



Is Coach Training Right for You?

A Guide to Discovering Your Path

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www.mclarencoaching.com/coach-training

Welcome

If you're holding this guide, you're probably someone who's curious — about yourself, about others, and maybe about becoming a coach and doing the kind of work that makes a real difference.

You might already be “coaching” in some informal way — as a leader or a friend. Or you might be drawn to this field but not entirely sure why.

Maybe you've worked with a coach yourself and thought, “Could I do that?”

This guide is for you.

We've trained over 65 coaches in the last six years through McLaren Coaching's Transformative Coach Training program. (www.mclarencoaching.com/coach-training) These are people from all walks of life — professionals, creatives, caregivers, and leaders — who felt called to help others grow.

They started right where you are: asking the question.

Fast Fact: 90% of our students begin coaching clients before they graduate.

Mini Call to Action #1

As you read, jot down one reason you might want to explore coach training — even if you're not 100% sure yet.

Signs You Might Be a Great Fit for Coaching

Graduate Spotlight – Shannon, Class of 2023:

“Through this program, I have learned, patience as a leadership tool, which has transformed how I engage in both personal and professional relationships.

I have come to understand our Shared Humanity, realizing that people are driven by the same core emotions: the need to be seen, heard, safe, valued and understood.”

You don't need to have it all figured out. Many coaches share a few key traits long before they enter training:

- People often come to you for support, guidance, or just a good listening ear.
- You ask thoughtful questions and are more interested in the why than the what.
- You believe people are capable of more — and you want to help them get there.
- You value growth, both in yourself and others.
- You love meaningful conversations and have a strong intuition about people.
- You want your work (and your life) to be purposeful.

Sound familiar?

Mini Call to Action #2

If you see yourself in even two of these traits, that's a sign worth exploring. Write them down — they're part of your coaching story.

Why People Choose Coach Training

Coach training is more than a career step. It's a transformation. People often come to our program because they want to:

- Do more meaningful work



- Learn to lead and communicate more effectively
- Start a coaching business
- Support others through growth and change
- Understand themselves more fully
- Become more present, grounded, and powerful in all of their relationships

Whatever your reason, the tools and experience you gain in training will expand your capacity to be coach — in work, life, and leadership.

Mini Call to Action #3

Circle the reason above that resonates most with you. Imagine how your work — and life — might feel different if you followed it.

What Makes Our Program Unique

Graduate Spotlight – Tim, Class of 2019:

“Coach training has changed the way I view myself in the world. I didn’t realize the level of transformation that I would go through in this process but it truly has been a life-changing transformation.”

At McLaren Coaching, we believe coaching is more than a skill — it’s a way of being.

Our program is:

Experiential: You’ll learn by doing, from the very first weekend.

Transformative: You’ll grow as a person, not just a professional.

Supportive: You’ll be part of a cohort of like-minded learners.

Practical: You’ll graduate with the skills and confidence to coach real clients.

Rooted in Mastery: Your trainer is a Master Certified Coach with the ICF and seasoned facilitator with over 15 years of experience.

This is not a passive learning experience. This is about stepping into who you are meant to be.

Fast Fact: *The February 2026 cohort is already half full!*

Who This Program is For

Graduate Spotlight – Deb, Class of 2021:

“When I joined, I expected to enhance my communication skills and saw coaching as a natural extension of my professional background in mental health. However, the training far exceeded my expectations.”

This program is designed for people who are:

- Exploring a new career or life path
- Coaching informally and want training and confidence
- Working in leadership, HR, wellness, law, education, therapy, or service
- Feeling a deeper call to serve others — but unsure how
- Ready for their own personal transformation

We believe if you're drawn to this work, there's a reason. You don't need to be perfect. You just need to be willing.

Mini Call to Action #4

Do any of these describe you? If yes, your next step is simple — book a call to explore what's possible.



Frequently Asked Questions

Q: Is this life coaching certification?

A: It's broader than that. You'll be trained in coaching skills applicable across many domains: leadership, executive, personal, and wellness coaching.

Q: How long is the program?

A: It runs for 12 months, one weekend a month, plus practice and mentorship in between.

Q: Will I be ready to coach by the end?

A: Yes — most of our students take on paying clients before the program ends. You'll also receive opportunities to gain support with launching or refining your business.

Q: What if I don't want to be a full-time coach?

A: That's totally fine. Many students apply their training in leadership roles, communication, facilitation, and personal growth. (See <https://mclarencoaching.com/coach-highlights/> for interviews with a variety of graduates of our program.)

Your Next Step

If something in this guide has stirred something in you, trust that.

We would love to talk with you — no pressure, no sales pitch — just a conversation about what you're drawn to and whether coach training might be your next right step.

Click here to schedule a discovery call:

www.mclarencoaching.com/coach-training

Or email us directly: cami@mclarencoaching.com

You don't have to know for sure. You just have to be willing to explore.