

What is PRIME?



PRIME, The JCI Coaching Course, is a two-and-a-half-day seminar and the first-level training course for Junior Chamber International coaches. This course can be your practical guide to implementing sound personal and leadership development programs in order to create positive change. PRIME builds confidence in presenting complex information in clear and engaging ways and increases the ability to motivate others. Additionally it develops communication skills and teaches people to look at new situations with an open and positive mindset.

In Module 1, ***The Adult Learning Experience***, you will explore the process of learning and consider some of the major aspects which affect how adults learn. Learning is a continuous process and it is important to understand that adults approach learning tasks in different ways.

In Module 2, ***The Adult Learning Expectations***, you will examine the driving forces behind adult behavior with an emphasis on empowering the individuals to choose and develop for themselves what it is they want to learn. Coaches are guides through the human experience, leading participants from where they are to where they want to be. You will link these expectations with the mission of Junior Chamber to create positive change.

In Module 3, ***The Art of Coaching***, you will explore the environment in which effective learning takes place and seek to discover the most appropriate methods and techniques of coaching. JCI Training Institute coaches are innovators, able to customize a learning experience based on the expectations of their participants.

How you as a coach build learning experiences and programs determines how effective you will be in coaching situations.

In Module 4, ***Developing a Learning Experience***, you will acquire ideas, techniques, and tools to create the most dynamic, effective, and innovative vehicle for conveying your learning program. This includes setting learning objectives; selecting, researching, and designing course material; and selecting the learning methods.

As an innovative coach you need innovative tools.

In Module 5, ***The Resources***, you will learn about a wide range of simple and complex resources that an alert coach can spot and apply right away. Learning resources are important, and identifying appropriate and effective resources is a required skill for the Institute coaches.

The real test comes in Module 6, ***Me - A Coach***, where you will have to open yourself—mind, heart and philosophy—to create the most caring and student-centered environment. Here all your experiences, acquired skills, and techniques from previous modules come together.

Finally, students and coaches alike have to stop and take a look at their progress in Module 7, ***Measuring Learning***. Obtaining feedback is essential to good learning, and by evaluating all aspects of learning, we can improve the effectiveness of our training.