



Professional Certificate in Executive Coaching

ICF - ACC Path • Multidisciplinary • Peer-level Cohorts





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Learn to develop the one skillset AI can't replace: human leadership under fire.

Claristrat certifies systemic and depth-capable executive coaches who create lasting clarity, presence, and resilience when it matters most.



FABIANA PEREIRA HOTZ, PHD

Founder & CEO Claristrat Institute





Why join?

THE POWER TO REFRAME

Most coaching programs equip participants with basic questioning techniques and ethical requirements that check the boxes of the ICF competencies. Valuable, but too often delivered mechanically and anecdotally, with little integration across disciplines. The result: coaches who can apply techniques, but rarely transform leaders.

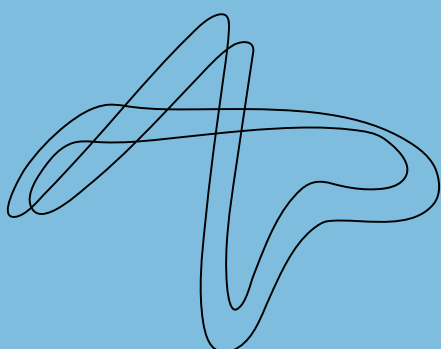
Claristrat was created to change that. Our method goes beyond superficial form and motion, using experiential learning to help cohorts of senior peers build a rigorous foundation of embodied ICF competencies. We integrate systemic fluency, depth psychology, and neuroscience so that Claristrat-certified coaches can create lasting impact at the level of identity, relationships, and enterprise systems.

AT YOUR LEVEL

Claristrat is **designed for senior professionals** who want to empower their portfolio careers by translating lived experience into executive coaching and advanced advisory mastery.

This is not an entry-level coaching course. It is a peer-level environment where participants **refine listening skills**, expand **systemic vision**, and learn to guide others through the complex demands of **high-stakes leadership**.

Participants will typically be experienced executives and advisors preparing to add ICF certification to their portfolio careers, senior professionals in transition who want to channel their leadership into a new practice, and talent **leaders committed to depth and lasting impact**.

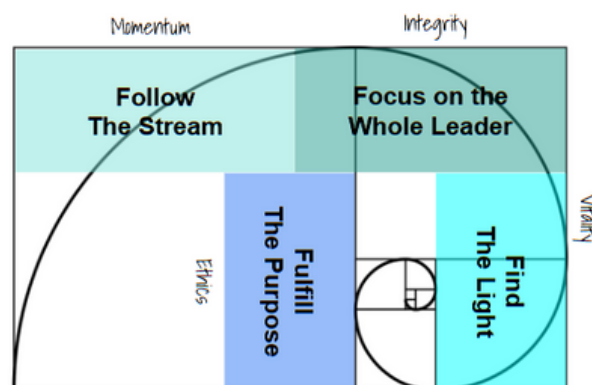




Claristrat Core Method™

THE FIBONACCI FLOW

The Claristrat Core Method™ is built on an organic yet structured progression of coaching phases and competency development that mirror the real journey leaders face in high-stakes systems - including the way they speak about it: non-linear, layered, and evolving.



THE CLARIPATH™

The process begins with Intentional Awareness, where trust, shared objectives, context, and self-knowledge establish the foundation.

It then advances into Dynamic Meaning, where systemic reflection and reframing expand vision and unlock new options.

Finally, it culminates in Iterative Transformation, where purpose, pathfinding, and expansion anchor ongoing change in durable, self-correcting action.



REWIRING SKILLS

Across all phases, coaches are guided by seven ICF-mapped the Claristrat Core Method™ Competencies.

This rewires coaches to flow fluidly between identity, system, and strategy, supporting the client's integrated leadership journey well beyond immediate goals.

Claristrat Coaching Competencies

1. Trust Foundation <ul style="list-style-type: none">Model ethics, governance, and self-managementOperationalize agency, boundaries, and inclusionEstablish psychological and contractual safety	6. Decision Integrity for Purpose Fulfillment <ul style="list-style-type: none">Summarize to ensure shared understandingRespect client privacy, pace of insights and decisionsValidate connection between values and actions	7. Mastery Across Traditions <ul style="list-style-type: none">Displays required functional knowledge of disciplines supporting coaching goals<ul style="list-style-type: none">Strategic LeadershipSystems ThinkingLeadership PsychologyAdult DevelopmentApplied NeuroscienceOrganizational ScienceChange ManagementEthics & DEIGovernanceBehavioral ScienceBusiness DesignService DesignAgile InnovationSustainability
2. Situational Analysis <ul style="list-style-type: none">Map context, stakeholders, relationshipsEffectively surface relevant omissionsIdentify drivers of urgency and change		
3. Self Knowledge <ul style="list-style-type: none">Reveal identity, frameworks, and resilienceSurface disowned traits, resistance, and biasPromote reflective self-authorship		
4. Dynamic Meaning <ul style="list-style-type: none">Facilitate systemic reflection and understandingGuide shifts in perspective to expand insightsExpand coherent visioning and option curation		
5. Iterative Transformation <ul style="list-style-type: none">Incite self and client accountability and growthSupport agile integration of ambiguity and feedbackArticulate lessons learned, invite goal iteration		





Mastery across traditions

The Claristrat Core Method™ is built on a layered foundation of disciplines that together create depth, rigor, and real-world relevance.

CORE

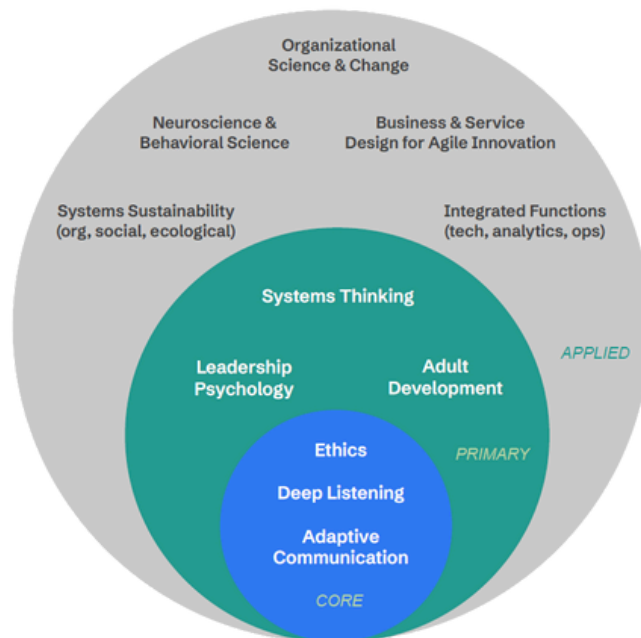
Always-on, non-negotiable approaches that ground trust and ensure every conversation is both principled and impactful.

These are ethics, deep listening, and adaptive communication. Without them, no sustainable exchange is possible.

Most coaching programs' curriculum end here, limiting communication skills to short term goals oriented coaching arcs.

APPLIED

Practical lenses that help Claristrat coaches meet leaders where they operate - with strategies that make coaching relevant, systemic, and immediately actionable.



PRIMARY

Disciplines that expand perspective and enable coaches to hold complexity with clarity and co-create meaning with clients.

These are systems thinking, leadership psychology, and adult development theory.





Program design

The Claristrat Core Method™ unfolds over 12 weeks across three developmental arcs. Each arc combines systemic fluency, depth psychology, and adult learning science with practical coaching essentials: from contracting and assessments to team dynamics and ICF portfolio readiness.



INTENTIONAL AWARENESS (WEEKS 1–3)

#01

Learners establish the coaching container through contracting, values work, and embodied presence. They gain fluency in listening, assessment baselines (Hogan, VIA, MBTI), and ethical boundaries that create safety for transformation.

DYNAMIC MEANING (WEEKS 4–7)

#02

Here, coaches learn to navigate complexity by decoding systems, stakeholders, and narratives. They practice multi-perspective coaching, team coaching foundations, and reframing methods that unlock new options for leaders under pressure.



ITERATIVE TRANSFORMATION (WEEKS 8–12)

#03

The final arc anchors durable change. Coaches guide clients through decision integrity, power and influence, resilience, and regenerative practice - while learning to document progress, build coaching assets, and align work with ICF portfolio requirements.

WHAT COACHES MASTER ALONG THE WAY

- Selling and contracting with clients & organizations
- Ethical boundaries, psychological, and somatic safety
- Using assessments (Hogan, 360s, DISC, MBTI, etc.)
- Working at depth with individuals, teams, and systems
- Documenting progress for ICF certification





Weekly outline

The Claristrat Core Method™ unfolds over 12 weeks across three developmental arcs. Each arc combines systemic fluency, depth psychology, and adult learning science with practical coaching essentials: from contracting and assessments to team dynamics and ICF portfolio readiness.

I - Intentional Awareness Learning Arc

W1

PRESENCE, TRUST, VALUES

What: Contracting foundations, values work, and nervous-system-informed safety.

Why: Establishes trust and stability so transformational coaching can unfold.

W2

LISTENING AND SILENCE

What: Mastering attention styles and the coaching arc.

Why: Builds presence (coaching gravitas) as a superpower, enabling deeper client breakthroughs.

W3

EMOTIONS AND ARCHETYPES

What: Decoding somatic signals, emotional loops, and archetypal triggers.

Why: Expands capacity to surface resistance and unlock hidden strengths.





II - Dynamic Meaning Learning Arc

W4

SYSTEMS THINKING

What: Frameworks for complexity, interdependence, and organizational dynamics.

Why: Equips coaches to help leaders see beyond symptoms in complex, fast-changing situations.

W5

STAKEHOLDER DECODING

What: Mapping actors, archetypes, and agendas.

Why: Equips coaches to help clients navigate political and change landscapes with clarity.

W6

PURPOSE AND DIRECTION

What: Synthesizing values and goals into a clear, future-driven anchor for decisions.

Why: Grounds decisioning around what matters, reducing noise and drift, improving influencing power.

W7

DECISION INTEGRITY

What: Aligning choices with purpose, context, and intuition.

Why: Equips coaches to help clients make consistent, grounded decisions under pressure.





III - Iterative Transformation Learning Arc

W8

RESILIENCE AND BURNOUT

What: Coaching energy design and regenerative practices.

Why: Prevents dropout and sustains high-performance capacity.

W9

REFRAMING

What: Narrative repatterning and symbolic rewriting.

Why: Shifts identity stories that keep clients stuck, unlocking new action.

W10

RELATIONAL POWER

What: Cultivating clean authority, navigating projections, and holding boundaries for healthy influence.

Why: Helps leaders lead without manipulation or collapse.

W11

EXECUTIVE COACHING BUSINESS MODELS

What: Understanding coaching buyers, decision criteria, and engagement models. Reviewing the sales process.

Why: Gives learners the practical fluency to speak the market's language and secure sponsorship.

W12

EXECUTIVE COACHING POSITIONING

What: Positioning and marketing a practice. Clarifying ICF requirements and process.

Why: Ensures learners design effective go-to-market plans and complete their ICF certifications.



Experience & Accreditation



SCHEDULE-FRIENDLY CADENCE

- 12 weeks, combining live sessions and asynchronous learning
- 2x 2 hours of core live sessions per week
- 2–3 hours per week of asynchronous learning
- 4x 1:1 coaching sessions, including 90 min Hogan debrief

FULLY MET ICF REQUIREMENTS

- Meets ICF Level 1 (ACC) standards: 60+ instructional hours
- ~40 hours synchronous live online learning
- 25+ hours asynchronous learning
- 7 group mentor coaching sessions (ICF requirement met)
- 3x 1:1 mentor coaching sessions (ICF requirement met)
- Documentation and faculty support for ACC submission



MODERN EXPERIENCE

- Delivered through CX award-winning LearnWorlds® platform
- Learning enhanced by integration of AI tools and approaches
- Shared online folders with coaching and business resources
- Session recordings and transcripts

ACCREDITATION

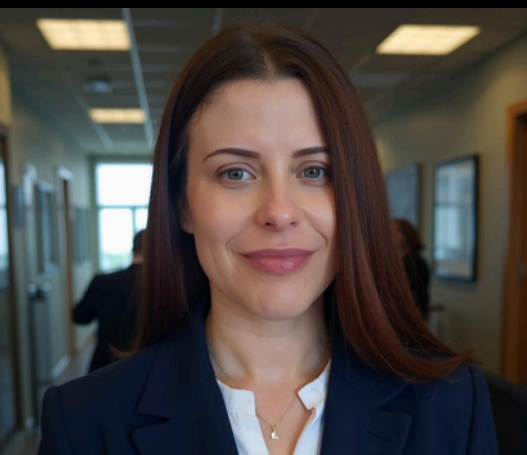
- Assured ICF Level 1 (ACC) requirements
- Certificate of Achievement in Professional Executive Coaching
- Claristrat Core Method™ Professional Executive Coach - Credly® by Pearson badge
- Optional 20h Hogan® Certification add-on (not priced)





Faculty & Registration

FACULTY



- Faculty includes Claristrat's founder, guest MCC/PCC mentors, and partner practitioners from executive coaching, consulting, and leadership development

INVESTMENT

- Tuition: USD \$12,000 per participant; USD \$1,500 for Fall 2025 launch cohort students*
- Includes: 12-week program, all sessions, mentoring, LearnWorlds® platform access, Certificate and Credly® Badge of Achievement, ICF ACC application support
- Access to discounted Hogan® Certification add-on
- Corporate sponsorship encouraged



APPLICATION PROCESS



- Submit application form with statement of intent
- Admissions interview for fit and cohort design
- Enrollment confirmation
- Pre-course assessments
- **Fall 2025 Cohort Now Enrolling**





Open Paths

* LAUNCH COHORT - 01

📍 29 Sep - 17 Dec. '25

- USD 1,500 pilot investment, versus USD 12,000 for following cohorts
- Invitation to provide curriculum and experience feedback to refine program
- Marketing participation encouraged, with messaging always self-directed
- Consideration for teaching roles for selected participants

HOGAN ADD-ON - 02

📍 Fall - Winter '25/26

- Pursuing a Hogan® or Korn Ferry® 360 Certification is recommended, since most corporate coaching engagements integrate those
- Claristrat organizes English-language Hogan certifications through partners
- Offered to students and alumni at a customized rate (separate from tuition)

PARTNERSHIP OPTIONS - 03

📍 Ongoing

- Beyond certification, Claristrat cultivates a trusted ecosystem of collaborators for a number of partnership options, as pertinent, including:
- Co-marketing or and/or co-delivery of coaching and leadership programs
- Licensing of the Claristrat Core Methodology® into your own consulting or coaching practice, with structured IP support



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