

COACHING TRAINING SWITZERLAND

Strengths Masterclass

Certified Purpose Coach® Training – become a professional
coach in 6 months

Coachingausbildung **STÄRKEN MASTERCLASS**



6

MONTHS

750+

GRADUATES

Ø 4.9

RATING

100%

PRACTICE FOCUS

Why the **Strengths Masterclass**?

The professional coaching market is growing rapidly. People are increasingly seeking meaning and fulfilment in their professional and personal lives. With the Certified Purpose Coach® training, you will master a proven craft to create genuine transformations.



Scientifically Grounded

Work with the world's leading tools: Gallup CliftonStrengths® (34 talent themes) and Profilingvalues (PAV values analysis based on Robert S. Hartman).



Highly Practical

Learn through real live coaching sessions, supervision with experienced master coaches, and 12 fully developed case vignettes from practice.



Alongside Your Career

Flexible blended learning: live online modules, 3 in-person days, and self-paced learning in the members area – perfectly integrated into your daily life.



Ready to Launch Immediately

50+ ready-to-use coaching tools, white-label templates, and a complete business setup – you can start working with clients right after graduation.

6×

MORE ENGAGEMENT

54%

INDUSTRY GROWTH

\$7 Bn

MARKET SIZE 2028

10+

YEARS EXPERIENCE

Curriculum: 6 Months Step by Step

From coaching foundations to your own certified practice – logically structured, with live modules, supervision, and genuine practice transfer.

1

MONTH 1

Foundation & Coaching Identity

You build your professional coaching stance, learn the ethical principles, and develop your own coaching identity as the foundation for all subsequent modules.

TOPICS

- › Coaching definition & distinction from consulting, therapy and mentoring
- › ICF core competencies & code of ethics in detail
- › Active listening on 3 levels (content, emotion, body)
- › Powerful questions – types, timing and impact
- › Contract & goal clarification – structured approach
- › Coaching stance: curiosity, neutrality, resource orientation

METHODS & EXERCISES

- ◆ Live practice in tandems (coach / coachee)
- ◆ Reflection journal: your coaching identity
- ◆ Video analysis of a coaching demo
- ◆ Peer feedback using ICF criteria
- ◆ Role play: first session & contracting

Learning Outcome: *You confidently conduct structured 30-minute coaching sessions and can close a professional coaching contract.*

2

MONTH 2

Identifying Strengths – Gallup CliftonStrengths®

You dive deep into the Gallup CliftonStrengths® model and learn to interpret and reflect the 34 talent themes so that clients can clearly recognise and purposefully apply their unique strengths.

TOPICS

- › The 4 domains (Executing, Influencing, Relationship Building, Strategic Thinking)
- › All 34 talent themes in depth
- › Reading, interpreting and reflecting Top-5 & Top-34 reports

METHODS & EXERCISES

- ◆ Your own CliftonStrengths-34 assessment (included)
- ◆ Strengths coaching demo with live debrief
- ◆ Strengths card exercise in the group
- ◆ Develop a strengths investment plan

- › Talent vs. strength: the development pathway
- › Strengths investment strategy for everyday life
- › Weakness management through partnership & delegation
- › Identifying & complementarily deploying strengths in teams
- ◆ Peer coaching: full 60-min debrief practice

Learning Outcome: *You lead a complete strengths debrief in 60 minutes and can develop an individual strengths investment strategy for clients.*

MONTH 3

Values & Profilingvalues

You work with the scientifically validated PAV values analysis (Profilingvalues) based on Robert S. Hartman. You learn to identify values conflicts, recognise burnout risks early, and guide clients to deep professional clarity.

TOPICS

- › Value dimensions according to Robert S. Hartman (intrinsic, extrinsic, systemic)
- › Reading, interpreting & reflecting the full PAV report
- › Identifying, naming & coaching through values conflicts
- › Values drift as an early burnout warning system
- › Values congruence: actual vs. ideal state in professional life
- › Combining PAV + CliftonStrengths® for a holistic profile

METHODS & EXERCISES

- ◆ Your own PAV analysis (included)
- ◆ Values coaching in a live setting with a real client
- ◆ Values card exercise: making priorities visible
- ◆ Case work: recognising & intervening in values drift
- ◆ Combined debrief: PAV + strengths in 90 min

Learning Outcome: *You reliably identify values conflicts as a coach, guide clients to clarity, and can combine PAV and strengths reports in one integrated session.*

MONTH 4

Positive Psychology & Purpose

You connect insights from positive psychology (PERMA, flow, meaning research) with the Ikigai concept and the PurposeCoach®-proprietary 5-question frame into a complete, scientifically grounded purpose coaching process.

TOPICS

METHODS & EXERCISES

- › Foundations of positive psychology (Seligman, Csikszentmihalyi)
- › PERMA model: wellbeing diagnostics in coaching
- › Recognising & intentionally creating flow states
- › Ikigai: intersection of passion, mission, profession & vocation
- › 5-question purpose frame (PurposeCoach® method)
- › Writing & visualisation exercises for purpose clarity
- › Formulating & anchoring a purpose statement
- ◆ Purpose discovery workshop (90 min, complete)
- ◆ Peer coaching in 90-min format with feedback
- ◆ PERMA self-diagnosis & coaching intervention
- ◆ Complete & reflect on the Ikigai canvas
- ◆ Purpose statement: write, refine, present

Learning Outcome: *You lead a complete 90-minute purpose session with a measurable aha-moment and guide clients from analysis to their personal purpose statement.*

MONTH 5

Change & Leadership Coaching

You learn to accompany leaders through genuine transformation processes. With proven change models and strengths-based leadership development, you empower your clients to achieve lasting impact in their teams and organisations.

TOPICS

- › Transtheoretical model of change (Prochaska & DiClemente)
- › Immunity to Change (Robert Kegan): resolving hidden resistance
- › Strengths-based team leadership with CliftonStrengths®
- › Difficult conversations: feedback, conflict, termination
- › Leadership styles & situational leadership in a coaching context
- › Systems thinking: roles, dynamics & blind spots
- › 90-day transfer plan for leaders

METHODS & EXERCISES

- ◆ Leadership case studies from practice
- ◆ Role plays in triads (coach / coachee / observer)
- ◆ Create & work through an Immunity to Change map
- ◆ Simulate 360° strengths feedback
- ◆ Structure a complete 6-session coaching process

Learning Outcome: *You structure a complete 6-session leadership coaching process and confidently accompany leaders through change phases to measurable transfer.*

MONTH 6

Practice, Supervision & Certification

In the final module you integrate all learned methods into your own distinctive coaching practice. You receive intensive supervision feedback, develop your business model, and complete the official certification demo.

TOPICS

- › Live coaching demo (60 min) before master coach with structured feedback
- › Reflection on your own coaching cases: hypotheses, interventions, impact
- › Sharpening your coaching identity & positioning
- › Business model as a coach: packages, pricing, target groups
- › Client acquisition: LinkedIn, website, referral marketing
- › Written reflection paper (10–15 pages) on coaching identity

METHODS & EXERCISES

- ◆ 3× individual supervision sessions of 60 min with master coach
- ◆ Final coaching demo (certification assessment)
- ◆ Peer case discussions in the group
- ◆ Business canvas for your own coaching practice
- ◆ Develop LinkedIn profile & positioning statement

Learning Outcome: *You receive the certificate «Certified Purpose Coach®» and leave the training with a complete business model, clear positioning, and the confidence to work with your first clients.*

HOW YOU LEARN

Learning & Practice Formats

A blended learning concept that integrates seamlessly into your professional life – with maximum practical relevance.



Live Online Modules

2× 3-hour live sessions per month via Zoom – interactive with exercises in breakout rooms.



In-Person Days

3 in-person days in Zurich (on request: Bern/St. Gallen) for deep-dive exercises, live coaching and community.



Peer Coaching Triads

Fixed learning groups with weekly 60-minute practice sessions between modules.



1:1 Supervision

3 individual supervision sessions with experienced master coaches during the practice phase.



Members Area (CoachingLoft)

Unlimited access to videos, scripts, tools and checklists – throughout the entire training.



Final Assessment

Live coaching demo (60 min) before master coach + written reflection paper on your coaching identity.

WHAT YOU RECEIVE

Your Coaching Toolbox

After graduation you are ready to launch immediately. All materials remain permanently available in your CoachingLoft account.



Participant Handbook

~180 pages of theory, models and practical examples – as print and PDF.



50+ Coaching Tools

Ready-to-use templates: values cards, strengths inventory, wheel of life and more.



40+ Worksheets

Print-ready white-label templates for your clients – immediately applicable.



Coaching Canvas

Visual one-page framework for the entire coaching process including checklists.



12 Case Vignettes

Fully developed coaching cases with hypotheses, interventions and model solutions.



Certificate

Premium certificate «Certified Purpose Coach®» with digital verification link.

Your Trainers & Master Coaches

Learn from the best – experienced, certified coaches who work in practice every day.

PF

Philipp Fuchs

LEAD TRAINER

Founder of PurposeCoach®, Gallup Certified Strength Coach and Profilingvalues consultant. Over 10 years of leadership and coaching experience.

PS

Peter Schiffhauer

CO-TRAINER

Gallup-certified strengths coach and experienced career coach. Specialises in positioning and client acquisition.

DA

Daniel Arber

LEAD COACH

Lead coach with broad experience in leadership, business and team coaching. Responsible for practice and supervision.

VOICES FROM OUR GRADUATES

Real Transformations

"After 15 years in banking I no longer knew what I got up for in the morning. The training helped me find my true talents – today I lead a foundation for education."

SM

Sabine M.

Former banker, now foundation director · Zurich

"Within 3 months I identified my Top-5 strengths and embedded them in my leadership style. My team felt it immediately – +40% team satisfaction."

SM

Sarah M.

Head of Marketing · Zurich

Ready for your **next step?**

Let us find out together in 30 minutes whether the Strengths Masterclass is right for you – no sales pitch, just genuine clarity.

BOOK FREE 30-MIN CALL

More info on our website

✓ No sales pitch ✓ 30 minutes ✓ 100% non-binding ✓ Start anytime

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