



CPC Program

Certified Power Coach®

Overview and Description of
Models and Theory Learned and
Coaching Methodologies

TABLE OF CONTENTS

Overview	Page 3
Summary of each Level	Page 6
Summary Component Steps	Page 7
Summary of Training Hours	Page 9
Power Coach [®] Fundamentals Level - Curriculum	Page 10
Corporate Power Coach [®] Level - Curriculum	Page 11
Associate Power Coach [®] Level - Curriculum	Page 12
PC Fundamentals, Corporate Power Coach [®] and Associate Power Coach [®] - DESCRIPTION OF THEORY	Page 13
PC Fundamentals, Corporate Power Coach [®] and Associate Power Coach [®] - POWER COACHING [®] METHODOLOGIES	Page 16
Certified Power Coach [®] Level – Curriculum	Page 19
Certified Power Coach [®] Level – DESCRIPTION OF THEORY AND POWER COACHING [®] METHODOLOGIES	Page 20
Optional Training – Group Power Coaching [®] and Build a Boooooooming Business	Page 23

OVERVIEW OF CPC PROGRAM

- Certified Power Coach® -

Greetings from Coaching and Leadership International! We extend to you a warm welcome to join our team of professionals who work with great commitment to make this world a more positive place to live and work. As a group we have assisted many in achieving their dream of greater success, joy and peace of mind. And this makes our lives truly meaningful!

Power Coaching® with Mind-Kinetics® (PCMK™) is what gives CLI the ability to market themselves as The Global Leaders in Mind, Body Spirit Coach Training. ***PCMK's genius lies in the use of "pentalateral thinking" to support the Client's desire for a more brilliant future.*** Pentalateral thinking (a phrase coined by CLI) means that the Client can easily switch back and forth between their left hemisphere and their right hemisphere for speed and accuracy in problem solving and goal achievement. In addition, Clients can use both the beauty of the subconscious, where all our unconstructive and constructive patterns are stored, and our superconscious, the highest creative genius centers in the brain/mind. You see, in the old paradigm folks thought that Therapists were the only people who had a license to help a Client tap into their subconscious and superconscious. With the evolution of coaching, specifically Power Coaching®, the new paradigm is that Clients recognize they tap into the brilliance of the subconscious and superconscious on their own everyday anyway! Therefore, Power Coaching® facilitates Client access to the left brain, right brain, conscious/subconscious/superconscious minds for whole brain thinking where the Clients achieves ***permanent positive behavioural and thought changes in every single coaching session.*** Because science (Pert & Lipton) has proven that habits and behaviours will only change if there is a physiological/biological shift in the brain/mind, the Client needs to find out why their receptors constricted in the first place and ONLY THEN can they move forward. In other words, Clients may choose to find the seed of a recurring behaviour but does not stay in the past (as per most therapy modalities). Coaching is future-focused and therefore the Coach coaches the Client to immediately move into the present and future for positive action. PCMK also encourages the Client to find the seeds of their constructive positive patterns and celebrate them!

In summary, PCMK™ preserves the natural beauty of each coaching Client:

1. To raise their awareness of self by tapping into the wisdom of the superconscious.
2. To identify unconstructive patterns in the subconscious and turn them into positive ones for a more balanced and successful future and
3. To re-discover their positive patterns in the conscious and subconscious and uses them to overcome their unconstructive thought patterns. Love is stronger than fear.

Your studies with CLI are unique for the many reasons listed on our website at http://www.coachingandleadership.com/coaching_certification/?cat=coach_cert. Here are a few:

1. CLI's Coach Training Model is based on The Science of Mind-Kinetics® which literally puts the entire brain into motion. This program goes beyond the average coaching conversation. This methodology creates permanent positive change for your clients because of the attention to the body, mind and spirit. Your clients will be able to generate innovative solutions using both the logic and heart.
2. PCMK™ tools are universal. You will be able to able to coach executives, couples, children, teams and so on.
3. You will be able to quickly recoup your investment. As soon as your Power Coach® Instructor is satisfied that you are able to effectively use each specific tool, you may use it to coach clients. By the time you have completed your CPC training you will have access to 38 full session PCMK™ methodologies, six 10 minute coaching methods and 10+ profiles.

In this document it is our pleasure to present an overview of the curriculum for the CPC Program.

The CPC Program is comprised of four levels of training – Power Coach® Fundamentals, Corporate Power Coach®, Associate Power Coach® (APC) and Certified Power Coach® (CPC) Level followed by a written exam and two oral exams. You may achieve your CPC Certification by choosing one of the following learning methods which provide you with the same content – you simply choose the vehicle for learning:

1. **Distance Learning** which includes Models and Theory, demonstrations by the Instructor on each of the systems/methodologies learned and small group telementoring sessions. All sessions are facilitated by a live Instructor. For each telementoring session, a Coach and Coachee volunteer (different each session) conduct a real life coaching scenario. The rest of the class listens and learns. The Power Coach® Instructor provides teaching points throughout the session. Listening classmates can provide mentoring at the end as well.
2. **On-Site Training.** **On-site trainings are conducted in Victoria, BC Canada** (the tropics of Canada!), **in Edmonton/Calgary Alberta** or Toronto, Ottawa and Montreal in Eastern Canada. For next course dates and locations be sure to check out http://www.coachingandleadership.com/coaching_certification/?cat=coach_cert&id=67

The On-Site Training includes Models and Theory, demonstrations by the Instructor on each of the systems/methodologies learned and in-class practise by the students on each of the tools learned. Here is the in-class time commitment:

The PC Fun Level = two days followed by 4 telementoring sessions

The Corporate Power Coach® Level = one more day followed by 8 more telementoring sessions

The APC Level = two more days of training with 6 more telementoring sessions

The CPC Level = four more days plus another 14 telementoring sessions.

TOTAL TIME COMMITMENT = 9 intense days plus 32 telementoring sessions.

Some students wish to complete all levels at once. In this case, they study the PC Fun, Corporate Power Coach and APC and stay in the local area for two restful days before embarking on the CPC Level. Telementoring sessions are two hours each conducted 2x per week.

3. **Combination Training.** You may wish to choose a combination of learning methods. For example, some choose to complete the first three levels via on-site training and then complete The CPC Level via Distance Learning or vice-versa!
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 to train their leaders, middle managers and HR Professionals in the art and science of Power Coaching®.
Some of you may wish to gather a group of individuals together and CLI will be happy to fly to your home town and deliver the program.

The CPC Program takes 9-12 months to complete:

The entire CPC Program can take 9 – 12 months to complete depending upon your choice of learning method. "Fast-trackers" who choose to start with the on-site training can complete their certification in 6 months.

The CPC Program provides approximately 350 hours of training:

- 4 hours of pre-course work
- Approximately 135 hours of supervised training – all hours are accredited by the European Coaching Institute. CLI currently has 103 hours ACSTH accredited/approved by the ICF and has applied to the International Coach Federation to have 136 live hours accredited in the ACSTH category. The ICF requires that 80% of the hours are supervised.
- Minimum of 50 self coaching sessions = approx. 65 hours. Trainees are required to complete 50 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 in the coaching world.
- Minimum of 30 Client coaching sessions = approx. 45 hours. These Client coaching sessions will build your confidence in the use of the tools and concepts.
- Weekly work with a Buddy Coach = approx. 36 hours (once a week for 6 months). Buddy Coaching is not mandatory but highly recommended.
- Home study reading of relevant books on behavioural change = approx. 50 hours
“Biology of Belief”, “Your Body is Your Subconscious Mind”.

In total, 350 hours of supervised and unsupervised training together with your commitment and enthusiasm will make you an outstanding Power Coach!

Optional Training:

CLI also offers you two optional segments to round off this level of training:

1. **Group Power Coaching®**: With your CPC certificate you will be licensed to conduct one-on-one coaching. 7 teleclasses at 2 hours each will provide you with the instruction and practise to conduct group coaching. Total of 21 hours.
2. **Build a Booooooming Business**: While you will receive approximately 4 hours of business building classes within the CPC program, many students wish to work with a Business Instructor in order to complete their Marketing and Business Plan. These small group classes of 4 students, give you direct access to the Business Instructor and will save you much time and energy in the launch of your coaching business. 12 group sessions plus 2 private sessions for a total of 21 hours.

Come join our team!

Betska & John

Betska K-Burr and John Burr
Co-Presidents

SUMMARY OF EACH LEVEL

Below is a summary of the learning for The Certified Power Coach® training program.

1. **PC Fundamentals, Corporate Power Coach® and Associate Power Coach® Levels:**

- a. ICF and ECI Ethics, Standards and Competencies.
- b. Characteristics of a Great Power Coach®.
- c. How Power Coaching® with Mind-Kinetics® (PCMKT™) is unique.
- d. Models and theory on the human mind and how we think, The Universal Laws of Human Behaviour, Values, Emotions, 20 Techniques to Personal Power etc.
- e. The First Session - how to handle new Clients and what to do on the first session to teach the uniqueness of PCMKT™ and how to maximize their results.
- f. 13 full session tools, 10 profiles and 6 PCMK Laser (10 minute coaching methods) and how they demonstrate the ICF competencies.

2. **Certified Power Coach® Level:**

- a. Review of Level One Models and Theory.
- b. New Models and Theory on how to write belief systems and causes of unclarity from an emotional, spiritual, intellectual and physical point of view.
- c. 25 new full session tools and how they demonstrate the ICF and ECI competencies.

The PC Fundamentals, Corporate Power Coach® and Associate Power Coach® (APC) Levels combine easy logical Power Coaching® tools with complex tools. The CPC Level, however, takes the skills of the CPC Trainee to a much higher level of understanding. In the CPC Level the Trainee learns:

1. how to discover and identify patterns that don't serve us well.
2. how to quickly assist a Client in determining the root cause of their inability to achieve a goal (once again, science has proven that this is the ONLY way to change behaviour permanently).
3. how to train the brain to become a greater bilateral and pentalateral thinker.
4. the Career Transition System which contains 5 elements. This tool alone, combined with other necessary Power Coaching® tools, can keep a Coach and Coachee in partnership for as little as 15 full hour sessions. Its main power lies in the five elements and the use of Mind-Kinetics® to quickly move a Client forward.
5. how to help the Client identify their communication style.
6. how to help the Client find their life purpose and period purpose.
7. how to use open-hearted conversation to solve communication issues.
8. how to access the wisdom of the subconscious (CLI uses 'unconscious' and 'subconscious' interchangeably).

"It is our unconscious which holds the power of a Leonardo da Vinci or an Einstein."

- Win Wenger, "The Einstein Factor".

SUMMARY COMPONENT STEPS

for The CPC Program

STEP ONE - PRE-WORK:

In preparation for their course of study, CPC Trainees are sent and expected to read the ICF and ECI Ethics and Core competencies. In addition, they are asked to complete three Profiles:

1. **DiSC® Profile:** Inscape Publishing Inc. is a world renown company with decades of history in the profile business. This instrument profiles the behaviour of the CPC Trainee as a coach. Once completed, the CPC Trainee will confer with the CLI Trainers to determine which elements of their behaviour they may wish to change in order to be a successful Power Coach®. The CPC Trainee also celebrates their strengths provided by the profile.
2. **Happiness in Seven Areas of Life:** This profile, developed by CLI, identifies the areas of life in which the CPC Trainee may wish to receive Power Coaching®.
3. **Summary Accelerator Intake Form:** This profile, developed by CLI, is completed to assist the Trainee in articulating their goals, their values, strengths, areas of improvement, and so on. During the training programs the Trainee works through all the issues and goals while learning the tools.

STEP TWO - THE PC FUNDAMENTALS, CORPORATE POWER COACH® AND ASSOCIATE POWER COACH® LEVELS: TRAINING BEGINS ...

Between modules, students are given homework to either read the tabs in their manual or self-coach to become familiar with the tools. The modules include the ICF and ECI Ethics and Competencies, How to deliver "The First Session", Models and Theory on the science of changing behaviour and methodologies for specific types coaching.

STEP THREE - BUDDY COACH SYSTEM

Students are expected to team up with a Buddy Coach with the same level of training in order to practice these tools and concepts. We invite all Trainees and certified Power Coaches at all levels to continue coaching each other long after the training is complete. You may wish to experience many Buddy Coaches.

STEP FOUR - MENTORING ON THE PC FUN, CORPORATE POWER COACH® AND ASSOCIATE POWER COACH® LEVEL METHODOLOGIES & CONCEPTS

The telementoring sessions for Distance Learners are built into their learning schedule. Following their training modules, on-site learners are assigned a Certified Power Coach® Instructor Mentor (PCM) who works with them via telementoring to master the tools. The 2 hour telementoring sessions are usually held twice weekly. Each session focuses on a specific coaching methodology. Students coach each other (using the "tool of the week") with feedback from the Instructor Mentor at the end of each session. The feedback depicts how well the student has demonstrated the ICF and ECI competencies. Trainees also receive private coaching from Mentors to coach out individual roadblocks to success.

STEP FIVE - THE CPC LEVEL TRAINING:

Students can choose between Distance Learning or a combination of On-Site and Distance Learning. Between modules, students are given homework to either read the tabs in their manual or self-coach to become familiar with the tools. CPC Level tools are advanced coaching tools and therefore take a great deal more expertise to execute.

STEP SIX - MENTORING ON THE CPC LEVEL METHODOLOGIES & CONCEPTS

The telementoring sessions for Distance Learners are built into their learning schedule. Following their training modules, on-site learners are assigned a Certified Power Coach[®] Instructor Mentor (PCM) who works with them via telementoring to master the tools. The 2 hour telementoring sessions are usually held twice weekly. Each session focuses on a specific tool from The CPC Level Training. Students coach each other (using the "tool of the week") with feedback from the Instructor Mentor at the end of each session. The feedback depicts how well the student has demonstrated the ICF and ECI competencies. Trainees also receive private coaching from Instructor Mentors to coach out individual roadblocks to success.

STEP SEVEN - WRITTEN PRACTICUM

The written practicum is sent after the Trainee has completed all of their training as well as 50 self-coaching sessions. The Instructors must have signed off that the Trainee is ready to write the practicum. In addition, the Trainee must have completed 30 personal Power Coaching[®] sessions with a minimum of five different Clients. An 80% pass mark is required before proceeding to the Oral Practicum. This 10 (approximately) hour open book exam is divided into five parts:

1. General Coaching Theory (including competencies)
2. Power Coaching[®] Theory
3. Power Coaching Tools
4. ICF Competencies
5. Case Studies

STEP EIGHT - ORAL PRACTICUM

This 6 hour oral Practicum has three parts. The Examiner first reviews the Written Practicum to ensure the Trainee understands the correct answers to all the questions. Next, the Examiner listens as the Trainee coaches two Clients (three if necessary). Lastly, there is a general discussion on tips and techniques. The student receives both written and oral feedback. An 80% pass mark is also required on the oral practicum for graduation. The graduate receives a certificate.

The Oral Practicum can be completed face-to-face, via teleconference or the Trainee may elect to send in audio or video tapes of actual Power Coaching[®] sessions.

Summary of Training Hours for CPC Designation

SUPERVISED HOURS (includes 3 oral exams)		
	<u>Distance Learning</u>	<u>On-Site</u>
◆ Power Coach® Fundamentals Level	22 hours	22.5
◆ Corporate Power Coach® Level	31 hours	25
◆ Associate Power Coach® Level	26 hours	26.5
◆ The Certified Power Coach® Level	58 hours	62
TOTAL SUPERVISED HOURS OF TRAINING	136 HOURS	136
UNSUPERVISED HOURS:		
● Pre-course work		approx. 4 hours
● Minimum of 50 self coaching sessions		approx. 65 hours
● Minimum of 30 Client coaching sessions		approx. 45 hours
● Weekly work with a Buddy Coach (once a week for 6 months)		approx. 36 hours
● Home study reading of relevant books on behavioural change "Biology of Belief", "Your Body is Your Subconscious Mind" listening to pre-recorded coaching sessions and so on.		approx. 33 hours
TOTAL UNSUPERVISED HOURS		216 HOURS
TOTAL HOURS SUPERVISED AND UNSUPERVISED		352 HOURS
OPTIONAL TRAINING – Live hours		
Group Power Coaching®		21 hours
<i>Build a Boooooooming Business</i>		21 hours
Total Optional Training		42 hours

Notes:

Certified Power Coach® Program:

The European Coaching Institute has accredited the entire 350 supervised and unsupervised hours and CLI has requested 136 ICF approved live hours.

Professional Certified Power Coach® Program:

The European Coaching Institute has accredited the entire Professional Power Coach® Program which includes the CPC Program and two higher levels of training (approximately 800 supervised and unsupervised hours). Students who complete these two additional levels, the Senior Certified Power Coach® Level and the Professional Certified Power Coach® Level become fully trained in Mind, Body and Spirit Power Coaching®. CLI has not presented these levels to the ICF as of yet.

Curriculum for **Power Coach[®] Fundamentals**

"So What is Coaching anyway?"

In this introductory course, students learn about the ethics and competencies of the coaching business. They begin to study The Science of Mind-Kinetics[®] for whole-brain thinking and important models and theory. Lastly, they learn 4 PCMK full session methodologies plus 6 PCMK Lasers to give them some simple coaching tools.

THEORY includes

This level presents some of the theory behind Power Coaching[®] with Mind-Kinetics[®]. Coaches learn how to physiologically prove that changes in thinking have indeed taken place at a cellular level. Changes in behaviour can only happen if a cellular shift has taken place.

- * What is Coaching? What is Power Coaching[®] with Mind-Kinetics[®]?
- * ICF and ECI Code of Ethics and ICF Core Competencies
- * The Power Coach Commitment
- * 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
- * Neuroscientist research that has proven that our unclarity (judgment) comes from blocked emotions which prevents brain cells from receiving nourishment.
- * Knowing how to physiologically prove the release of judgments
- * The CLI Clarity Solutions Model
- * How not to shut people down spiritually

COACHING METHODOLOGIES

The first methodology learned can be used in corporate, for family coaching and can be memorized to use on planes and trains! The Brain Walk[®] series is introduced for students to begin self-coaching for higher levels of thinking ability. The Brain Walk series completes this level of training as they provide the Power Coach with simple, quick and powerful methodologies for fast and effective coaching.

- Logic Coaching Plus
- The Brain Walk[®] - A Journey for Peace of Mind
- The Brain Walk[®] - Your Morning Stroll
- The Brain Walk[®] - Value Amplification
- Profiles
- PCMK[™] Laser Methods

Curriculum for Corporate Power Coach®

"Raising Problem Solving Abilities, Productivity and Values"

In this course The Corporate Power Coach® leaves the class with CLI's Power Coaching® methodologies, processes and models that assist the employee in better achieving their goals and overcoming their challenges. The PST tool is specifically designed for Managers to use post Employee Evaluation to assist the employee in removing obstacles, fears and emotions with respect to accomplishment of their annual goals.

THEORY includes

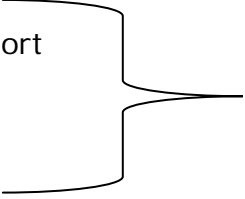
Having studied the models and theory with the Power Coach® Fundamentals students, the Corporate Power® Coach continues on to learn more complex Models and Theory.

- * Quantum Physics, biology and Mind-Kinetics®: the benefit of this marriage
- * How to handle emotions in the workplace
- * The Diamond Concept
- * Pentateral thinking –using all five parts of the brain mind for genius thinking
- * So what is the power of the subconscious?
- * The Johari Window
- * Inferior, Superior and Heavenly Ego
- * Signs that the Emotional Charges have been released.
- * Many practical Notable Notes for Power Coaching.

COACHING METHODOLOGIES

The tools and processes learned in Corporate Power Coach® range from simple to complex. CLI provides a variety of methodologies to assist the Corporate Power Coach in coaching many issues: leadership competency issues, poor productivity, lack of creativity/innovation, relationship issues, resolution of complex cases (harassment etc.), self-esteem, and so on. Plus the Corporate Power Coach® has the methodologies to provide employees with the ability to think innovatively in order to achieve their corporate and personal goals!

- 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
 - Short Cut to Stronger Relationship with Self
- 

Corporate Power Coach®
Level

PC Fundamentals, Corporate Power Coach[®] and Associate Power Coach[®]

- DESCRIPTION OF THEORY -

MODULE A: General Information

This module simply provides General Information including Table of Contents, CLI's Mission, Vision, Foundation, Values and Commitment to all Power Coaches.

MODULE B: Focus

This module contains Class etiquette, Victims vs Leaders, Homework Assignments and Schedules. It also contains a Personal Commitment which we ask the Trainees to sign. This commitment begins their journey towards being the best that they can be. They are asked to honour this profession by being role models of the ECI and ICF Ethics and Competencies. Lastly, this form gives CLI consent to release their student records to the ECI and ICF if requested.

MODULE C: What is Coaching? Competencies.

Highlights of this section:

1. ICF and ECI Ethics and Competencies. Students deeply study these elements.
2. The Manual contains the differences and similarities of Therapy, Consulting, Mentoring, Training, Athletic Development and Coaching.

MODULE D: Models and Theory

Highlights of this section:

1. A chart on how Power Coaching[®] with Mind-Kinetics[®] (PCMK[™]) is unique.
2. Characteristics of a Great Power Coach. The characteristics include having no judgment of the Client (loving presence), deep listening (mindfulness), neutrality, ego is in the back garden, understanding of ethics and competencies.
3. The Full Power Concept. We explain that in order for the whole brain to be working, the Client must access both the left and right hemispheres of the brain. The questions within the Power Coaching tools have been designed to access both the left and right hemispheres thereby creating a more bilateral thinker of the Client (someone who can switch easily between left and right hemispheres).
4. "Science & Emotions & Habits". This page summarizes the work of Candace Pert, PhD, Neuroscientist who has proven that "*...if our emotions are blocked due to denial, repression, or trauma, then blood flow can become chronically constricted, depriving the frontal cortex, as well as other organs, of vital nourishment. This can leave you foggy and less alert, limited in your awareness...to make decisions that change physiology or behaviour. As a result, you may become stuck....By learning to bring your awareness to past experiences and conditioning - memories stored in the very receptors of your cells - you can release yourself from these blocks, this 'stuckness'.*"

Years of research and development have allowed CLI to create Power Coaching® tools which allow us to become unstuck. It is the science of Mind-Kinetics® which has been carefully woven into all tools that creates the physiological shift of which Candace Pert's speaks.

In the early 1990's, Betska K-Burr, CLI Co-President and Head of R&D and Training, became very frustrated when she was either speaking, training or coaching individuals. Only a small percentage of individuals would make a big shift in their thinking. She took four years off of the speaker's circuit to research how it was that so few people made breakthroughs in their thinking. Today, CLI's Power Coaching tools and concepts guarantee permanent positive change for our Clients or they receive their money back. The "change" can happen as a minor or major "ah ha moment". Permanent positive change was Betska's dream and today CLI offers these breakthrough techniques to you and your clients.

5. The Clarity Solutions Model. In the early years, CLI's coaching tools would only take Clients from Lower Power to Neutral Think where the receptor "popped" and the charge was released. Although the results were good, they weren't good enough. More research yielded more tools which now take our Clients to their highest creative centres to immediately access their wisdom. The tools simulate processes used by all the great thinkers of the past: Einstein, da Vinci, Plato, Confucius etc. Clients are always amazed how easily they can access solutions from their right brain!
6. So What is Mind-Kinetics? Explanation of the different components of Mind-Kinetics - putting the whole brain/mind into motion!
7. Introduction to The Universal Laws of Human Behaviour. These laws are pivotal for the Client's understanding of how their mind works. A simple discussion of these laws can "pop receptors".
8. The CLI Success Triangle. CLI believes that as we purify our thoughts, words and actions (make them more positive) we become more peaceful inside. We don't have the negative 'trash' debilitating our success.
9. A simple list to show the Power Coach® how they can tell when the receptor has "popped".
10. Associate Power Coach® students continue on to learn more models and theory to deepen their knowledge of Quantum Physics, Biology and Human Behaviour.

In summary, the competencies taught in Module D involve deep listening to hear the client's concerns, goals, values and beliefs. The Power Coach® practices how to be non-judgmental, how to use lightness and energy to make the experience a positive one and how to be 'open' in their thinking. The Power Coach uses charts listing Universal Laws, Values, Fears and Emotional Charges to systematically explore concerns and opportunities. The processes allow the Coach and Coachee to explore alternative ideas and solutions and to make related decisions.

MODULE E: Caring for the Coach

Pages of valuable tips for the Coach. Coaches learn about nutrition, working with family, how not to take on the emotions of their Clients and so on.

MODULE F: The First Session

Highlights of this section:

1. This module describes what the Power Coach® is to do once the Client says 'yes'! Provided are methods by which to accept payment, when to send the Coaching Kit, how to identify which Profiles might be best for the Client based on the initial conversation and so on. Of course, as the sessions commence, additional needs for other Profiles may surface. Using the Profiles, the Client summarizes which challenges, stressors and goals they wish to work on with the Power Coach. Students receive a sample Coaching Agreement.
2. "New Client Checklist for the First Session". This provides the Power Coach with an easy to follow way to ensure they cover all the necessary information with the Client to establish trust, educate them on the uniqueness of the Power Coaching System and present a professional image.
5. Script for The First Session. The script allows them to explain in simple terms the complexity of the human mind, how Power Coaching® easily breaks through roadblocks and allows the Client to innovate.

MODULE G: Profiles

Highlights of this section:

CLI believes that profiles are important to the coaching process. They assist the Client in looking at their life from all angles: professional as well as personal, in all 7 areas of life, and on four levels: emotional, intellectual, spiritual and physical.

The numerous profiles range from Leadership Behavioural Assessments, Sales Effectiveness to happiness in all 7 areas of life. Having completed all necessary profiles, the Client can then focus to summarize for the Power Coach what their priorities are for the Coaching Sessions.

POWER COACHING[®] METHODOLOGIES

for PC Fundamentals, Corporate Power Coach[®] and Associate Power Coach[®]

The PC Fun, Corporate Power Coach and APC Levels contain a wide variety of methodologies used for coaching executives, children, adults, families and groups. The methodologies can assist the Client in studying their life in all seven areas and on four levels: emotional, intellectual, spiritual and physical. The methodologies can be completed in 15 minutes, half an hour, an hour or 90 minutes depending on the issue or goal and the methodology selected. Advanced Power Coaches may use 2 tools in a given session.

Power Coach[®] Fundamentals students learn Modules H and I.
Corporate Power Coach[®] students learn Modules H through M
Associate Power Coach[®] students learn Modules H through Q.

MODULE H: Logic Coaching Plus. This simple coaching tool is primarily used for technical issues like time management, prioritization, goal setting, planning, etc. Having said that, our Power Coaches have also seen it used effectively for emotional issues like relationships and spiritual issues like self-confidence! Emotions are not explored in any depth in this tool and for this reason it is a gentle introduction for Clients new to the coaching process. It is effective for non-technical issues because of the inclusion of a Mind-Kinetics process.

MODULE I: The Brain Walk[®]

The Brain Walk was developed by CLI to allow our Clients to quickly access right brain solutions to their challenges and goals. The concepts used are very similar to those used by the great genius thinkers of the past: Einstein, da Vinci, Plato, Confucius etc. The three methodologies in The Brain Walk series are provided to the Client in their Coaching Kit. The Clients (and Power Coaches) are encouraged to use these three tools to self-coach daily in order to promote bilateral thinking, to assist them in developing solutions to challenges and goals on their own between sessions and to allow the Client the opportunity to make greater progress.

The Power Coaching[®] tools are designed to include all of the above-mentioned competencies. The Power Coach[®] uses the tools to take the Client on this self-discovery journey by having the Client look at their lives from many angles in order to build greater awareness and clarity. The Client sifts through all the information to create commitment and action. In addition, this module teaches the above-mentioned competencies by having the Client self-coach daily. The daily self-coaching sessions inspire the Client to find (for themselves) new possibilities, to see the different interrelated factors for themselves, to focus on and systematically explore specific concerns and opportunities, engage in self-exploring (between coaching sessions) alternative ideas and solutions and to practice experimentation and discovery.

These coaching methodologies teach the Client to become more and more accountable for their own success. They empower innovative solutions and, as mentioned above, they promote bilateral thinking and pentalateral thinking.

MODULE J: Personal Success Tool (PST)

Loved by Corporate Power Coaches this methodology makes a Manager's life easy! Using this PCMK™ process, they work to assist their employee in achieving the goals they articulated on their Performance Evaluation.

MODULE K: Relationship with Self. This tool invites the Client to look at the characteristics which are holding them back from achieving their goals and the characteristics which they enjoy about themselves. The Client begins to remove their unconstructive patterns and beliefs of self and, using Mind-Kinetics, turns them into positive ones - permanently. The tool explores emotions, Universal Laws, Values, beliefs and, of course, completes the session with an exercise which creates the final emotional release. This allows the Client to "stream in" solutions to a problem or a challenge. The end result is that the Client makes a physiological shift in thinking which gives them the self-confidence they need to achieve their goals.

MODULE L Relationship with Others

This tool allows the Client to understand The Mirror Law - "What you see in others in a reflection of what you see in yourself". Few tools carry the power of this methodology in terms of their ability to assist the Client in removing judgments of others. This methodology is superb for team building, for improving relationships within families and all groups. The Client begins to remove their unconstructive patterns and beliefs of others and, using Mind-Kinetics, turns them into positive ones - permanently.

The tool explores emotions, Universal Laws, Values, beliefs and, of course, complete the session with an exercise which creates the final emotional release to allow the Client to "stream in" solutions to a problem or a challenge. The end result is that the Client makes a physiological shift in thinking to give them the self-confidence to build stronger relationships with others or to compassionately leave relationships behind.

MODULE M: Short Cut to Stronger Relationships.

The two methodologies in this module are quick 30 minute processes that build self-esteem and eliminate conflict either within oneself or with others.

MODULE N: Conversational Coaching with Mind-Kinetics®.

Many Power Coaches consider this tool to be a jewel in the line-up. It is used for all types of issues and goals – technical business or personal. The power of this tool lies in the way that the questions alternate between left brain and right brain. The tool explores emotions, Universal Laws, Values, Beliefs and, of course, completes the session with an exercise which creates the final emotional release. The Client is then more able to "stream in" solutions to a problem or a challenge.

MODULE O: The Brain Walk® - Solutions. Clients fascinated with the power of the organic computer (the human brain) love when the Power Coach® uses this tool! Its strength lies in its ability to invite the Client to access their highest creative centres in order to develop innovative solutions to a problem or a challenge. The work is done using symbols, objects and colours - the language of the right brain. The Brain Walk - Solutions is a confidence booster as it teaches the Client how to use both of their logic and heart brains (left and right hemispheres) in order to think bilaterally.

MODULE P: Life/Spiritual Purpose. *"So many people walk around with a meaningless life. They seem half-asleep, even when they're busy doing things they think are important. This is because they're chasing the wrong things. The way to get meaning into your life is to devote yourself to loving others, devote yourself to your community around you, and devote yourself to creating something that gives you purpose and meaning." - "Tuesdays with Morrie" by Mitch Albom*

This tool provides our Clients, young and older, with two pieces:

1. Their overall life purpose.
2. Their purpose for the next 5-8 years.

These two pieces are important for new Coaches as they begin to fully understand what their focus could be for their businesses. Example: "I, Sally Adams, am a student and teacher of leadership communication styles that are a healthy mix of logic and heart."

Executives also benefit by understanding their life purpose. Their life purpose might be to be a student and teacher of leadership values. If so, building values into their training programs could be a priority.

MODULE Q: Quick Core Coaching. Power Coaches sometimes find themselves with only 30 minutes to assist a Client in achieving a specific goal. If this tool is used, the Coach and Coachee easily remove unconstructive emotions, fears and roadblocks to the achievement of a goal and explore the many resources that a Client can use to accomplish the goal.

In Summary:

All of the PCMK™ Methodologies ask insightful questions which allow the Power Coach® and the Client to "hear" their concerns, goals, values and beliefs about what is and is not possible. Because the Power Coach is in loving presence (non-judgmental mode), it is their job to ensure that the Client explores a wide range of possibilities.

Curriculum for **CPC - Certified Power Coach® Level**

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

This level invites the Power Coach 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.

THEORY includes

Finding the REAL issue blocking a Client from the achievement of a specific goal is a primary job of the Power Coach. 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 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

CPC POWER COACHING® TOOLS

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 life. Issues such as time management, prioritization, strategic planning, communication, and personal issues such as health, exercise, friendships, love, money and so on are always challenges to our Clients. These CPC methodologies catapult our Clients to higher levels of success by assisting them in connecting more with their own brilliance and learning how to work with others to achieve everyone's goals.

- Ultimate Clarity on Issues
- The Brain Walk® - 'Enhanced Power in 7 Areas of Our Lives'
- Simple Mind-Kinetics® for conscious and unconscious blocks
- Communication Styles
- Free Fall Coaching & Mentoring
- Success Triangles – Streaming
- Success Triangle – Values
- Mentoring
- Career Transition System
- Brain Re-Train

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

CPC – CERTIFIED POWER COACH® LEVEL

- DESCRIPTION OF THEORY -

MODULE D: Models and Theory

Highlights of this section:

1. CPC Trainees learn how to write belief systems and anchor them in the unconscious to replace old, unconstructive patterns with positive ones for permanent, positive change.
2. Trainees also discuss 19 reasons for an individual's unclarity.

CPC Coaching Methodologies

MODULE R: Free Fall Coaching.

Having learned how to effectively conduct scientifically engineered structured coaching methodologies, the student now learns how to do free fall coaching. Free fall coaching is simply asking questions on a logical and/or intuitive basis. There is no structure.

Mentoring. Coaching is about asking the right questions to elicit answers from the Client. If the Client wishes, the Coach can also mentor (give advice). In this module the Coach learns how to effectively give advice while keeping the Client's spirit intact.

MODULE S: The Brain Walk® - Enhanced Power. This is one of the most powerful tools in the line-up. This tool identifies and removes our largest mental blocks in any area of life. It is our mental blocks that prevent us from having the life we desire. In many cases, we are totally oblivious to their existence. Often we will resign ourselves to accepting things the way they are because we do not know how to permanently change our negative patterns or thoughts. For example, an Executive who consistently runs the pattern of being verbally abusive to his staff, could discover that his unconscious belief pattern is that incompetent people can only shift their behaviour if we "wake them up" through loud angry words. This tool would allow him to discover why it is that he runs this unconstructive pattern.

Lastly, the tool would replace his unconstructive beliefs with a positive one such as ***"I, Albert, now believe that all people truly wish to be of the highest service in everything they do. I now assist my employees in raising their competencies because my leadership style now raises self-esteem and self-confidence."*** The tool explores emotions, Universal Laws, Values, Beliefs and of course, completes the exercise which creates the final emotional release to allow the Client to "stream in" solutions to a problem or a challenge. The Power Coach® would then explore ways for Albert to assist these employees in raising their self-confidence. They would discuss how Albert might use "compassion" to better communicate with his staff. Imagine the gift that Albert would be giving his employees from that day forward!

MODULE T: Ultimate Clarity on Issues. Once the Coach and Coachee identify a Real Issue or Real Goal, this tool has the power to easily identify the various drawbacks of having the issue in the first place. The tool has a domino affect in that,

through the release of the emotional charges, we tear down these drawbacks preventing us from achieving our goals. As the Client works through the tool with the Power Coach they begin to see solutions even before the charges are released. The genius behind this tool is its ability to look at layers of multiple reasons why a Client cannot achieve a goal. In other words, when a Client is having difficulty achieving a goal, somehow that difficulty is serving them ... they are learning something. Once they have learned what that is, they can then choose to move forward in order to achieve the goal.

MODULE U/V: Success Triangles™. Success Triangles bases its success on the power and magic of the Client's highest creative centres to provide answers to life. Two methods can be chosen. One method uses the CLI Values Chart. The second method, for advanced thinkers, uses image word streaming. The magic behind this tool is the simple way it assists the Client in determining the greatest roadblocks to their inability to achieve a goal. If the Client desires, the root causes can be easily found. Clients find it remarkable to discover where their unconstructive patterns began. CLI has determined through its research that the human brain will only turn an unconstructive pattern into a positive one once they understand the reason for their patterns. When the learning is complete, the Client feels free to achieve their goals.

MODULE W: Brain Re-Train™. This process gets its tongue-in-cheek name from the shapes of the boxes used in the process. The rectangular shapes when strung together look like box cars on a train! Indeed, this process was first developed by CLI for coaching children to come up with their own solutions to a problem or a challenge. Today we use it for little kids and big kids alike! The train represents "moving ahead". The unconscious gets the message that it is time to move on. The soul is driving the train! Brain Re-Train puts people "on track" again! They readily "see" their solutions.

MODULE X: The Career Transition System. CLI's Career Transition Tool covers five segments related to career change and can take up to 15 sessions:

1. Life/Spiritual Purpose
2. Intellectual Journey
3. Emotional Response
4. Life Review
5. Summary and Final Clarity.

This Career Transition System sets itself apart from others in many ways including:

1. Life Purpose. Once Client's understand their life purpose, they may wish to change course in terms of how they serve the world.
2. Emotional Response. Too often we look at life logically. But what about emotion? Too many people are in jobs that they don't like. If we follow our passion, chances are we will be much happier in our work.
3. Mind-Kinetics®: As the Power Coach® explores the five segments of this Tool, we have noticed that all types of emotions come up for the Client. The emotions are so strong that their inability to think clearly prevents them from discovering ideas and solutions. Mind-Kinetics, built into this CT System, allows the Client to explore the emotion and then put it behind them in order to think more clearly. This is, therefore, a very important piece of the system.

MODULE Y: Simple Mind-Kinetics®. Simple Mind-Kinetics is a set of tools used to "put the brain into kinetics (motion)". Their simplicity packs a powerful punch. They can take anywhere from 10-60 minutes to execute depending on how they are used. Power Coaches use these tools in the following ways:

1. At the end of any coaching session to release emotional charges and allow the Client to tap into their highest creative centres.
2. During The First Session. There is much theory and administration to cover in an intake session and the Client may wish to actually do some coaching during this session. Usually The Brain Walk® is taught as a self-coaching tool; however, one of these tools can be used in place of The Brain Walk to work on a goal or challenge.
3. The Client may simply want to talk versus be coached the whole session. Finishing off a session with one of these simple coaching tools will bring positive clarity to the discussion.
4. The Client may suddenly say to you that they have no challenges or goals to work on that day! Obviously they are brain blocked. By using one of the unconscious tools from the Simple Mind-Kinetics package, they will move from a place of stuckness to great awareness.
5. Use these tools as a bridging tool. In other words, one of these tools may come up at the beginning of a session if the Client wishes to quickly dispense with a minor challenge. The Power Coach® may find that they are then intended to move to a more detailed tool.

MODULE Z: Open Hearted Conversation. Rare is the individual who truly knows how to have an open hearted, non-judgmental conversation with a loved one, colleague, manager, etc. This tool shares the "Secrets of having Good Relationships" and "Secrets of having Horrible Relationships". Our Clients enjoy learning this tool because it puts them back into their own power when someone has taken their power away from them. Power Coaches can role play this process with the Client to ensure that they can do it with ease. More importantly, the Power Coach assists the Client in removing their judgments BEFORE they use the tool. Having removed the emotional charges around this individual puts the Client in a much better frame of mind to gently (lovingly) communicate their needs without judgment. A big coaching component of this methodology involves the Coach asking a lot of questions of the Client in order for the Client to create the dialogue with the other person.

Optional Training

CLI also offers you two optional segments to round off this level of training:

1. **Group Power Coaching®**: With your CPC certificate you will be licensed to conduct one-on-one coaching. Upon successful completion of the 7 teleclasses at 2 hours each you will have the instruction, practise and license to conduct group coaching. Total of 14 hours.
2. **Build a Boooooooming Business**: This program is named after the book "Build a Boooooooming Business" written especially for the coaching industry by successful Power Coaches. While you will receive approximately 4 hours of business building classes within the CPC program, many students wish to work with a Business Instructor in order to complete their Marketing and Business Plan. These small group classes of 4 students, give you direct access to the Business Instructor and will save you much time and energy in the launch of your coaching business. 12 group sessions plus 2 private sessions for a total of 28 hours.

