



**Achieve your**

**Associate**

**Power**

**Coach®**

**Designation**



Courses & Certifications Developed & Offered by:

**COACHING AND LEADERSHIP INTERNATIONAL INC.**

(250) 652-5390 Toll Free: 1-866-254-4357 Fax: (250) 652-0184

sales@CoachingAndLeadership.com [www.CoachingAndLeadership.com](http://www.CoachingAndLeadership.com)

## Dear Guest:

CLI is pleased to offer you the Associate Power Coach® Training Package. Following completion of this training, which includes an oral exam, you will receive a certificate indicating that you have studied the Associate Power Coach Level.

### A Solid Set of Power Coaching® Tools!

You will learn an extraordinary set of tools comprised of 13 award-winning Power Coaching® methodologies! These tools provide unsurpassed results for coaching young and older on career, business, relationships, health, money and in all areas of life.

In this package you are receiving training in **one of the four levels of coach training**. You can choose your training to be in either format:

1. 40 webclasses with a live instructor = 67 hours OR
2. a five day on-site = 37 hours in the class room PLUS 15 telementoring sessions = 60 hours total.

One the attached page is the curriculum for Associate Power Coach.

Following this level we encourage you to continue on to complete the remaining three levels of training necessary for you to achieve your Certified Power Coach® Designation as well as your Professional Coach® Designation. Achieving your Professional Coach Designation will give you a complete set of tools for body, mind and spirit coaching.

Note: Associate Power Coach Program students and Certified Power Coach Students all start their training at the same time. Therefore, if you wish to move into Certified Power Coach Program, simply advise CLI that you wish to upgrade. A simple financial transaction would allow you to continue your training by joining the higher level webclasses. The same applies with the on-site program. All programs start on the same day. If you wish to go beyond the Associate Power Coach Program, then simply advise CLI. If there is room in the class and there are manuals available, it may be possible for you to continue on with the group.

### Business Building:

All Associate Power Coach students receive a copy of CLI's book "Build a Boooooooming Business". Students attending the webclasses will receive up to 4 hours of classes on business building. This class will kick start a customized Miracle Marketing™ Plan for you. Students attending the on-site program will benefit from 4 hours of business building. CLI recommends that all students attend either the "Build a Boooooooming Business" – Group Classes or register for "Build a Boooooooming Business" – Private Sessions to create a complete customized marketing plan for your business. The customized Miracle Marketing™ Plan includes the following:

1. Determine your Spiritual Life Purpose.
2. Identify your behavioural style as an entrepreneur and leader. What needs to change?
3. Develop your company's Vision and Mission Statements, Values to achieve the Vision.
4. Develop specific and measurable goals which will assist you in achieving The Vision.
5. Identify obstacles to the achievement of The Vision and goals.
6. Identify all your products and services including your new ones from CLI.
7. Identify the target markets for each product and service for the next 3 years..
8. Create pricing for each product/service by target market.
9. Identify marketing tactics of "competitors" in your selling area.
10. Identify promotional vehicles needed to reach each target market.
11. 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.

## 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 Booooooming 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

## Curriculum for **Associate Power Coach<sup>®</sup> Level (PC I)**

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

In this level, Coaches learn and practice unique Power Coaching<sup>®</sup> 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<sup>®</sup> with Mind-Kinetics<sup>®</sup>. 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<sup>®</sup>
- \* 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.
- \* Owing 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
- \* How to 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 <sup>®</sup> - 'Peace', 'Your Morning Stroll' & 'V.A.' | ● Short Cut to Stronger Relationships       |
| ● Logic Coaching Plus   | ● Spiritual/Life Purpose                    |
| ● Conversational Coaching with Mind-Kinetics <sup>®</sup>               | ● Profiling Tools                           |
| ● Relationship with Self  | ● Quick Core Coaching                       |
| ● Relationship with Others  | ● The Brain Walk <sup>®</sup> - 'Solutions' |