



CURRICULUM TO BECOME A

# CLI Mind-Kinetics® Coach

Lead Profound Positive Change with  
Whole Brain, Whole Person, Whole Potential  
Executive, Business and Life Coach Training



*“ ... what is probably the most revolutionary and effective model  
of coaching to be developed in the last ten years –  
Betska K-Burr’s Power Coaching® with Mind-Kinetics®.”*

- Rey Carr, Peer Resources

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# Welcome!

## Dear Valued Guest:

Often referred to as the 'Harvard' of coach training, CLI offers one of the most comprehensive, advanced Certified Coach Training programs in the world. It is also among the most profound personal and professional self-development program available anywhere.

***CLI is setting a Whole New Level of Excellence with  
Whole Brain, Whole Person, Whole Potential  
Executive, Business and Life Coach Training***

### SPECIFICALLY DESIGNED FOR:

- **Leadership Development** – CEOs, Executives and Managers at all levels of an organization, expand skills and competencies, engage, inspire, and lead teams and organizations to greatness. Be a Leader that creates other Leaders with Logic & Heart.
- **Executive & Business Coaching** – Become a highly sought after Executive and Business Coach, with high-level skills, tools and confidence to inspire transformational leadership. Your clients will step into their highest power with true strength and integrity.
- **Whole Life Coaching** – Step into your purposeful path of Service with everything you need, in hand and heart, to support positive change for yourself and your clients to thrive. Stand out in the field with the skills, tools and wisdom to make a profound difference.

**CLI has been advancing the field of effective Professional Executive, Life and Business Coaching** by developing the award-winning methodologies of PCMK™ (Power Coaching® with Mind-Kinetics®), a Coach Training model that honours, supports and enlightens the spirit, mind and body. CLI's universal tools offer a holistic, cross-cultural, and integrative approach to coaching, including the whole person and all areas of life. We use the word 'power' in 'Power Coaching' because the PCMK coaching system inspires the Client to tap into *their own internal power*.

**With CLI's powerful, award-winning set of over 80 methodologies at your command**, you, your clients, and your organization, can address every challenge, issue and goal at an entirely new level of thinking, sparking innovation, profound solutions, and clear action steps forward. The ROI, (Return on Investment), is measurable and the results are remarkable.

***"... probably the most revolutionary and effective model of coaching to be developed in the last ten years – Betska K-Burr's Power Coaching® with Mind-Kinetics®."*** – Rey Carr, Peer Resources, 2011 [Resources, 2011](#)

**CLI's Signature Coach Training Program is offered On-Site, by Distance Learning, or Blended combination of both.** This step-by-step, LIVE Coach Training provides you with *ALL the essential Coaching Skills, Leadership Tools and Practices* required to be a highly effective, successful, and internationally recognized Certified Life or Certified Executive Coach with professional standards.

**CLI's masterful Coach Training Program is offered in building-block LEVELS** providing flexibility to match your time commitments, budget and vision. You may register to take the courses one LEVEL at a time, or to fast track your learning, career, and professional success, choose to become a Professional Certified Power Coach® all in one powerful training.

We welcome you to join our global team today!

***Betska & John***

Betska K-Burr and John Burr  
Co-Presidents



## WHY CHOOSE CLI?

- 1. WHOLE BRAIN THINKING IS THE MAGIC** that generates outrageously impactful results. CLI's proprietary Science of Mind-Kinetics® is the foundation for your coaching system, called Power Coaching® with Mind-Kinetics® (PCMKT™), and it is the secret to creating permanent positive change by engaging the Whole Brain. Standard logical left-brain coaching methodologies cut us off from connecting to the brilliance we all have inside. Whole Brain coaching ignites genius thinking by activating both the logical, process oriented Left Brain and the intuitive, creative Right Brain for results that truly access the deepest and highest wisdom for innovative, genius solutions in every session. *You will be astonished at the results!*
- 2. WHOLE PERSON IS INCLUDED:**  
In every coaching session, a whole person shows up at the "door". CLI trains coaches to powerfully honour and engage every client, exactly where they are in the moment. All the facets of a whole human being must be included and supported, including the emotional, physical, spiritual and intellectual aspects. *Your clients will sigh with relief at the thoroughness of your coaching skills.*
- 3. UNIVERSAL, WHOLE LIFE TOOLS:**  
All of life is an interrelated, as it weaves together both our personal and professional areas of life. Therefore, we must include our client's whole life as it is involved in the equation, as we work together. This includes addressing and supporting the issue, challenge, or goal that clients choose to work on in the session, inclusive of every area in our personal and professional life. CLI's Universal Signature Coaching System, PCMKT™, provides you with all the tools required to confidently coach executives and corporate clients, as well as life coaching clients by addressing both their professional and personal issues and goals.  
*This will make you a hugely valuable Coach and confidante to them.*
- 4. OUR SUBCONSCIOUS MIND DRIVES OUR LIVES - Where is it leading us?**  
Science continues to illuminate the expansive control our Subconscious Mind has over our thoughts and behaviours. Because our subconscious mind is so much stronger than our conscious mind, willpower and intention alone cannot ensure achieving the success we aim for. To be effective, a Coach must have the advanced skills and tools to offer a client access to their subconscious mind, where all the roadblocks and unconstructive patterns and habits are stored. This new awareness provides opportunity to create massive shifts by transforming these unconstructive patterns into positive beliefs and behaviours that support achievement of our vision and goals. Then our conscious mind can work in harmony with our subconscious mind to drive success in every endeavour. Your clients will love discovering their subconscious beliefs and patterns. *You will shine like a Star in the coaching world.*

***"It is our unconscious which holds the power of a Leonardo da Vinci or an Einstein."*** - Win Wenger, *The Einstein Factor*

- 5. COACH WITH CONFIDENCE- LEARN A COMPLETE SYSTEM:**  
From stem to stern, you will have everything you need in hand and heart to offer your clients the most profound forward movement towards their goals. When you follow the system, the powerful "recipe", you will have a perfect session that rises to the occasion, every time. ICF and IIC&M Core Competencies are built right into every methodology providing both coach and client with the utmost professional and powerful experience to generate fast, effective and measurable results. *Therefore, have no fear. You will learn how to coach with ease and great confidence.*



**6. MOST PROFOUND PERSONAL AND PROFESSIONAL SELF-DEVELOPMENT PROGRAM IN THE WORLD** – for building personal and professional excellence.

Embedded in CLI's Signature Coach Training Program is a Learning and Development Plan, including Profiles, Self, Practice and Buddy Coaching to support and grow yourself – discovering the power and inspiration of the work you will then be bringing to your clients. This provides you ample opportunity to polish the diamond of you, in both your work and life areas, and *then shine the brilliant light to assist your clients to do the same.*

**7. BUILD A BOOOOOOING BUSINESS:**

Your Coach Training Package includes a copy of the "Build a Booooooming Business" book, written by CLI Global Leaders, specifically to help you launch and/or grow a highly effective business. Together with your high-level coaching skills, this vitally important component, supports you in defining your mission, vision and goals, a detailed business and marketing plan to have everything you need in place to succeed. *Launch your coaching business with ease.*

**8. SELF-COACHING TOOLS:**

Have you tried The Brain Walk® yet? Considered to be The World's #1 Positive Thinking Tool, you will wake up every morning excited to do The Brain Walk®! The brainchild of Master Coach, Betska K-Burr, The Brain Walk® helps you find solutions to challenges and goals in just ten minutes or so. With those solutions comes an inner peace and calm knowing that the answers to your challenges are always at your fingertips. This is just one of many self-coaching tools you and your clients will enjoy supporting both personal and professional growth. Join us and *"Take a Walk – Move a Mountain"*.

**9. ADVANCED SKILL-SPECIFIC TRAINING:**

- a. **Certified Group Power Coach®:** Learn the additional specific coaching and facilitation skills required to confidently coach groups of 2 to 20,000. Or more! Expand the scope, impact and success of your business with this hands-on training and group practice.
- b. **Certified Executive Power Coach®:** Step up your skills to engage the Executives and Leaders of today and tomorrow! Learn the Secret Tips to coaching Executives, including 20 unique Leadership and Executive Tools, to support leaders at all levels of an organization. *These are tools they don't teach you in MBA school.*

**10. TRAIN-THE-TRAINER PROGRAMS:**

Expand your business with the opportunity to be a Trainer using CLI's specifically designed, complete Training Packages. You will have everything you require to confidently and professionally lead a Signature Training Program.

## Certification, Accreditations and Approvals

First and foremost, you will receive prestigious licensing and coaching credentials from Coaching and Leadership International Inc. In addition, CLI's Executive Coach and Life Coach Training is approved by the ICF and accredited by the IIC&M. After course completion, you may apply to receive coaching credentials from these highly esteemed International governing bodies.

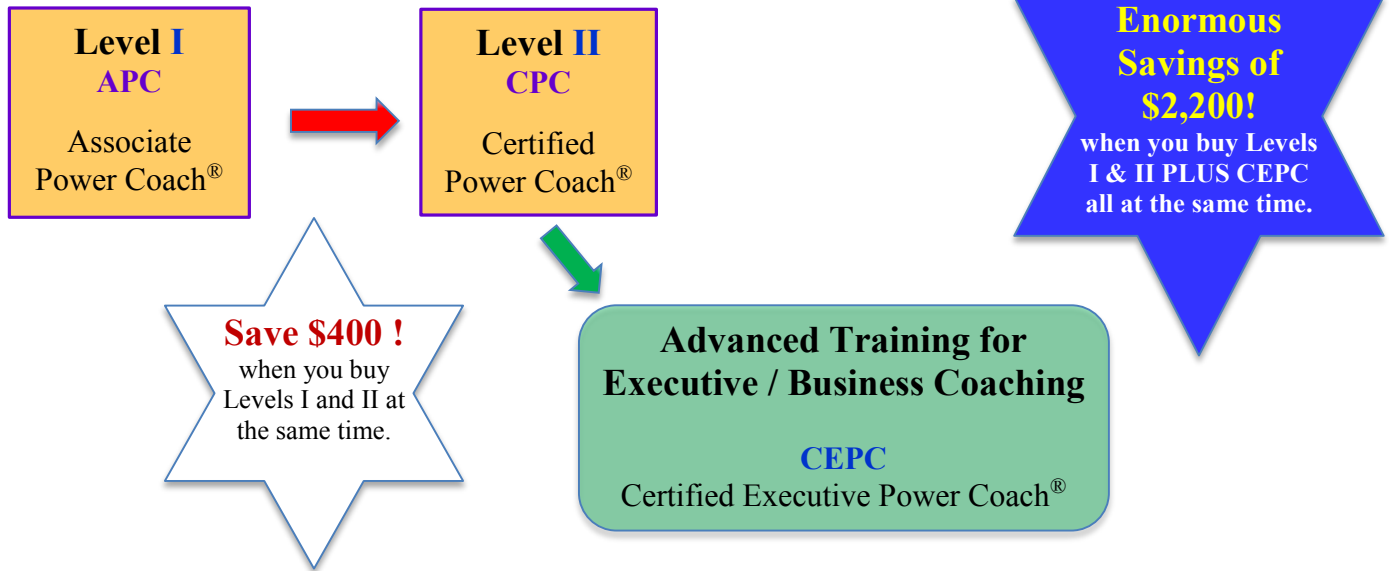
The entire PCPC Program plus Certified Group Power Coach® and the Certified Executive Power Coach® Programs are ACTC accredited by the International Institute of Coaching & Mentoring (IIC&M). The CPC and Certified Group Power Coach® Programs are approved by the International Coach Federation (ICF).





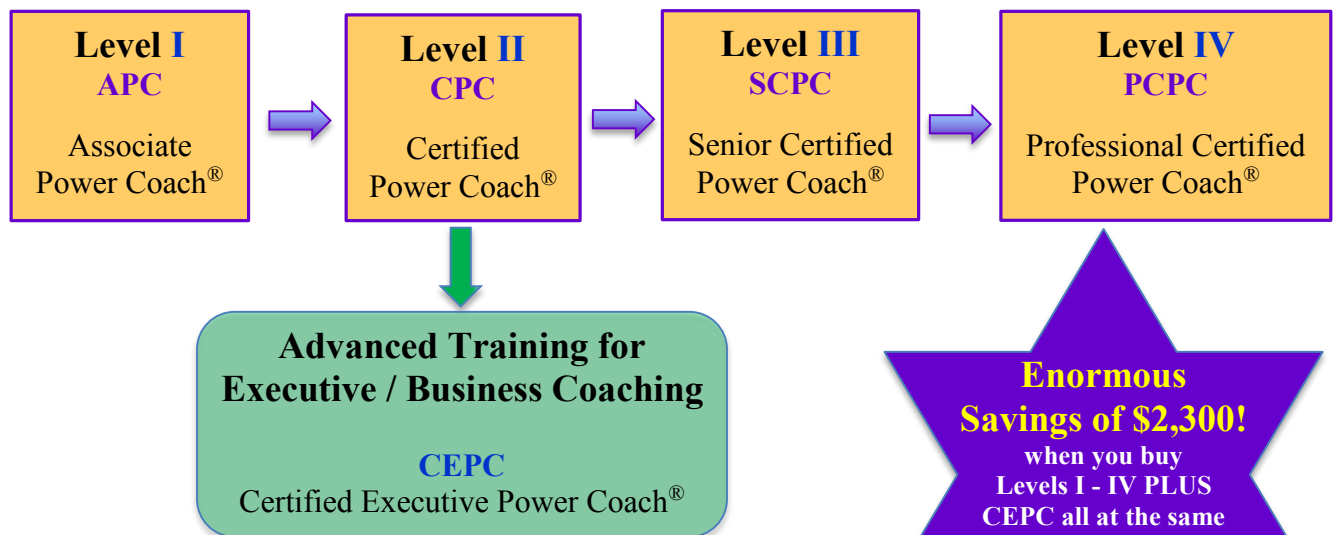
# CHOOSE FROM TWO STELLAR TRAINING PROGRAMS AND SAVE!

## Certified Power Coach® Program



The Certified Power Coach® Program combines Levels I and II. Upon achieving your CPC designation you can move on to learn specific tools and skills for Executive and Business Coaching to attain your Certified Executive Power Coach®.

## Professional Certified Power Coach® Program



The Professional Certified Power Coach® Program combines Levels I – IV. Upon achieving your CPC designation, and before you move on to take your SCPC (Level III), you may engage in the CEPC Program to acquire specific tools and skills for Executive and Business Coaching.



## Choose Your Vehicle for Learning

You may achieve your chosen coaching designation by choosing one of the following learning methods each providing you with the same content and opportunity to excel. You may select On-Site Training, Distance Learning or Blended Combination of both.

1. **On-Site Training.** On-site trainings are conducted on Vancouver Island, Canada, in many other cities in Canada, and in various countries around the world. The On-Site Training provides an effective combination of in-person intensive training, followed up by LIVE, Web/Tele-mentoring, building skills, core competencies and confidence.
2. **Distance Learning.** This same excellent signature training system is also offered via LIVE web-based Distance Learning opportunities at times that coincide with North American, European and Asian time zones. The training is facilitated by a live Instructor.
3. **Combination Training/ Blended Learning.** You may wish to choose a combination of learning methods. For example, you may acquire one of the designations via On-Site training and complete another designation via Distance Learning. The choice is yours.
4. **On-Site Training in your home town or Corporate Setting.** We make it easy for you to achieve your certification. Many organizations choose to bring CLI into their own facility for us to train their leaders, middle managers and HR Professionals in the art and science of Power Coaching® with Mind-Kinetics®.

Alternatively, we invite you to gather a group of aspiring individuals together, and CLI will be happy to fly to your home town and deliver the program.

## Length of Time to Complete Your Training

It can take 9-12 months to complete the CPC designation and another 12 months to complete the SCPC and PCPC designations; however, you can study at your leisure and according to your budget. "Fast-trackers" who choose to start with the on-site training can complete their CPC certification in 6 months and their PCPC in 18 -24 months.

## The Various Components of Your Training

- **Pre-course work:** completion of profile assessments and reading
- **Supervised training** with a live Instructor
- **Independent study** which includes reading your course textbook, Betska K-Burr's *The "God" in Coaching – The Key to a Happy Life*, Bruce Lipton's books such as *Biology of Belief* and *Spontaneous Evolution*, listening to recordings, additional reading and so on.
- **Self-coaching sessions.** As a Trainee you are required to complete self-coaching sessions which expedite your knowledge and comfort with each of the systems/tools. These sessions are also valuable to assist you in achieving your own goals by becoming more clear on direction and any judgments you might have about yourself and others. The more we coach ourselves the more successful we will be as role models in the coaching world.
- **Client coaching sessions.** Prior to sitting your exams, you are to log a specific number of coaching sessions applicable for your designation. These Client coaching sessions will build your confidence in the use of the tools and concepts.
- **Weekly work with a Buddy Coach.** You may choose your Buddy Coach with which to practise the coaching methodologies prior to using them on real Clients.



## Optional Training & Business Direction

1. **Build a Boooooooming Business:** Many students wish to work with a Business Instructor in order to complete their Marketing and Business Plan. These small group classes give you direct access to the Business Instructor and will save you much time and energy in the launch of your coaching business. 8 group sessions plus 2 private sessions for a total of 20 hours.
2. **Become an Authorized Distributor:** CLI's global expansion offers a unique business opportunity for strong leaders. Talk to CLI about becoming an Authorized Distributor, and bring CLI's turn-key Coach Training Program to your city or country for a fast-track to prosperity and positive impact in the world.
3. **CLI's Train-The-Trainer Facilitator Kits and Licensing:** Become a facilitator and train others with a set of powerful tools and skills. Grow your business by offering these specialized and ready-to present workshop program, designed for in-house corporate training and/or specifically gathered groups in a public workshop setting.



*Join the World-Class Team of CLI Mind-Kinetics® Coaches who use PCMK™ as their transformational Coaching System.*



# HOURS OF TRAINING

| <b>PCMK™ Designation or Add-on</b><br>Levels I, II, III and IV plus CGPC and CEPC are IIC&M accredited.<br><br>Levels I and II plus CGPC are ICF approved.   | <b>Distance Learning Hours</b><br><br>(webinar/teleclass)<br>2 classes/week @ 2 hours/class | <b>On-Site In Person Coach Training</b><br>All Designations start with 2 prerequisite webinars = total of 5 hours.<br>One day = ~7.5 hours |                           |   |                                      | <b>Your Investment</b><br><br>(Canadian Dollars)                                       |
|--|---|--|---------------------------|---|--------------------------------------|--|
|  |   | <b>Total hours of Training</b>   | <b># of Training Days</b> | <b>TeleMentoring Classes</b><br>(3 hours/class) | <b>Self Study Hours</b><br>(minimum) |  |
| <b>Business Building Additional Support: Private Business Building Mentor</b><br>At any time during your training in Levels 1 – IV, you may begin private business building mentoring with a Business Mentor to create your Business Plan. | 30 hours  | -  | -                         | -   | -                                    | + \$5,000<br>OR buy all 4 levels + Bus. Bldg + CEPC and <b>save \$3,300 = \$19,995</b> |
| <b>LEVEL IV: Professional Certified Power Coach® (PCPC)</b>  | Total 128 hours:<br>74 hours classroom + 40 hrs. research                                   | -  | -                         | -   | -                                    | +\$4,600<br>OR buy all 4 levels together + CEPC and <b>save \$2,300 = \$15,995</b>     |
| <b>LEVEL III: Senior Certified Power Coach (SCPC)</b>  | 74 hours  | -  | -                         | -   | -                                    | <b>+ \$3,500</b>   |
| <b>Advanced Program for Executive Coaching: Executive Certified Executive Power Coach® (CEPC)</b>  | 24 hours  | -  | -                         | -   | -                                    | + \$2,500<br>OR buy together with Levels I and II and <b>save \$2,200 = \$7,995</b>    |
| <b>LEVEL II: Certified Power Coach® (CPC)</b>  | 73 hours  | 73 hours   | 4                         | 25 hours +2 hour oral exam                      | 15 hours                             | + \$4,500<br>OR buy together with Level I and <b>save \$400 = \$7,295</b>              |
| <b>Skill Specific Additional Training: Certified Group Power Coach® (CGPC)</b><br>(offered after Level I - APC)  | Minimum of 14 hours   | -  | -                         | -   | -                                    | <b>\$ 995</b>  |
| <b>LEVEL I: Associate Power Coach® (APC)</b>   | 78 hours  | 75 hours   | 4                         | 25 hours  | 16 hours                             | <b>\$3,195</b>   |

PCMK™ “the most comprehensive coach training program on the market today.”





## Curriculum for designation **Level I – APC: Associate Power Coach®**

### ***"Who am I?"***

APC designation students learn very important coaching methodologies for raising our Client's self-awareness on their strengths and areas of improvement at home and at work. Coaches learn and practice these unique systems throughout the course of study. In-house Corporate Coaches as well as entrepreneurial Professional Coaches will be able to use these methodologies in their daily coaching practices for executive, business and life coaching.

### **THEORY includes**

- \* What is Coaching? What is Power Coaching® with Mind-Kinetics®?
- \* ICF and IIC&M Code of Ethics and Core 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.
- \* Owing our own stuff
- \* Perception vs reality: moving from setting goals to achievement of the goals
- \* How emotions block our Client's progress
- \* Building and living by our personal values
- \* Left Brain, Right Brain concepts
- \* Scientific research proving that our unclarity (judgment) comes from blocked emotions which prevent our cells from receiving nourishment.
- \* The CLI Clarity Solutions Model

### **PCMK™ COACHING METHODOLOGIES LEARNED**

The tools and processes learned in this designation range from simple to complex. Issues and goals in any area of life and in any level of life (emotional, mental, spiritual and physical) can be coached to action by these remarkable tools. The Client begins to answer the question "Who am I?".

- PCMK™ Lasers – 10 minute coaching methods
- Logic Coaching Plus
- The Brain Walk® - A Journey for Peace of Mind
- The Brain Walk® - Your Morning Stroll
- The Brain Walk® - Value Amplification
  
- The PST Tool (Personal Success Tool) Long and Short
- Relationship with Self
- Relationship with Others
- Short Cut to Stronger Relationships with Others
- Short Cut to Stronger Relationship with Self
  
- Conversational Coaching with Mind-Kinetics®
- Quick Core Coaching
- The Brain Walk® - 'Solutions'
- Life Purpose
- Period Purpose
- Profile Assessments

Upon successful passing of a Knowledge Assessment, you will have achieved your Associate Power Coach® designation. At this point, you are not considered 'certified'. Once you pass the extensive written exam plus an oral exam at the CPC level, CLI provides you with the Certified Power Coach® designation. See next page.



## Curriculum for designation **Level II – CPC: Certified Power Coach®**

### ***"Deep Listening"***

This level greatly increases your abilities as a Competent Coach. You learn how to catapult your Client's success in all seven areas of life through deep listening skills. The CPC students begin to truly embrace the beauty of the human mind as the methodologies offer the Client more wholistic coaching. Following a written exam and an oral exam, you will feel highly confident in helping your Clients investigate their competencies in each of the seven areas of their lives and break through major mental barriers in each of those same seven areas.

### **THEORY includes**

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
- \* Finding the root cause
- \* Causes of unclarity: emotionally, mentally, physically and spiritually
- \* Definition of positive and negative thinking patterns. 'Seeing' patterns.
- \* Setting boundaries
- \* How the Client can shift the subconscious mind to act positively in all aspects of life.

### **PCMK™ COACHING METHODOLOGIES LEARNED**

These CPC methodologies catapult our Clients to higher levels of success.

- Ultimate Clarity on Issues
- The Brain Walk® - 'Enhanced Power in 7 Areas of Our Life'
- Simple Mind-Kinetics® for conscious and unconscious blocks:
  - Quick Method
  - Picture 2 Method
  - Besys 1 Method
  - Object Method
  - Count Picture Method
  - Count Besys Method
  - Simple Natural Processing
  - Simple Natural Processing - Goals
- Free Fly Coaching
- Mentoring
- Success Triangles – Streaming
- Success Triangle – Values
- Career Transition System (6 modules)
- Brain Re-Train
- The Brain Walk® – Super Loop

A written exam and oral exam follow this level of training. Upon successful passing of your exams, you will be considered 'certified' for half of the PCMK Coach Training Program and will have achieved your Certified Power Coach® designation. Serious students continue on to study the SCPC and PCPC programs – next pages.



## Curriculum for designation **Level III - SCPC: Senior Certified Power Coach®**

### ***"Removing Multiple Blocks to Success"***

The only word to describe this curriculum is "astonishing"! The PCMK™ methodologies learned are truly life-changing and you will be a brilliant Coach. For example, one of the greatest gifts we can give our clients is the ability to think bilaterally – to 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. With this designation Coaches deepen their study of the mystery, complexity and beauty of the human mind. Imagine helping your Clients discover and remove the biggest boulder on their shoulder stopping them from living a successful life! This is powerful coaching.

### **THEORY includes**

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. SCPC students learn the top fears that people have and how to put them behind us. We learn how to help a client assess their brain's capacity to provide them with the success they desire. For example, transposed hemispheres may be causing the client to think too hard!

- \* Intuition: our greatest coaching skill. How to build it. How to maintain it.
- \* Becoming a pentalateral thinker
- \* Assessment of our client's capacity: left or right brain dominancy, location of analytical and creative skills, unconscious beliefs of specific success attitudes, homolateral or bilateral thinking, etc. We determine 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.

### **PCMK™ COACHING METHODOLOGIES LEARNED**

The tools and instruments learned in SCPC allow a Power Coach® to greatly 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". In addition to the PCMK™ methodologies listed for the CPC designation, you will learn these high powered ones to help your Clients understand how they think and why!

- Natural Processing - Self: Coaching out deeper patterns
- Challenges and Blindfolds
- Natural Processing - Clients
- Connection
- Multi-Core Removal - Self: coaching out multiple patterns for ourselves
- Advanced visualizations
- Multi Core Removal – Clients: Client coaches out multiple patterns
- The Brain Walk® - 'Pentalateral Thinker'.

**\*\* If you have your Certified Executive Power Coach® Designation (see page 13), then upon your successful passing of the SCPC exams, you may call yourself a Senior Certified Executive Power Coach®.**



## Curriculum for designation **Level IV – PCPC: Professional Certified Power Coach®**

### ***"Health and Relationships"***

The PCPC is a greatly coveted designation. You can consider yourself to be among the best in the industry because your knowledge of mind, body, spirit mastery as it relates to Coaching will bring you the most fascinating (and challenging) Clients. With the PCPC you will be prepared for them.

The PCPC Coach is able to work with the Client to put together a plan to assist them in functioning well on all four levels: emotionally, mentally, spiritually and physically and in both their personal and professional lives. This Coach has a deeper understanding of how our physiology affects our psychology and vice versa.

### **Theory includes**

Science has proven that "what we think" is "what we 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.

- \* 30 of the most important belief systems in the subconscious mind
- \* How a positive psychology affects our physiology and vice versa
- \* Stronger relationships at home and at work
- \* Working with children and families
- \* The spiritual and emotional causes of diseases
- \* Letting go of attachments to a person, place or thing.

### **PCMK™ COACHING METHODOLOGIES LEARNED**

In addition to the PCMK™ methodologies listed for the CPC and SCPC designations, you will learn these additional sophisticated ones to help your Clients understand how they think and why! The Coach learns in-depth processes for assisting couples and groups of people to move past roadblocks and achieve their goals.

- Diamond Teacher
- The Brain Walk® - 'To Better Health'
- Natural Processing for 7 Areas of our Lives
- Open Hearted Listening
- Open Hearted Conversation between Two People
- A New Way of Living
- Discovery
- Physical Wellness
- Healing Relationships

**\*\* If you have your Certified Executive Power Coach® Designation (see page 13), then upon your successful passing of the PCPC exams, you may call yourself a Professional Certified Executive Power Coach®.**



## Advanced Program for Executive and Business Coaching **CEPC - Certified Executive Power Coach®**

### ***"Every Leader's #1 job is to Create More Leaders"***

Once you have passed your CPC exams, this advanced program is available to you.

Executives and Leaders have a tough job. It can often be a lonely and overwhelming position. They need a Confidant, a Coach and a Mentor all rolled into one. Upon receiving your Certified Power Coach® designation (having passed your written and oral exams), you will have access to these highly sought after and unique Executive and Leadership tools. You will confidently help them turn roadblocks into stepping stones for success by truly listening to their hearts, coaching out their blind spots and providing them with these tools they won't have learned in MBA School. Twelve classes at approximately 2 hours each = 24 additional hours of intense training. During this CEPC training you will:

- ◆ Become an indispensable instrument of positive change for any organization as you learn CLI's effective tools and skills.
- ◆ Develop the skills to engage and coach leaders, managers and employees at every level of the organization.
- ◆ Master the art of assisting your Clients to discover the root of a challenge and eliminate the roadblocks forever.
- ◆ Open the doors to Success for yourself and your Clients by accessing the full power of the subconscious mind. The late great Stephen Covey often spoke about the benefits of whole brain thinking.

***"95% to 99% of our daily behaviours are operated by our subconscious mind.  
Our subconscious is 1 million times more powerful than our conscious mind."***

~ Dr. Bruce Lipton, "[The Wisdom of Your Cells](#)"

- ◆ Coach yourself, Clients and Employees to overcome challenges and achieve goals in all four areas of The Johari Window including Blind Spots. Such a gift!
- ◆ Acquire advanced coaching skills to diffuse escalating complex situations.
- ◆ Think like a genius! Learn how to tap into and build your intuition, and stream innovative solutions for brilliant results.
- ◆ Stand out as a leader in this rapidly expanding 21st century profession.
- ◆ Create positive minds. Eliminate self defeating negative thinking.
- ◆ Expand your professional possibilities and future opportunities.
- ◆ Measure and experience the ROI and success of these transformational coaching and leadership tools.
- ◆ Achieve the success you and your Clients deserve.

***See next page for the second phase of CEPC which contains  
unique Executive and Leadership Tools.***



## Learn Highly Sought After & Unique Executive Leadership Tools

CLI's lengthy experience in coaching Executives and Leaders has taught us that busy Executives and Leaders require a slightly different coaching approach. CLI Coaches are called upon to conduct pure coaching 70% of the time and spend approximately 30% of our contractual time providing guidance - passing along valuable time-tested experience and knowledge to the Leaders. With this in mind, CLI passes along to you highly valuable mentoring tools as seen below. These are tools that we don't learn in MBA school.

### *Tools they don't teach you in MBA school!*

1. **Behavioural Change:** Use this tool to stop bad behaviour, encourage action, & enhance performance.
2. **Staff Engagement:** The most sought after goal by Executive Clients, learn several tools to engage staff, peers and managers to become more enthusiastic, more accountable and innovative.
3. **Communication Savvy:** Who doubts that great communication is a Leader's best friend or that poor communication is their worst enemy? Introduce "Go Team" and slay the dragons.
4. **Recognition:** Sometimes a simple 'thank you' does the job of recognizing someone for their work. These additional recognition vehicles touch the heart and inspire loyalty and commitment.
5. **Innovative thinking through self-coaching:** Five self-coaching tools awaken the genius within by recognizing and addressing our thoughts in the subconscious mind.
6. **Universal Laws of Leadership:** By living these 13 laws, we rise above the norm and attain and celebrate unprecedented success.
7. **Leadership Reflection:** When a Leader reflects inwardly every day, s/he shows a commitment to being a role model. Learn six Value-able Toolgames to Support Enlightened Leadership.
8. **Assessment Profiles, Learning and Development Plans and ROI:** Assessments to discover blind spots. Learning and Development Plans for focused goal achievement. Measure your success (ROI)!
9. **Grounding Methods:** How easy it is to become ungrounded during the day when the roar of life is around us. These five powerful grounding methods keep us focused, attentive and action oriented.
10. **Goal Setting:** Using this template, folks find it easier to set and achieve goals.
11. **Coaching models:** Introduce the "Be a Star Coaching Model" and "PCMK™ Lasers" to your employees and clients to give them hope and tools for applying their genius.
12. **Mission, Vision, Goals and Values:** Develop a departmental MVGV directly relating to employees to help them connect with the importance of their own work.
13. **Living a Healthy and Balanced Lifestyle:** With greater responsibility Leaders often become stressed and exhausted. Diet, meditation, exercise (includes yoga) and positive thinking keep us balanced.
14. **And many more tools!**



## Skill Specific Training

### **CGPC – Certified Group Power Coach®**

***"Groups help each other to make great breakthroughs  
in each other's thinking"***

You may apply to take this separate course once you have passed your APC Knowledge Assessment.

CGPC students become skilled at using PCMK™ methodologies to coach small and large groups. Of course, the results are magnified when coaching groups.

### **THEORY includes**

- \* What is considered a 'group'
- \* When to coach a group
- \* Your role as the Group Power Coach®
- \* Suggested agenda
- \* How to prepare your groups for the session
- \* Tips & techniques
- \* Choices on how to start and complete each session
- \* Energetic systems in groups

### **SUPPORT DOCUMENTS include**

- Handouts for your Clients
- Assessment Profile – "How Volatile is the Situation"
- Client Research Data
- Meeting Planner Checklist
- Letter of Mutual Agreement

### **PCMK™ COACHING METHODOLOGIES LEARNED**

- Simple Group Power Coach®. During this course you learn how to use a new methodology called Simple Group Power Coach® with which to coach groups.
- You learn how to use ALL of the methodologies you have studied to date from The Coaching Tree.

If you have passed your CPC exams, after this training you will automatically receive your certificate as a CGPC unless CLI requests a recording.  
If you have not passed your CPC exams, you will send a link of a recording of a group coaching session you have conducted to CLI for marking.