

TIIMIAKATEMIA® TEAM COACH

CERTIFICATION MANUAL



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1 FOREWORD

Tiimiakatemia® Team Coach Certificate is a personal competency certificate of a team coach who uses Tiimiakatemia® Method. It proves that he or she has can use the basics of the Method both in theory and in practice.

A person who fulfils the certification criteria can get an official certification diploma. He or she can work in any work environment where Tiimiakatemia® Method is used and where he or she works in the role of a team coach. Environments like these are, for example, schools, companies or long-term projects.

The most important things are outside measurements. This applies also to team coach certification: defining team coaching competency exactly and in definitive way is impossible. Thus, the certificate is only a glimpse of individuals' competency.

The certification system was taken into use in year 2014. It has developed during the years and will do so in the future.

There's magic in team coaching.

November 2017, Jyväskylä, Finland

Heikki Toivanen, PhD

Tiimiakatemia® Senior Team Coach

Member of Tiimiakatemia® Certification Board

2 THE COMPETENCY PROFILE OF A TIIMI(AKATEMIA® TEAM COACH

Tiimiakatemia® Team Coach is the first level in Tiimiakatemia® Team Coach Competency Certification System. A team coach certified to this level has the basic level knowledge and skills on team coaching and Tiimiakatemia® Method.

To attain a Tiimiakatemia® Team Coach Certification, a team coach must have completed Team Mastery (or equivalent) program. Also, he or she must have at least one year of team coaching experience. This practical experience can be acquired during the Team Mastery (i.e. not just after completing the program).

A person certified to Tiimiakatemia® Team Coach level:

Can work as entry level team coaching professional. He or she has the basic level knowledge and skills in Tiimiakatemia® methods that are used to build and coach teams.

Can work as a team coach in programs that deploy Tiimiakatemia® Method.

Has completed a training program (e.g. Team Mastery) that has provided him or her knowledge and skills in team coaching.

Has demonstrated his or her competency and work experience as a team coach to a party that has the rights to certify Tiimiakatemia® Team Coaches.

For more information on the professional profile of a Tiimiakatemia® Team Coach, please see the attachment in this manual.

3 SUMMARY OF TIIMI AKATEMIA® TEAM COACH CERTIFICATE'S CRITERIA

#	Competency or Criteria	Requirement
C1	Professional experience as a team coach	12 months as a team coach.
C2	The target of team coaching	At least one team that has been coached for several sessions.
C3	Self-development competency	Basic level competency: the fundamentals of self-development, understanding of learning methodology suitable for oneself, setting goals for one's professional development.
C4	Team coaching competency	Basic level competency: team development phases and one's own role in them as a team coach, facilitation and dialogue, coaching the team members to develop their learning skills. Can use the basic level learning tools of Tiimiakatemia®. Basic level experience on team coaching.
C5	Team's performance coaching competency	Basic level competency: coaching the team to set both short and long-term goals, sparring the team's management team.
C6	Individual coaching competency	Basic level competency: experience on coaching at least 10 team members individually.
C7	Planning, development and consulting competency	Basic level competency: experience on planning and developing coaching programs.
C8	Theoretical competency	Basic level theoretical knowledge on fields closely related to team coaching.
C9	Network capital	Has a network of colleagues who support one's work and development as a team coach.
C10	Ethics and values	Acts according to Leading Thoughts. Can implement (and has implemented) the Process of Leading Thoughts.

4 THE CRITERIA OF TIIMIAKATEMIA® TEAM COACH -CERTIFICATE

4.1 C1: PROFESSIONAL EXPERIENCE AS A TEAM COACH

Description: A certified person has at least twelve (2) months of experience as working as a team coach. This work has been done by using Tiimiakatemia® Method. The certified person has also other work-life experience.

Evidence: (1) Documented feedback from the coachees; (2) At least one written recommendation from team coach who has Tiimiakatemia® Senior Team Coach certificate; (3) Other relevant documents that describe the certified person's work.

4.2 C2: THE TARGET OF TEAM COACHING

Description: The certified person has coached a team (or teams) in long term (i.e. the target of team coaching has not been, for example, a temporary project team). The team could have been, for example, a work team (work environment), student team (education environment) or client team (adult education or consulting environment).

Evidence: A list of names of the coachees as well as information on the duration of the team coaching activities.

4.3 C3: SELF-DEVELOPMENT COMPETENCY

Description: Certified person can make both a short-term (0,5 years) and long-term (2-3 years) personal learning plans (e.g. learning contracts) and implement them (life-long learning).

Certified person knows different kinds of practices and methods that are used in professional development of an individual. He or she has well-rounded experience in using them. He or she knows which of them are suitable for his or her own personal development.

Evidence: (1) Development plans (e.g. learning contracts); (2) Documents that illustrate what kinds of professional development methods the person has used (e.g. reflection papers, essays, course descriptions or reports on on-the-job learning); (3) Description on how the person has used his or her peer network in developing his or her competency as a team coach.

4.4 04: TEAM COACHING COMPETENCY

Description: Certified person can coach a team in a long-term process.

Certified person has basic-level team coaching knowledge and skills. He or she understands team's development phases and can change his or role and coaching style as a team coach according to them (both in theory and in practice).

Certified person can facilitate and team coach groups and teams. He or she can use team coaching approach where the method of dialogue is used.

Certified person can use the basic tools of Tiimiakatemia® Method. These are, for example, Learning Contract, Training Sessions and Training Diary.

Certified person can stimulate and support the development of a team. He or she can help the team in development and problem solving by using different kinds of models, theories and ideas (incl. using one's industry-specific competency). He or she can make the team members apply these theories to practices.

Certified person can enhance team learning and learning to learn by using different kinds of methods ("learning leadership"). He or she can enhance the learning of individual team member that learns alone or with others.

The knowledge level of the certified person on team coaching is at basic level and he or she has verifiable experience on team coaching.

Evidence: (1) One's own Team Coach's Philosophy or similar document that summarizes the person's core ideas on team coaching; (2) Description on work done as a team coach, e.g. cases; (3) Description of learning tools used and of their applications.

4.5 C5: TEAM'S PERFORMANCE COACHING COMPETENCY

Core Idea and Description: Certified person has the know-how in basics of leading team performance. He or she can spar the team to set, achieve and monitor performance goals (basic level, including both short-term and long-term goals).

Certified person can support the team to use the team members' diversity to its advantage. The person can also spar the management team of the team. He or she can help the team to build leadership culture and practices within the team.

Evidence: Description of goals that were set in the team and the outcomes of team's performance.

Illustrations of how the goals were set are useful as well. If the team crafted itself a vision, a description of it is also extremely good evidence.

***Note:** This criteria (C5) overlaps with the previous criteria (C4). This criterion emphasises coaching performance when the previous one focuses more on learning and team building activities.*

4.6 C6: INDIVIDUAL COACHING COMPETENCY

Description: Certified person can coach team members to learn, develop and achieve results in parallel to their individual and team's goals. He or she can spar individuals and can use personal learning plans as support tools during sparring (the basics of sparring self-managed learning).

Certified person understands how individual's competencies and personality is used to achieve team's shared goals. He or she has basic level competency in sparring and motivating individuals (e.g. using a coaching format such as GROW model or open agenda discussions). The sparring activities include goal formation, setting and monitoring for the individual.

Certified person has personal experience on sparring at least ten (10) individuals in a long-term process (i.e. the sparring has been done as processes, not as individual settings that are not linked to each other).

Evidence: (1) List of persons who the certified person has sparred; (2) Examples on documents produced during the sparring. Note: Ask permission from the individuals on use of their materials (e.g. learning contracts or personal plans)! Should you wish to keep these materials confidential, mark them with text: "Confidential"; (3) Format or process description on sparring that was done with individuals (e.g. schedule).

4.7 C7: PLANNING, DEVELOPMENT AND CONSULTING COMPETENCY

Core Idea and Description: Certified person can plan and implement long-term coaching processes. These processes can be, for example, coaching programs, courses or mentoring activities depending on the person's work and the needs of his or her clients. These processes deploy Tiimiakatemia® Method.

Certified person can give advice to and consult others on basics of team coaching and teampreneurship.

Certified person can apply Tiimiakatemia® Methods to his or her own operating environment (e.g. school or workplace).

Evidence: (1) Descriptions on completed or ongoing team coaching processes (e.g. a schedule, plan or curriculum); (2) Descriptions on consulting and advising work done (e.g. reports, notes, presentation materials and/or personal reflections); (3) Descriptions on any team coaching models, formats and theories developed; (4) Other relevant documents linked to planning and consulting work.

4.8 08: THEORETICAL COMPETENCY

Description: Certified person has basic-level knowledge on team coaching, teampreneurship, team leadership and teamwork. The person can apply this knowledge to his own working environment or context.

Evidence: (1) List of books that the person has read and summary of Book Points gained from them. Minimum amount is 60 book points; (2) A few essays or reflection papers that illustrate the person's knowledge on theories and practices.

4.9 C9: NETWORK CAPITAL

Description: Certified person has a network that consists of peers, colleagues and experts connected to team coaching and fields related to it. Note: The network refers to a network that extends outside one's own everyday working environment.

Evidence: Short description on the network. Stories and illustrations of the network are also extremely useful.

4.10 C10: ETHICS AND VALUES

Description: Certified person acts according to Tiimiakatemia's Leading Thoughts. He or she has actively strengthened and renewed his or her own working environment's Leading Thoughts.

Certified person can implement the Process of Leading Thought" as a team coach in his or her own working environment (e.g. he or she can coach his or her team to create leading thoughts).

Evidence: (1) Leading Thoughts from one's working environment or a team; (2) A document that describes briefly on how the person has strengthened and renewed Leading Thoughts.

5 CERTIFICATION PROCESS

There are two ways of getting the certification: written or oral certification.

Note: The process descriptions are just guidelines. Individual processes may vary.

5.1 WRITTEN CERTIFICATION PROCESS

The written certification process is done as follows:

1. Get information from Tiimiakatemia Global on suitable certification deadlines.
2. Deliver the written evidence to Tiimiakatemia Global before the deadline.
3. The Tiimiakatemia® Certification Board will evaluate your written evidence. If you fulfil the requirements of all criteria, you will get an invitation to a certification award event. If you don't fulfil the requirements, you will get an request from the Board to provide more evidence.
4. Participate to the certification award event.
5. You'll get the certificate diploma at the award event.

5.2 ORAL CERTIFICATION BY USING DIALOGUE

The oral certification process is done as follows:

1. Get information from Tiimiakatemia Global on suitable oral certification days.
2. Collect and compile your written evidence on your team coaching competency before the certification day. Make presentation materials that you will use in the day.
3. Participate to the certification day. During the day you will have a presentation on your team coaching competency both to peers (others who participate to the day) as well as the Certification Board. All the day's participants will have dialogue on team coaching. The idea is to learn together.
4. The Tiimiakatemia® Certification Board will tentatively evaluate your oral and written evidence. They will tell you whether you fulfilled all the criteria or if there's a need for more evidence.

5. After you fulfil the requirements of all criteria, you will get an invitation to a certification award event.
6. Participate to the certification award event.
7. You'll get the certificate diploma at the award event.

5.3 CERTIFICATION FEE

Tiimiakatemia Global will charge a certification fee for the process and for the diploma.



6 USE OF THE CERTIFICATION

A person having a Tiimiakatemia® Team Coach certificate can use the following title in his or her professional communications:

Tiimiakatemia® Team Coach

To avoid any misunderstandings, a person must use his or her organization's name (or some other indicator) in conjunction with the certificate that makes it clear for everyone that the person is not employed by "Tiimiakatemia" (unless he or she really is).

When using the title, the user admits that Tiimiakatemia® trademark belongs to its owner.

Tiimiakatemia Global reserves all rights to prohibit a person from using the certification especially in cases where the use of title might harm the image or value of Tiimiakatemia® trademark. Each of these special prohibition cases will be handled on case-by-case basis.



ATTACHMENT: TEAM COACH'S PROFESSIONAL PROFILE

Tiimiakatemia® team coach is an expert professional who has the knowledge, skills, mind-set and experience to enhance the development of individuals, teams and communities in variety of operating contexts. He is a training and learning development specialist who can build and guide teams both for work and learning purposes. Team coaches can create and implement learning programmes and learning infrastructures that allow the learners themselves to act and learn at the same time both in teams and as individuals. He also consults and advises individuals, groups and teams to build and run team-based learning organizations and to make positive changes happen.

Professional Team Coach's Work and Clients

Tiimiakatemia® team coach can be a consultant, trainer, facilitator, in-house human resource expert, manager and/or educator. They work, for example, as line managers, team leaders, teachers, independent consultants or NGO project workers. His clients or coachees can be, for example, salesmen, project workers, primary school students, university students or even ordinary citizens who need specialist team coaching in a community.

Professional Team Coach's Competencies

Tiimiakatemia® team coach's competency includes such sub-competencies as team and group facilitation, individual learning and performance enhancement, educational design, teamwork and community building. In addition to team coaching competency, each team coach has his own special area of expertise (marketing, sales, engineering, health care, design thinking, social work, etc.) that he uses in conjunction with his team coaching competency.

Professional Team Coach's Mind-sets and Values

Tiimiakatemia® team coach has the mind-set of playfulness, adventure, positive change and belief in every individual's intrinsic ability to learn and think independently. He values entrepreneurship, action, self-initiative, curiosity, human relationships and passion for one's work.

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Tiimiakatemia Global (Partus Ltd) coaches progressive and change-minded professional from all walks of life to become team coaches. The company also advises and consults individuals and organizations to use Tiimiakatemia® Method. Tiimiakatemia Global has its own international certification system for professional who wish to certify their competency as team coaches.

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