Coaching and Leadership International Inc.

Package #2

Achieve your

Professional Power Coach®

Designation

Courses & Certifications Developed & Offered by:
COACHING AND LEADERSHIP INTERNATIONAL INC.
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Coaching and Leadership International Inc.

Dear Guest:

CLI is pleased to offer you this Professional Power Coach® Training Package. With these methodologies you will be a shining star in the coaching industry. Your training package includes multiple levels of training in order to be of the highest service to your Clients.

A Complete Set of Coaching Tools!

You will have a complete set of tools comprised of 65 award-winning Power Coaching® methodologies! With these extraordinary tools you will coach young and older on career, business, relationships, health, money and in all areas of life. You will learn how to help your clients remove their largest mental blocks in life in order to move forward with ease and comfort.

In this package you are receiving training in **all four levels of coach training.** You can choose your training to be in either of the formats listed below or you may choose a combination of both DL and on-site training:

1. Distance Learning = 224 supervised hours OR
2. On-site Learning = 232 supervised hours.

In total your package includes 400+ hours of supervised and unsupervised training. See the attached pages for each level's curriculum. Your training will include the following four levels and will begin at the Associate Power Coach Level:

Associate Power Coach® Level (PC I),
CPC - Certified Power Coach® Level (PC II),
Advanced Power Coach® Level (PC III) and
PPC - Professional Power Coach® Level (PC IV).

Business Building:

You will note that in the Associate Power Coach level you embark upon the creation of a Customized Marketing Plan to Build Your Business!

Using CLI's book, "Build a Boooooooming Business", you will be provided with guidance to create a customized Miracle Marketing™ Plan which includes the following:

1. Determine your Spiritual Life Purpose.
2. Identify your behavioural style as an entrepreneur and leader and then work with your Power Coach® Business Mentor (PCM) to identify which behaviours serve you well and which ones you could change in order to Build a Booming Business.
3. Develop your company's Vision Statement. Articulate the power of the intent behind The Vision. (Note to seasoned entrepreneurs: we will re-visit your current Vision Statement.)
4. Develop or re-develop your company's Mission Statement.
5. Develop the values you will need to exhibit in order to achieve The Vision.
6. Develop specific and measurable goals which will assist you in achieving The Vision.
7. Identify obstacles to the achievement of The Vision and goals.
8. Identify all your products and services including your new ones from CLI.
9. Identify the target markets for each product and service.
10. Create pricing for each product/service by target market.
11. Identify horizontal and vertical revenue targets for each product/service for the next 3 years.
12. Identify marketing tactics of "competitors" in your selling area.
13. Begin to identify promotional vehicles needed to reach each target market.
14. Pull "The Plan" together.

If you believe that you require a great deal of guidance with the development of your Marketing Plan and Marketing Materials, you may wish to choose Package #1 "Professional Power Coach Business Building Package" OR join the teleclasses specifically designed for the creation of the Marketing Plan.

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Your Investment Includes:

- **Your basic** Emerald License as described on the CLI web site.
- **Power Coaching® Manual.** All levels receive a Power Coaching® Manual complete with models and theory and the methodologies applicable to their chosen level of training.
- **A copy of "Build a Boooooooming Business".** This must-have book will expedite your business success.
- **A behavioural assessment tool** to determine your benchmark behavioural style as a business person. You may then choose to use your new Power Coaching tools to become a stronger business person.
- **A Coaching Kit.** Your Clients will all receive a Coaching Kit which allows them to keep track of their progress, provides them with valuable coaching forms and gives them access to some of the most powerful self-coaching tools in the world.
- **Licensee Business Guide.** This Guide includes mentoring schedules, practicum info & so on.
- **Other learning resources.** Receive copies of "Your Life", "Unleashing Your Brilliance", etc.
- **A highly interactive training program** with an abundance of demonstrations, role playing, practice coaching, mentor coaching, and fun!
- **The CLI Licensee Network** membership and its many benefits including the availability of many CLI products at discounted Licensee pricing.
- **Access to the Member's Only "Licensee Login" section** of the website where the latest news is posted including tips, techniques and forms.
- **Your commitment to be your own best client first**. Power Coaching® tools will assist you in removing your own roadblocks to achieving the success you deserve.
- **Training and understanding of the ICF Core Competencies and Ethical Guidelines**. The CPC Program is ACSTH accredited by the ICF, International Coach Federation.
- **Optional career paths:** Even before you earn your CPC designation, you will be able to deliver workshops on The Brain Walk®. Once you earn your CPC, you may expand your Emerald License by proceeding to:
  - ♦ become a CLI Certified Group Power Coach®
  - ♦ become a CLI Certified Power Coach® Mentor
  - ♦ learn how to facilitate CLI Corporate Programs
  - ♦ learn how to facilitate CLI Personal Prosperity Programs for couples, families, children …
  - ♦ become an Instructor of CLI Power Coaching® and CLI Corporate Programming
  - ♦ learn higher levels of coaching on your way to become a CLI Professional Power Coach
  - ♦ study the coaching of complex situations.

We would like to honour you for your commitment to being a helping professional. We believe that this is one of the most rewarding professions in the world! CLI Power Coaches work with individuals and groups to assist them in finding and often reclaiming their own "inner power". CLI Power Coaches inherently have a great love of people diligently coaching their clients towards self-mastery. At CLI we are committed to doing our best to make you as successful as possible as either a Private Practice Coach or a Corporate Coach.

Come join our team of Power Coaches who lead truly meaningful lives by assisting their Clients in finding their greatness.

Betska & *John*

Betska K-Burr and John Burr
Co-Presidents

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Curriculum for

Associate Power Coach® Level (PC I)

"Raising our Client's Awareness - Who Am I?"

Via **Distance Learning** this level is comprised of 41 sessions which takes approximately 20 weeks to complete. If you have chosen **On-Site Training**, you will complete the first five days in intense training which will be followed by 15 telementoring sessions. In this level, Coaches learn and practice unique Power Coaching® tools, processes and models designed to dramatically improve performance. As a Corporate or Entrepreneur Coach once you successfully complete the mentoring session on each methodology, you may immediately use that tool in your daily coaching practice. Individuals attending to learn self-coaching techniques will experience the strengthening of their self-confidence and will be able to use these tools daily for the rest of their lives.

Theory

This first level presents much of the theory behind Power Coaching® with Mind-Kinetics®. Coaches learn how to physiologically determine that changes in thinking are now leading to changes in behaviour at a cellular shift.

- What is Power Coaching®
- ICF Code of Ethics, ICF Ethical Guidelines, ICF Core Competencies. ECI Competencies.
- Setting expectations: Coach's role, Coachee's role
- Coaching with logic and heart
- Coaching (and living) by the Universal Laws of Behaviour
- The complex human mind: We can only move forward when our beliefs in our unconscious are stronger than the beliefs in our conscious.
- Owning our own stuff
- Perception vs reality: moving from setting goals to achievement of the goals
- Building and living by our personal values
- Neuroscientist research that has proven that our unclarity and inaction comes from blocked emotions, repression or trauma which prevents brain cells from receiving nourishment.
- Caring for the Coach
- Clarity Solutions Model
- How not to shut people down spiritually
- Create a Miracle Marketing Plan by using CLI's book "Build a Boooooooming Business".

Methodologies

The tools and processes learned in PC I range from simple to complex. Any life issue (emotional, mental, spiritual and physical) can be coached to action by these remarkable tools. The client begins to answer the question "Who am I?".

- The Brain Walk® - 'Peace', 'Your Morning Stroll' & 'V.A.'
- Logic Coaching Plus
- Conversational Coaching with Mind-Kinetics®
- Relationship with Self
- Relationship with Others
- Short Cut to Stronger Relationships
- Spiritual/Life Purpose
- Profiling Tools
- Quick Core Coaching
- The Brain Walk®- 'Solutions'

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Curriculum for

Certified Power Coach® Level (PC II)

"Catapulting to Success in Seven Areas of our Lives through Deep Listening"

Via **Distance Learning** this level is comprised of 24 sessions which takes approximately 12 weeks to complete. If you have chosen **On-Site Training**, you will experience four days in intense training which will be followed by 9 telementoring sessions. This level invites the Professional/Corporate Coach or Self-Coacher to embrace the beauty of the human mind. We begin to move into more wholistic coaching. Through the tools and processes presented in this level, your clients will begin to investigate their competencies in each of the seven areas of their lives and break through major mental barriers in each of those seven areas. These methodologies promote permanent positive thinking.

Theory

Finding the REAL issue blocking a client from the achievement of a specific goal is a Coach's primary job. In this level we deepen our listening skills and use advanced Universal Laws to guide our clients to ultimate clarity.

- Optimizing your client's hour
- Advanced Universal Laws
- Writing of belief systems
- Deep listening skills & communication styles
- Finding the core or root cause
- Causes of unclarity: emotionally, mentally, physically and spiritually
- Definition of positive and negative thinking patterns. 'Seeing' patterns
- Setting boundaries
- How to coach with integrity, honesty and sincerity
- How to redirect the subconscious mind to act positively in all aspects of life.
- How to integrate Power Coaching® Tools into your current Coaching Tool Box.

Methodologies

Our clients are looking for success in many areas of their lives. Power Coaches in this level learn how to move their clients from stuckness to great clarity in any of the seven areas of their lives. Issues such as time management, prioritization, strategic planning, communication, and personal issues such as health, exercise, friendships, etc. are always challenges to our clients. PC II methodologies catapult our clients to higher levels of success.

- Ultimate Clarity on Issues
- The Brain Walk® - 'Enhanced Power in Seven Areas of Our Lives'
- Simple Mind-Kinetics® for conscious and unconscious blocks
- Success Triangles
- Brain Re-Train
- Career Transition

<u>NOTE</u>: Practicum to become a CPC, Certified Power Coach®, follows this level.

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Curriculum for

Advanced Power Coach® Level (PC III)

"Removal of Multiple Blocks to Success"

Via **Distance Learning** this level is comprised of 17 sessions which takes approximately 9 weeks to complete. If you have chosen **On-Site Training**, you will complete four days in intense training which will be followed by 6 telementoring sessions. One of the greatest gifts we can give our clients is the ability to think bilaterally - switch easily between left and right hemispheres of the brain. The benefits are numerous including greater innovativeness, faster thinking, feeling more peaceful and content inside and greater productivity. In Level Three we deepen our study of the mystery, complexity and beauty of the human mind. PC III methodologies give our clients the ability to achieve their goals with swift forward movement.

Theory

Clients will usually seek out a Coach when they discover that a way of thinking they have had all of their lives is no longer serving them. We learn how to help a client assess their brain's capacity to provide them with the success they desire. Transposed hemispheres (the brain may be compensating for some trauma by having the analytical function in the right brain when it should be in the left) may be causing the client to think too hard!

- Intuition: our greatest coaching skill. How to build it. How to maintain it.
- Becoming a bilateral thinker.
- Assessment of our client's capacity: left or right brain dominant, location of analytical and creative skills, unconscious beliefs of specific success attitudes, homolateral or bilateral thinking, stress levels, etc. Demarcating where the brain slows down in its thinking power.
- Pinpointing positive and negative patterns.
- The Secrets of Life: embracing it, loving it and letting go of attachments.

Methodologies

The tools and instruments learned in PC III allow a Power Coach to deepen their intuitive ability. We learn to put a name to the various stages of thinking and recognize when and how to pull us in to "higher mind". Our clients can obtain fast and solid results if we understand their goals, have a mental and intuitive picture of their roadblocks and understand how they think.

- Natural Processing - Self: Coaching out deeper patterns
- Natural Processing - Clients
- Multi-Core Removal - Self: coaching out multiple patterns
- Multi Core Removal - Clients
- The Brain Walk® - 'Bilateral Thinker'
- Challenges and Blindfolds
- Connection
- Advanced visualizations

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Curriculum for

Professional Power Coach® Level (PC IV)

"Health and Relationships"

Via **Distance Learning** this level is comprised of 17 sessions which takes approximately 9 weeks to complete. If you have chosen **On-Site Training**, you will complete four days in intense training which will be followed by 7 telementoring sessions. A Power Coach® at level four is ready to have a deeper understanding of how our physiology affects our psychology and vice versa.

A PC IV Coach, upon completion of this level, is more able to readily identify a client's challenges and blindfolds. He/she can determine root causes of major roadblocks with greater ease. This Coach is able to assist their client putting together a plan for superior health on all four levels: emotionally, mentally, spiritually and physically and in both their personal and professional lives. Clients who use PC IV methodologies work quickly to achieve their goals.

Theory

Science has proven that "what we think" is "what we can become in our body". Awakening our clients to the power of our thinking and how it affects our own body is a necessary discussion as a Whole Life Coach.
Power Coaches may find themselves working with whole families. Children take on their parent's patterns, good and bad. They experience the same joys as their parents and they can experience the same pain. Children respond quickly to Mind-Kinetics® work. By working with the whole family, a Coach can assist them in coming to a place of greater harmony. This is truly rewarding work.

- The energy of the mind.
- Healing the psychology to positively affect our physiology and vice versa.
- Healing the most complex of relationships at home and at work.
- Working with children and families.
- Letting go of attachments to a person, place or thing.

Methodologies

The tools, instruments and processes in this level are the most sophisticated in terms of identifying the *real* issue and in supporting the client in developing solutions. The Coach learns in-depth processes for assisting couples and groups of people to move past roadblocks and achieve their goals. We study the healing power of foods.

- Diamond Teacher
- The Brain Walk® -'To better health'
- Healing Relationships
- Discovery
- Physical Wellness
- Natural Processing for 7 Areas of our Lives
- Open Hearted Listening and Open Hearted Conversation between Two People

Note: **Practicum to become certified as a PPC, Professional Power Coach®, follows this level for those interested in obtaining certification.**

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