

SUMMARY OF EXPECTATIONS FOR CERTIFIED ENTERPRISE COACHSM (CECSM)

PREREQUISITE EXPERIENCE

- Active Scrum Alliance® CSP®-SM, CSP®-PO
- 2,000 hours in the past three years dedicated to coaching

DIVERSITY OF EXPERIENCE

Focusing on different types and sizes of organizations

- At the enterprise level you must demonstrate:
 - Executive level engagement
 - Cross-functional experience with other areas of the organization, not just product development.
- Show actual transformational success of multiple functions, business divisions, or enterprises, along with a diversity of your initial engagement approach.
- Your agile coaching coaching career should show a journey of growth, showing a diversity of experience with different industries and organization size.

COACHING MINDSET

- You believe your clients are naturally creative, resourceful, and whole. Therefore, they have the means to solve their own challenges.
- You understand the difference and are learning when to move between your stance when it comes to Content vs. Process.
 - Content = mentoring, training, and consulting
 - Process = professional coaching and facilitation
- You are expected to demonstrate professional coaching skills at the ICF-PCC level. ICF certification is not required.

COACHING SKILLS/ PRACTICES AND FRAMEWORKS

This area shows that you have taken both your experience and learning and synthesized these into definitive practices, frameworks, approaches, and strategies.

- You are required to have knowledge of, and know how to apply, coaching skills and various practices, including organizational change and leadership models.
- Have knowledge and application of at least three professional coaching frameworks (e.g.: Coactive, NLI, ORSC, ACI) or practices.
- You must integrate practices or frameworks thereby creating your own approach and assuring novelty.

COACHING SPECIALTIES

A CEC must demonstrate thought leadership in three (3) specialties related to coaching at the enterprise level.

SELF-AWARENESS

You will be successful if you are able to reflect on your own coaching contribution.

- You should have emotional maturity (EQ) and have cultivated your own self-awareness with a growing ability to self-regulate.
- Know your current personal development goals for growth.

CONSTANT LEARNING

- Consciously select your experiments, demonstrate curious-but-neutral stance toward the outcome, reflect openly on outcome, integrate learning into subsequent hypotheses and actions.
- You must be able to run your coaching in “debug mode.”
- You are aware of your own thinking and approach to coaching.
- You must be mindful of your impact on coaching, including preparing for the coaching conversation, during the coaching conversation, and post-coaching reflection.

Have and continue to acquire coaching-oriented learning through multiple dimensions.

- Have a mentor. Mentoring involves multiple interactions over many months resulting in significant learning and growth. This takes place in a one-on-one or small group situation.
- Be a mentor to others and learn new skills, and grow from that experience.
- Your reading must show a breadth of frameworks, practices, and skills beyond agile contexts. This includes research and organizational culture, multidisciplinary change, and business economics.
- You must demonstrate humility and learning from both failed and successful engagements.

AGILE COMMUNITY LEADERSHIP

To be a successful applicant, you will contribute to the community – outside of your current organization. Internal community participation is helpful, but not sufficient. You are expected to have a minimum of two years of involvement and community leadership.

Involvement includes organizing or leading roles in the agile community, such as local agile user groups, local conferences, minor and major conferences, and leading or volunteering at events like Scrum Alliance-supported Scrum Gatherings. A CEC is actively involved through facilitation, presentations, writing, or volunteering in the agile community. You should be active in the agile community through local meet-ups, local conferences, major conferences, online/virtual communities of practice, etc.

All CEC candidates must show meaningful participation in Scrum Alliance® events.

Accepted examples include:

- Scrum Alliance User Groups
- Global and/or Regional Scrum Gatherings
- Agile Coaching Retreats
- Coaches Clinic® (as an organizer, facilitator, or volunteer)
- Guest Speaker for a Scrum Alliance Webinar

Click [here](#) to see a summary of the differences between Certified Team CoachSM (CTC) and Certified Enterprise CoachSM (CEC).

