

Professional Coaching Program – The Open University at RU & Coach U

The internationally recognized coaching program, offered in collaboration between the Open University at Reykjavik University (RU) and Coach U, is designed for individuals who want to develop deep skills and understanding of coaching as a transformative discipline. The partnership between the schools has been in place since 2010.

A new generation has a different perspective on the labour market, and employees are making greater demands for motivation and support from managers to achieve their goals and face the challenges and problems they encounter. Training in executive coaching provides managers with essential communication and active listening skills to meet these challenges.

The program is also suitable for those involved in leadership development, as well as those who want to make coaching their primary profession.

Most facilitators in the program hold the MCC (Master Certified Coach) credential, the highest level of certification from the ICF. They bring invaluable experience from leadership roles and executive coaching worldwide and have consistently received top ratings in teaching evaluations.

The facilitation approach is dynamic and diverse, and the program, structure, and facilitators have received top scores in evaluations since its inception.

What is coaching?

In short, coaching is a partnership between coach and client in a thought-provoking and creative process that inspires the client to maximize their personal and professional potential.

About executive coaching

This program is a foundational coaching program from Coach U – a Level 1 program accredited by the International Coaching Federation (ICF).

This accreditation means the program is based on and teaches the ICF [Core Competencies](#) and [Code of Ethics](#).

Coach U was founded by Thomas Leonard, a pioneer in coaching who played a key role in shaping the profession and establishing the ICF. Coach U was the first school to receive ICF accreditation, and its professional standards have become industry leading.

The program is built on a holistic philosophy that coaching is not just a set of techniques, but a way of being or an approach. Students develop both professional skills and personal insight through experiential and reflective learning, which many find life changing. The approach supports lasting transformation rather than quick fixes.

Students work both independently and collaboratively to strengthen their communication skills in a safe and encouraging learning environment, with emphasis on critical thinking, self-reflection, and experiential learning.

This is a demanding and comprehensive program for those who truly want to master coaching. Emphasis is placed on core competencies and ethics, enabling graduates to coach across a wide range of fields.

Teaching is interactive and engaging, combining in-person sessions, online practice, and individual mentoring. Students practice coaching regularly, receive professional feedback, and build confidence and competence as coaches.

In short: Coach U is a leader in coaching, continuing to educate world-class coaches.

Upon completion, students will have:

- Received coaching supervision from MCC-certified facilitators
- Given and received coaching from fellow students
- Completed 16 hours of remote coaching practice
- Completed 3 hours of individual mentor coaching with performance evaluation
- Passed Coach U online exams
- Completed at least 20 coaching sessions with three different clients
- Completed the Core Essentials Intensive – Level 1 and received recognition from Coach U
- Received a performance evaluation for ACC certification
- **NEW: Access to a specialized AI-based coaching training tool, including 10 hours of training via Coach U**

Graduates can apply for ACC (Associate Certified Coach) certification through the ICF, providing international recognition. ACC is the first certification level of the ICF. Note that ACC certification is **not included** in the program.

Who is the program for?

The program is suitable for those who want to become better leaders, those who train leaders, or those who want coaching as their main career.

Strong connection to the labour market

As part of Reykjavík University, the Open University works closely with Icelandic companies and institutions. The program is continuously shaped by real market needs, ensuring its relevance and impact.

Active alumni community and continued development

Participants become part of a growing and active alumni network, supported through events, networking opportunities, and an active alumni association.

Established and trusted program

The program has received high satisfaction ratings and delivered strong results. Graduates often apply their training in leadership roles or build professional coaching practices.

How does the program compare to others in Iceland?

- International collaboration with a globally recognized coaching school
 - Academic credibility within a leading university environment
 - Depth and structure combining theory, practice, and reflection
 - Long-term community and continued learning opportunities
 - Strong business focus on applying coaching in organizations and leadership roles
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Program structure

The executive coaching program begins each September and concludes with graduation in May the following year.

It includes:

- Two four-day in-person workshops at the Open University at RU (dates vary annually)
- 10 online exams from Coach U
- Two remote training sessions (16 hours total) from Coach U
- 3 hours of mentor coaching and performance evaluation
- **NEW: Access to an AI-based coaching training tool with 10 hours of practice**

Please note:

- Attendance at in-person sessions is mandatory
- Instruction is conducted in English

[Course plan 2026-2027](#)

SEPT - OCT				NOV	DEC	JAN	FEB	MAR	APR
Workshop in RU - 4 days		Workshop in RU - 4 days		8 weeks - 8 hours		8 weeks - 8 hours			
Sept 23rd**	08:30–16:30	Oct 14th**	08:30–16:30	Course online with CoachU: CE255 - Group Mentor Coaching Practicum I 1 hour per week		Course online with CoachU: CE315 - Group Mentor Coaching Practicum II 1 hour per week		Course online with CoachU: CE417 – Coach Mentoring & Assessment 3 hours.	
Sept 24th**	08:30–16:30	Oct 15th**	08:30–16:30						
Sept 25th**	08:30–16:30	Oct 16th**	08:30–18:30						
Sept 26th**	08:30–16:30	Oct 17th**	08:30–16:30						
Assignments: Group assignment and one individual assignment		Assignment: one individual assignment handed in by December		10 x Online quizzes 20 x client coaching hours – Self coaching log				C419 - Bridging to Coach Success 1 hour Completion – Assessment and Final Exam Performance Evaluation Final written Exam Submit feedback forms Submit 30 min audio recording	

*Please note that the syllabus is subject to change
**Readings and preparation for class

NEW: The program includes access to a special training Tool designed for coaches. The Tool is based on artificial intelligence, and students are given access to 10 hours of training through Coach U.

Access to Coach U materials

Students gain access to specialized templates, evaluation reports, articles, marketing materials, and other resources from Coach U at the start of the program.

Top-rated program

The program has consistently received top marks (5/5) in teaching evaluations since it was first offered in 2010.

Practical information

Admission requirements

Applicants with a university degree are given priority. Other qualifications are considered individually, along with factors such as management experience, work experience, references, and a personal statement.

Application documents

Applicants must submit:

- Copy of most recent academic certificate
- CV

These documents must be emailed to the program coordinator: lindav@ru.is

Additional information

- Refreshments are provided during in-person sessions
- Tuition includes high-quality Coach U materials for professional coaching

Most labour unions subsidize part of the tuition fees for their members—[check your eligibility](#).

Payment options include card payment or bank invoice, with options for installment plans.

Important note

All dates are subject to change and dependent on minimum enrollment being reached.