STARBUCK™ & Associates

STARBUCK ACADEMY · THRIVE · PROGRAMME BROCHURE

Coaching Hub

Thirteen practical modules for coaches, rebuilt for 2026

A complete toolkit library for coaches and leaders who coach, updated for the 2025 ICF Core Competencies and Code of Ethics. Thirteen modules, each with an in-depth guide, worksheets and a practice task for the week.

13 modules | 12 new 2026 toolkits | Updated for the 2025 ICF standards | 20 estimated learning hours | Certificate of completion | **CPD accreditation in progress**

£149

per person, per year, VAT included. Annual subscription.

academy.starbuckassociates.com
/courses/coaching-hub/

ABOUT THE HUB

Everything a coach needs, in one place

The Coaching Hub has been rebuilt for 2026. Every module now has an in-depth, branded toolkit written and reviewed by ICF credentialed coaches at Starbuck & Associates, with worked examples, sample dialogue, worksheets and self-assessments.

It reflects the ICF Core Competencies as updated in September 2025, the 2025 ICF Code of Ethics, and what the 2026 and 2027 credentialing changes mean for coaches working towards ACC or PCC.

13	12	300+	20
modules	new toolkits	pages of tools and guidance	estimated learning hours

Who it is for

Professional coaches at any stage, including those working towards an ICF credential, and leaders, executives and Non-Executive Directors who want coaching to be part of how they lead.

What you will be able to do

01	Explain coaching clearly and contract ethically to the 2025 ICF Code of Ethics
02	Work confidently with the updated ICF Core Competencies
03	Use GROW, CLEAR, OSKAR, FUEL and a bank of more than 160 questions
04	Coach executives, teams and people inside complex systems
05	Reflect, use supervision well and prepare for the 2027 mentor coaching changes
06	Build your coaching practice and use AI ethically and well

INSIDE THE HUB

Thirteen modules

Each module takes about 1.5 hours, with a toolkit to read, worksheets to complete and a practice task for the week.

01 Coaching Foundations
What coaching is and is not, and the shape of an engagement.

02 The ICF Core Competencies
The 2025 update, a self-assessment and a development plan.

03 Ethics, Contracting and Boundaries
The 2025 Code of Ethics, agreements and dilemmas.

04 Coaching Models
GROW, CLEAR, OSKAR, FUEL and how to choose.

05 The Power of Great Questions
160+ questions, clean language and listening.

06 Transactional Analysis in Coaching
Ego states, transactions and the drama triangle.

07 Systemic Coaching
Stakeholder maps, systemic questions and object mapping.

08 Executive Coaching
Three-way contracting, stakeholder input and themes.

09 Team Coaching
The five disciplines, diagnostics and session designs.

10 Reflection, Supervision and Mentor Coaching
Reflective models, the seven-eyed model and 2027 changes.

11 Building Your Coaching Practice
Discovery calls, proposals and twelve monthly challenges.

12 Coaching and AI
Using AI ethically, with a policy template.

13 Life Coaching Toolkit
Worksheets for clients, from the wheel of life to weekly planning.

WHAT YOU GET

What is included

- Thirteen modules with twelve new, in-depth toolkits for 2026
- Worksheets, templates, self-assessments and session planners throughout
- A Reflective Practice Journal and Learning Log
- A final 10-question knowledge check
- A certificate of completion showing 20 estimated learning hours
- 12 months' access to everything in the hub

Knowledge check and certificate

When you have worked through the hub, complete the final knowledge check of 10 questions. The pass mark is 80% and you can retake it as many times as you need. Passing it completes the hub and you can download a certificate of completion showing 20 estimated learning hours.

Who designed it

Designed by ICF credentialed coaches at Starbuck & Associates, led by Paul Starbuck, our Founder and CEO and an ICF Master Certified Coach (MCC). Every lesson draws on our coaching and leadership development work with organisations in the UK, Europe and internationally.

For teams and organisations

Buying for a group? We can set this up for your whole team, on its own or as part of a wider academy for your organisation. Email academy@starbuckassociates.com and we will put a proposal together.

ENROL TODAY

£149 per person, per year inc. VAT

Enrol online and start straight away. Every programme carries our 14 day money back guarantee.

academy.starbuckassociates.com/courses/coaching-hub/

ICF Level 1 and Level 2 Accredited Coaching Education Provider

Certified B Corporation

ISO 9001 and ISO/IEC 27001 certified

General learning and development content, not professional advice, and not a regulated qualification. © 2026 Starbuck & Associates Limited.