



Certified Positive Leadership Coach Training Program - CPLC 2026

“The world needs more coaches”



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Table of Contents

- Program Overview
- Coaching industry statistics
- What is coaching and what is its purpose?
- Who is this program for?
- What will you achieve?
- What Does it Take to Earn a Credential?
- What makes this program unique?
- Curriculum details
- 2026 Calendar
- Investment
- Testimonials
- FAQs
- CPLC Program Training Team
- Contact details

Program Overview

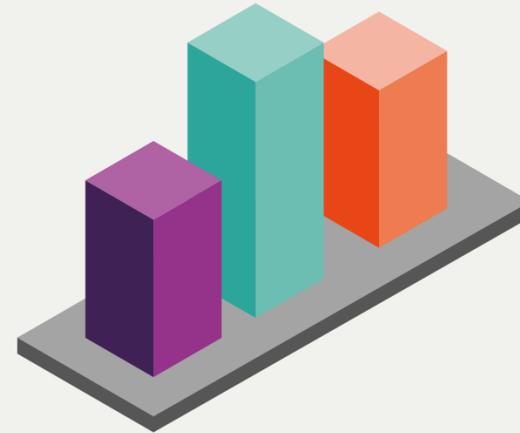
The **Certified Positive Leadership Coach (CPLC) Program** offered by Brightfields is designed to develop participants and equip them with all necessary processes, tools, and interventions that will enable them to hone or kick-start their coaching career.

Upon successfully completing our program, you become a Certified Positive Leadership Coach (CPLC) recognized and accredited by the **International Coaching Federation (ICF)**, the leading governing body of the coaching industry worldwide.

Furthermore, the program will provide you with **Level 1** coach training that enables you to apply for the ICF **Associate Certified Coach (ACC)** accredited education.



Coaching industry statistics (2023)



The coaching world is experiencing an explosive expansion as more people recognize its transformative power

\$20 billion

estimated market size
by 2026

93,000 coaches

assuming a 15% increase in
clients per coach

\$7 billion

projected revenue increase
by 2026

Sources: ICF & IPEC Coaching

CPLC is an ICF accredited program!



Certificate of Accreditation

The International Coaching Federation hereby recognizes

BrightFields Services

as a

Level 1 ICF Accredited Coaching Education Provider

approved for

84 Hours

awarded on

2022-10-03



Handwritten signature of Zoe Macleod in black ink.

Zoe Macleod, Ph.D., ACC
Chair, ICF Coaching Education

Handwritten signature of Lucas M. Davis in black ink.

Lucas M. Davis, M.Ed., CAE, ACC
Vice President, ICF Coaching Education

Valid through: 2026-01-31



The International Coaching Federation defines coaching as partnering with clients in a thought-provoking and creative process that inspires them to maximize their personal and professional potential.

The process of coaching often unlocks previously untapped sources of imagination, productivity and leadership



What is coaching and what is its purpose?

Coaching is a discipline that empowers and develops the skills and talents of a person or group of people in line with the objectives and results they want to achieve.

Through conversation and powerful questions, the coach facilitates self-knowledge, reflection, and new views on the client that allow them to respond to their challenges through an action plan.

A coach does not give advice or offer solutions

Coaches focus on changing the mental models or beliefs that could be limiting or conditioning the client's way of acting. Transforming these models and beliefs involves a process of change in the professional's outlook and ways of doing things. This leads to fruitful and sustainable long term results for clients.



Who is the program for?

- **First-time Managers** who want to step into effective management with confidence, structure, and the skills to lead effectively
- **Managers & Team Leaders** who want to enhance their self-governance and their ability to influence and lead others
- **HR professionals** who seek to acquire competencies focused on people, relationships, and development
- Individuals who are interested in **transforming the lives of others** in pursuing **Life or Executive Coaching** as a career path, to become an internal coach
- **Non-certified coaches** seeking to obtain a recognized and prestigious title in the market
- **Other professionals and individuals** looking to expand their skillsets to grow in impact and results in their careers, relationships, and personal lives

What will you achieve?

- Cultivate a **positive and inspiring leadership style**
- Strategies and techniques that promote a positive organizational culture
- **Leadership skills** that empower and **motivate teams** towards excellence
- Enhanced **communication skills** by fostering **constructive dialogue** and **collaboration to inspire and guide** others effectively
- **Positive psychology tools** to enhance **resilience, well-being, and success**
- **Rapport-building skills** that contribute to a **cohesive and high-performing team.**

This program is designed for leaders who are dedicated to creating a positive impact within their leadership roles!



ICF Tracks

The ICF Credentials & Paths Explained

ICF offers three Credentials, corresponding with the quantity of education and experience required to earn it, in addition to the applicant's ability to meet the requirements of each Credential.

To learn more about each Credential's requirements and the application path that best fits your education and experience, select the Credential you'd like to explore below.

Associate Certified Coach (ACC)

Basic
Requirements:
60+ hours of education and
100+ hours of coaching
experience

Professional Certified Coach (PCC)

Basic
Requirements:
125+ hours of education and
500+ hours of coaching
experience

Master Certified Coach (MCC)

Basic
Requirements:
200+ hours of education and
2,500+ hours of coaching
experience

What does it take to earn a credential?

Each of the credentials (ACC, PCC, and MCC) requires the same five key components:

1. Education

Obtain coach-specific education aligned with the ICF definition of coaching, ICF Core Competencies, and ICF Code of Ethics.

2. Experience

Coaching experience hours must begin after you've started a coaching education program.

3. Mentor Coaching

Receive mentor coaching to strengthen your skills within the ICF Core Competencies.

4. Performance Evaluation

Pass a performance evaluation(s) that assess your coaching skills against ICF standards.

5. Exam

Pass a written exam designed to test your understanding of and ability to apply the ICF definition of coaching, ICF Core Competencies, and ICF Code of Ethics.



What makes this program unique?

- The CPLC program is unique as it incorporates **Coaching** along with principles of **Positive Psychology, NLP,** and **transactional analysis.** This allows participants to have exposure to an expanded set of coaching tools enabling them to perform better as future coaches. Positive psychology is a novel and expanding field of psychology that has been proven to enable a boost in self-esteem, change in perspective, improved relationships, higher productivity, and increased success.
- **Coach mentoring** is an inclusive part of the program and the program fees cover it. This is different from other programs where coach mentoring sessions are charged separately as an extra.
- The program provides full support to participants in their ACC application, aiding them along the way to get ICF certified.
- The program is delivered **in-person** and **virtually.**

CPLC Comparison to other programs

| CPLC Added Value | Other Programs in the market |
|---|--|
| CPLC is accredited by the ICF (International Coaching Federation) | Not all programs are ICF accredited |
| CPLC is 84 hours; CPLC offers 40% more contact hours than the minimum ICF requirements! | 60 hours programs are the norm |
| CPLC program includes 10 mentoring sessions that are enough to get the ICF requirements | Programs usually don't offer mentoring sessions that are needed for ICF Certification |
| CPLC includes Positive Psychology tools & interventions which is a unique and differentiating skill for coaching | Programs do not include Positive Psychology skills |
| CPLC provides practical tools to help you succeed as a coach and open a coaching business | Programs are usually not designed to equip individuals with the necessary skills to succeed as coaches after certification |

Curriculum Details

**Certified Positive Leadership Coach Training Program
Level 1 Leading to Associate Certified Coach (ACC) | 84 Hours
Around 200 pages of course material**

Curriculum details

- A. Foundation Course (16 Contact Hours)**
- B. Core Course (16 Contact Hours)**
- C. Advanced Course (16 Contact Hours)**
- D. Mentoring (10 Hours)**
- E. Triads- Coaching Practice Session (12 Hours)**
- F. Additional Coaching hours- pro bono (8 Hours)**
- G. Reading and Reflection (6 Hours)**



Brightfields' Graduation Requirements

- ✓ Attend 6 days of in-person training or 24 online training sessions
- ✓ Finish 12 hours of peer coaching (logging only 4 hours as a coach in the coaching log)
- ✓ Finish additional 8 hours of pro-bono coaching
- ✓ Complete 10 hours of mentoring
- ✓ Submit at least 2 voice recordings (30 min-60 min)- could be your peer or anyone else
- ✓ Submit the reflective practice of all 12 hours of peer coaching
- ✓ Submit book report assignment (two books, selected chapters)

The Certified Positive Leadership Coach Training Program - Upcoming Cohorts 2026

**Dubai, UAE
In-person**

**April 17-18-19
May 1-2-3**

Time: 8 am - 6 pm

**Doha, Qatar
In-person**

**May 7-8-9
May 14-15-16**

Time: 8 am - 6 pm

Attending these dates is mandatory*

The Certified Positive Leadership Coach Training Program - Upcoming Cohorts 2026

Online Cohort

March 30 – April 1

April 6–8

April 13–15

April 20–22

May 4–6

May 11–13

May 18–20

June 1–3

June 8–10

June 15–17

June 22–24

June 29 – July 1

Total of 24 sessions over 12 weeks
(Mondays & Wednesdays)

Time:

6 pm - 8 pm KSA Time
7 pm - 9 pm Dubai Time

Attending these dates is mandatory*

CPLC Testimonials

At first, it may come across as this program is about coaching, but underneath lies an ocean of self-discovery and eye-opening knowledge that not only helps build new coaches but also a good human being.

~ SHK - Manager, Oil & Gas

This program is a life-changing journey exploring your self and strength, and developing your leadership skills. Loved the program, I've learned lots of information that I'm excited to start implementing.

~ Hissa Al Thani - HR Manager

I am out of words! Every moment was a learning experience. I personally loved it and very thankful I took the decision to be part of this community.

~ Linda Abi Ghanem

CPLC Program is a pure self-discovery journey that exceeded my expectations! The program is well-designed and well-structured. I am grateful for the outstanding training sessions and rich content, it is highly recommended, it's a big YES. Now the missing part of the puzzle is completed.

~ Najah Chtioui

This is not just a training, it is a turning point, fresh beginning, and a priceless gift that I will carry forward with appreciation and enthusiasm. Thank you from the bottom of my heart.

~ Pascale Al Sabbagh

Head of Human Resources - QInvest

CPLC Testimonials

«The hardest thing in life is letting go of what you thought was real”. CPLC was my step to leave the limited fake bubble I have created to a bigger world where I can see my strengths. It is a career changer, life development, relationship enhancement, and corporate credentials. Amazing group, and a wonderful ambiance.

~ Mohamed Mortada - General Manager

The CPLC program is well-designed for anyone who is pursuing coaching. It's well structured and led by competent coaches. I understood what coaching is about, learned the ICF framework, and was introduced to many helpful tools. I enjoyed the positive psychology component with all the theories and models. Besides the fundamentals, the course was a great environment for coaching practices and self-discovery exercises.

I have immensely enjoyed the program and am very grateful to Faten and Aya for making CPLC such a unique experience.

~ Noura Dawass - Postdoctoral researcher

The Certified Positive Leadership Coach course was the best decision or step I took in my life. By this course, I felt I was born again with a new spirit, perspective, and vision in life. After CPLC you will be so determined in your goals, plans, and life path. You will achieve whatever you desire and you will truly believe that nothing is impossible. I am always grateful for what I've learned in CPLC and if I have a chance to do the course over again, I will do it.

~ Tamara Debian - Account Manager

CPLC FAQs



1. How long is the coach training course?

Coach training:

- spans over 6 days
- from 8 AM-6 PM
- These are considered mandatory intensive training sessions to cover the whole material of the program.
- These 6 days are done on weekends and are highly experiential.
- After the coach training days, the program also includes 10 hours of mandatory mentoring sessions.

2. What qualifications do I need to enroll?

YOU DON'T NEED ANY PRIOR QUALIFICATIONS

You need to be aware of the following:

- Enjoy helping others.
- Have a passion for coaching and assess your genuine interest in others' growth.
- Be aware of your strengths, weaknesses, and biases.
- Develop empathy and emotional intelligence for effective client connections.
- Stay open to diverse perspectives and adaptability.
- Embrace continuous learning and improvement.
- Balance coaching demands with other commitments.
- Build relationships with mentors and peers for coaching growth.

CPLC FAQs



3. Can I take the course online?

Yes, in 2024, we launched the first online cohort.

4. Are there any prerequisites for the course?

- No prerequisites are required
- Just be open to unlearning, learning, and relearning.
- You are on, for a transformational journey, you won't be the same person afterward.

5. What coaching methodologies are covered in the training?

This is an ICF coach training program, so the program abides by ICF gold standards and core competencies. At the same time, we include different modalities like

- **Positive Psychology**
- **NLP**
- **Transactional Analysis**

CPLC FAQs

6. Is there a practical component, like hands-on coaching sessions?

- You will have many of those practice sessions during the training and will continue doing those with your classmates after training.
- Also, we'd like you to please be ready to get feedback on the spot on your coaching sessions.

WE FULLY BELIEVE THAT WE LEARN BEST BY DOING

7. How are assessments conducted during the course?

- There are no assessments, but assignments instead.
- These include:
 - Reflective practice on 12 peer coaching sessions
 - Book report essays for two already assigned books with selected chapters.

8. Are there any specific areas of specialization within the coaching program?

- Positive Psychology and Positive Leadership.

CPLC FAQs

9. What kind of support or resources are provided to participants?

- Mentorship
- Coaching Community

10. What distinguishes this coach training course from others in the market?

What distinguishes this program is:

- the integration of positive psychology into the coach training.
- mentoring is part of the program and program fees cover it.
 - (10 hours of mentoring is a requirement from ICF)
- We fully support our participants in this ICF application.

11. When can I apply for ICF and become a certified coach?

After meeting Brightfields' criteria and obtaining Brightfields certification, you must:

- complete 100 coaching hours

You can apply to ICF and undergo the knowledge assessment test when you're done.

12. ICF Membership and Credentialing Exam Fees? (Might change, check ICF Website)

- Membership: 245 USD per year
- Credentialing:
 - Associate Certified Coach (ACC):
 - ICF Member: 175 USD
 - Non-Member: 325 USD

CPLC FAQs



13. Can I learn how to coach in just 5 or 6 days?

Yes and No

- This is a comprehensive course after which you will have learned the coaching fundamentals and different models.
- During the training, you will already practice a lot.
- After the training, you must practice more to finish the assignments we have set for you. You will have done lots of coaching practice and are ready to coach.
- Yes, you can facilitate coaching conversations, coach others, and start your coaching business if you want.
- We have participants who started their online branding and have their social media pages set up directly after the training.

- **No**, as coaches:

- we keep on learning and reading more
- We keep on fine-tuning our practice by enrolling in further courses
- at the same time, we are investing in our growth by hiring for ourselves, coaches, mentors, and coach supervisors.

Every participant has his/her learning path during the training, so depending on your starting point, you will grow and learn.

CPLC FAQs



14. Do I need to hire a coach supervisor right from the beginning?

- No, you must practice before hiring a coach supervisor.
- However, you can hire a coach who will coach you on your goals and how to start your practice early.

15. How can I decide if this is the right training for me?

- Well, all we can say is use your intuition.
 - Our rational mind has difficulties weighing all the different factors and deciding what is good for us. Use your intuition, it will help you.

- To help you decide, I have put a quiz on my Instagram page. I encourage you to use it to find out if this is the right training for you. I strongly recommend you to do this exercise and let me know what it has told you.
- You can also ask for a Zoom call with me or my colleague so we can answer your questions.
 - Just contact us and we will arrange the call.
- Finally, you can join a webinar in which:
 - I share more information about the curriculum
 - let you experience a coaching session
 - tell you more about the training.

Please have a look at my calendar for the next possibilities.

Upcoming CPLC Program Training Team



Faten El Ayache

Program Director



Dr. Aya El Mir

Coach Trainer



Islam Kafi

Coach Mentor

Faten El Ayache- Program Director

Faten El Ayache is the managing partner at Brightfields Middle East, a Certified professional life and executive coach (PCC), a TEDx Speaker, an NLP Practitioner, a Positive Psychology Practitioner, a career development facilitator, and a soft skills trainer.

Faten has almost two decades of experience in sales, learning and development, HR, and career consulting for major local and multinational organizations such as Boehringer Ingelheim, Sanofi, Qatar University & Carnegie Mellon University in Qatar Foundation.

Her coaching clients include highly successful entrepreneurs as well as top executives in major organizations such as Qatar Foundation, Qatar National Bank, Microsoft, Janssen Pharmaceutical Companies of Johnson and Johnson, MSD, Hamad International Airport, and many others.

For more information on Faten, visit her website



www.fatens.com



Dr. Aya El Mir- Coach Trainer

Aya El Mir is the Managing Partner and Head of Educational Services of the Paris-based PACEM Family Office.

She has been a Certified Life, Career, and Executive Coach since more than a decade and is currently coaching executives in numerous organizations in Europe.

She holds a Doctorate in Business Administration in Transformational Leadership from Grenoble Ecole de Management in Grenoble, France.

Along with her coaching services, El Mir served as the Director of Student Services at the Lebanese American University in Beirut, Lebanon, and has 17 years of experience in the Higher Education Administration. She is certified in the Myers-Briggs Type Indicator (MBTI) and the Strong Interest Inventory.



Islam Kafi - Coach Mentor

Islam Kafi is an experienced ICF Professional Certified Coach (PCC), Coach Trainer, Mentor Coach, Coach Supervisor, and Course Facilitator. She is a certified Emotional Intelligence Coach and Assessor (EQ-i 2.0 and EQ 360), a WHO-certified Mental Health Coach, and certified in UBUNTU coaching (Diversity, Equity, and Inclusion).

Islam has previously completed a three-year term on the ICF Saudi Chapter Board of Directors as Director of Knowledge and Community. She is currently based in the UAE, where she runs her own coaching practice and serves as the Program Director of an ICF-accredited coach training program, alongside her training, mentoring and supervisory roles.

She works with a wide range of clients—including executive, wellness, and mental health clients—but her true passion lies in Academic Coaching. Islam is committed to equipping the next generation of coaches, especially in the MENA region, and is actively engaged in growing coaching awareness in academic settings.

Her work brings together multiple stakeholders to advance the coaching profession through a lens of inclusion, equity, and regional



www.linkedin.com/in/islam-kafi/

Contact Us

To Register & get more details on the fees, payment plans & refund policy



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Recommended readings

- **Positive Leadership**, Kim Cameron
- **Authentic Happiness**, Martin Seligman
- **Positive Intelligence**, Sherzad Chamine
- **Coaching Habit**, Michael Bungay Stenier
- **The Prosperous Coach**, Rich Litvin and Steve Chandler
- **Co-active Coaching** - New skills for coaching people towards success in work and life - Laura Whitworth, Henry Kimsey- House and Phil Sandhl
- **I Heart Me**, David Hamilton
- **When the body says No**, Gabor Mate

Recommended reading materials can be provided as an additional package add-on