



CURRICULUM TO BECOME A

CLI Mind-Kinetics® Coach

Lead Profound Permanent 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 – up to 900% change in Executive and/or life competencies! Ask for the proof!

“ ... 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



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. Most cohorts meet virtually for their training.

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 Credentialing

It can take 4 months to receive your Associate Power coach certificate, 9-12 months to acquire your CPC credential and another 12-18 months to acquire the SCPC and PCPC credentials; however, you can study at your leisure and according to your budget.

Associate Power Coach® / ICF ACC: 68 hours of training. Introductory level. Before you can write your 2 hour Knowledge Assessment, you are to submit logs showing you have completed 15 Self-Coaching Sessions, 15 Buddy Coaching Sessions and 15 Real Client Sessions. CLI does not certify at this level; however, you do receive a certificate. First certification level is Certified Power Coach below.

To attain your ICF ACC credential, you will need 100 hours of coaching, 3 hours of private mentoring, observed coaching sessions and a passing of your recording by a CLI Assessor before you can submit to the ICF. Check ICF website for updated requirements.

Certified Power Coach® / ICF PCC: FIRST CLI certification happens at this level. ~80 hours of training. In order to become certified by CLI you must complete an additional 15 Self-Coaching Sessions, 15 Buddy Coaching Sessions and 15 Real Client Sessions (this is in addition to the APC level requirements).

To attain your ICF PCC credential, you will need 500 hours of coaching, 3 hours of private mentoring at PCC level, observed coaching sessions and a passing of your recording by a CLI Assessor before you can submit to the ICF. Check ICF website for updated requirements.

Certified Group Power Coach® level: ~14 hours depending upon the number of participants in the classroom. Submit recording to receive certification.

Certified Executive Power Coach® level: ~24 hours. Submit recording to receive certification.

Senior Certified Power Coach® level: ~ 48 hours. Submit recording to receive certification.

Professional Certified Power Coach® level: Approximately 76 hours. In order to obtain PCPC certification, research paper is to be submitted, passing of written exams and recordings are required.



The Various Components of Your Training

- **Pre-course work:** completion of profile assessments and reading
- **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 clearer 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 whom to practise the coaching methodologies prior to using them on real Clients.

When You Can Start Coaching!

Students can start coaching with simple methodologies approximately 3 - 4 weeks post their start date.

How long will it take to Recover Your Training Investment?

You can begin almost immediately to coach others AND charge them for your services – yes, even as a new Coach! As a new Executive Coach with Mind-Kinetics® as your coaching system, because your clients should achieve a high return on investment, you could charge anywhere from \$100 USD to \$200 USD per 90-minute session in most countries in the world. Therefore, take your APC training fee and divide it by your fees to calculate how long it will take you to recover your training investment. For example, \$3,000 USD/\$200 per session = 15 coaching sessions. Since the average Executive Coaching clients signs up for 25-30 hours of coaching, you will recover your APC training investment **with just one client!**

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. **Become a CLI Training Partner:** 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 programs, designed for in-house corporate training and/or specifically gathered groups in a public workshop setting.

"the most comprehensive coach training program on the market today"



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



Curriculum for designation **Level I – APC: Associate Power Coach® - ICF ACC**

"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 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.
- * Owning 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 – 15-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 and upon meeting ICF requirements, you may apply for your ICF ACC credential. Check ICF website for updates.

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® - ICF PCC**

"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

Deepening our listening skills and using 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
- The Brain Walk® - 'Solutions'
- Life Purpose
- Period Purpose
- 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.

And upon meeting ICF requirements, you may apply for your ICF PCC credential. Check ICF website for updates.



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 dominance, 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 10),
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 | ● Discovery |
| ● The Brain Walk® - 'To Better Health' | ● Physical Wellness |
| ● Natural Processing for 7 Areas of our Lives | ● Healing Relationships |
| ● Open Hearted Listening | |
| ● Open Hearted Conversation between Two People | |
| ● A New Way of Living | |

**** If you have your Certified Executive Power Coach® Designation (see page 10),
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 APC 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 rarely learn in MBA school.

Tools they rarely 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.