on participant preference

# Investment

## Training Fee:

EUR 15.500 net<sup>1</sup>  
No VAT will be added<sup>2</sup>

**Training fee to be paid  
until start of first  
Workshop<sup>3</sup>**

A minimum of 75% attendance is mandatory.  
Further expenses like travel and hotel fees are to be carried by the participants.

## Workshop 1, 2 & 3

- **Location:** BA Learning Villa in Munich
- **Hotel:** Participants are free to book their own accommodation. Being together all in one place is however nice and recommended. We can suggest Hotels and dinner places and will coordinate being together.
- **Meals:** Bossert Associates will provide free snacks and drinks. Meals are not included. We will organize lunches as delivery group orders and recommend to join at least 2 of 3 dinners with the peer group.

**Additional costs:** Hotel accommodation & meals

1) Special conditions are possible (payment in installments, academic discounts, special arrangements)

2) According to § 4 No. 21 a) bb) UStG we are exempt from sales tax for these courses by the Government of Upper Bavaria, subject area 21

3) Three installments, 1/3 before each workshop, are possible. Other payment options can be discussed.

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# Workshop Location - BA Learning Villa in Munich

Our Learning Villa at Großhadern in Munich is the home of BA and close to the city center, with a choice of hotels nearby. We offer our own premises with a cozy workshop setting, making it not only more affordable for you, but you will also be free to stay and spend time with your peers in study groups or have dinner together. Garden and kitchen are available to you.

Bossert Associates GmbH  
Leadership Development  
Toemlingerstr. 19,  
81375 München, DE



# Over half of the program, we are together in workshops



① Workshops – 3 x 30 hrs (including 6x being observed by a trainer with 4 written reviews and 4 hrs mentor coaching) **90 hrs**

② Group Mentoring Coaching – 3 x 2 hrs **6 hrs**

Build your own library of coaching recordings to learn from<sup>1</sup>

③ 2 IMC – 2 x 3 hrs  
• Coaching audio recording (20-40 min) <sup>1</sup>  
• Transcript <sup>1</sup>  
• Self Assessment  
• 30 min call with mentor coach **6 hrs**

④ Self-study and essay **5 hrs**

⑤ Peer Coaching - 6 hrs  
External coaching – 8 hrs **14 hrs**

⑥ Peer learning - 5 hrs  
• Peer study groups  
• (Being coached) **5 hrs**

Our training director  
would love to get to know  
you:

[Book a 30 min call here](#)

**Σ 125**

<sup>1</sup> store with your client's permission

# This Level 2 education allows you an ACC and a PCC credential with ICF- also years after



125 hrs  
BIA  
Bossert  
Integrated  
Academy



Coaching  
experience  
100 hrs  
(75 paid<sup>1</sup>)



Coaching  
experience  
500 hrs  
(450 hours paid<sup>2</sup>)



3 hrs online ICF  
Credentialing  
Exam

ICF Member: US\$175  
Non-Member: US\$325

3 hrs online ICF  
Credentialing  
Exam

ICF Member: US\$375  
Non-Member: US\$525



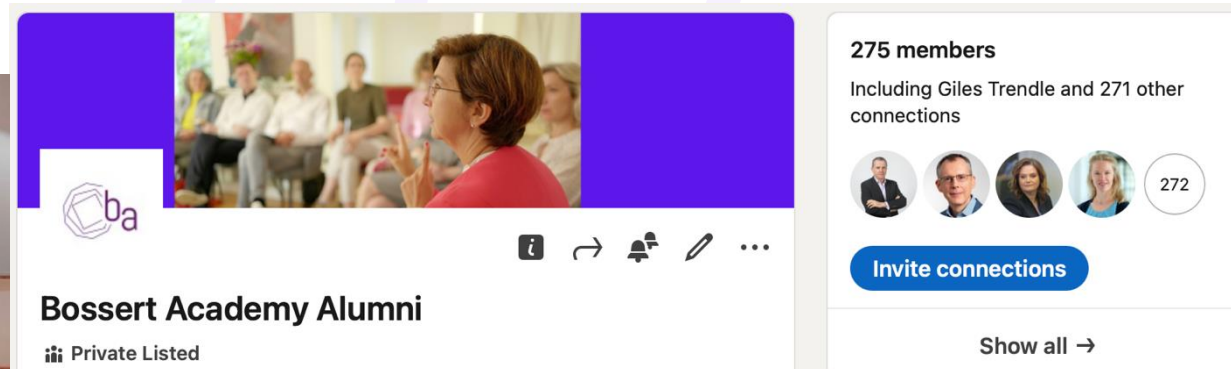
- 1) 75 hours must be paid coaching
- 2) 450 hours paid coaching (Paid: salary, barter deals and low payment ok), 25 clients min. 50 hours must have occurred within the 18 months prior to submitting the credential application. At least 450 of the hours must be paid. All hours are counting since day 1 of your program start (pre-call) except those counted as part of the 125 program hours already.
- 3) Retake costs 105 US\$ with ICF

Note: all fees are subject to change by ICF

# A lifelong community

## Your engagement does not end with your certificate!

- Our >300 alumni gather on our private online community on LinkedIn
- We meet for evenings of learning and connection monthly in Munich and regularly in other cities, like Amsterdam, Zurich or Berlin
- Supporting each other with friendship, coaching or business ideas, lifelong, for free!



# Registration

Book a 30-minute discovery call with Katja Bossert to learn more about the program and gain admission.

Admission: a chemistry check in a call with our Training Director Katja Bossert prior or post registration is needed.

+ + + [Register here](#) + + +

You can always secure your seat by registering as we apply the first-come-first-served principle.  
Registration possible until the first workshop (after pre-call)

Feel free to contact us for further information at [academy@bossert-associates.com](mailto:academy@bossert-associates.com)