



**Introducing ...**  
**CLI's Award-Winning  
Coaching Methodologies\***

Pan for riches  
in all areas of your own life  
and then assist others  
to do the same!

# Power Coach® Fundamentals



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CLI's & the PCMK Coaching Methodologies have been  
honoured with business awards for innovation  
in 2003 and again in 2007.

Courses & Certifications Developed & Offered by:  
COACHING AND LEADERSHIP INTERNATIONAL INC.  
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## Dear Guest:

CLI's Coaching Methodologies have been twice honoured with business awards for innovation: 2003 and 2007. CLI is pleased to introduce these award-winning methodologies through this program entitled Power Coach® Fundamentals! In "PC Fun" you will discover the models and theory behind The Science of Mind-Kinetics® which literally means putting the whole brain into motion. There are no exams at this level – a certificate of participation is presented when you complete the entire program.

## Who Attends? How can I Learn? What do I Learn?

Join other enthusiastic attendees of this program who historically are:

1. Managers seeking specific coaching tools with which to coach their employees and/or peers.
2. All individuals who wish to learn some self-coaching techniques for greater personal success: salespeople, employees at all levels, parents and so on.
3. Individuals interested in becoming Professional Coaches as either Inside Corporate Coaches or Entrepreneurial Coaches.
4. Speakers, Trainers, Consultants and Helping Professionals such as health practitioners who are interested in adding Power Coaching® to their professional toolkit.

You can choose your training to be in either format:

1. 11 teleclass/webclasses = ~ 22 hours      OR      2. a two day on-site program = 15 hours.

At this introductory level, you will learn 4 award-winning Power Coaching® methodologies! On the attached pages you will find the curriculum for Power Coach® Fundamentals.

Following this level we encourage you to continue on to achieve your Certified Power Coach® Designation as well as your Professional Power Coach® Designation for a complete set of tools for business and life coaching.

**Note:** Power Coach® Fundamentals students, Associate Power Coach® students and Certified Power Coach® students all start their training at the same time. Therefore, if you wish to move into either the Associate Power Coach Program or Certified Power Coach Program, simply advise CLI that you wish to upgrade ([sales@coachingandleadership.com](mailto:sales@coachingandleadership.com)). A simple registration will allow you to continue your training by joining the higher level webclasses. The same applies with the on-site program.

## Business Building:

All PC Fun students receive a copy of CLI's book "Build a Boooooooming Business". Students attending the webclasses will receive a two hour class on business building. This class will kick start a customized Miracle Marketing™ Plan for you. Business building is not included in the on-site program. 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 customized Marketing AND Business 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.

***"... I am seeing so much movement happening with the people that I am working with and they are so grateful for the changes. The tools are very powerful and I am proud to be part The CLI Licensee Network."***

Cathy McLellan, MA, CPC, Meyers Norris Penny, Nanaimo, BC

## 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.
- **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 and ECI 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 ie Leadership, Team Building, Sales Excellence.
  - ◆ learn how to facilitate CLI Personal Prosperity Programs for couples, families, children ...
  - ◆ become an Instructor of CLI Power Coaching® and CLI Corporate Programming
  - ◆ learn CLI Power Coach Levels Three and Four and 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

## Summary Curriculum for **Power Coach<sup>®</sup> Fundamentals** "An Introduction to Power Coaching<sup>®</sup>"

This level is meant to provide you with an introduction to Power Coaching. You will receive a solid grounding in the Models and Theory of the work as well as learn and practise 4 Power Coaching Tools which you can use to self coach or to coach others. Individuals attending only 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

Science has proven that habits and behaviours will only change if there is a physiological shift in the brain. PCMK tools create that shift ... permanently.

- \* What is Power Coaching<sup>®</sup> with Mind-Kinetics<sup>®</sup> (PCMK<sup>™</sup>)
- \* Industry Ethics and Core Competencies (ICF and ECI)
- \* Coach's Role, Coachee's Role, The Coaching Agreement
- \* Overview of your completed DiSC<sup>®</sup> Classic Report: Characteristics of successful coaches.
- \* Coaching (and living) by the Universal Laws of Behaviour and 75 Values of Humanity
- \* The Complex Human Mind: We move forward when our unconscious beliefs are stronger than our conscious beliefs.
- \* Perception vs reality: moving from setting goals to achievement of goals
- \* Neuroscientist research: science, emotion and habits.
- \* Clarity Solutions Model

### Methodologies

The Brain Walk<sup>®</sup> Series is often used by Power Coaches during full sessions. We also highly recommend that our Clients use these tools for daily self-coaching to enhance the results they receive between coaching sessions. The Power Coaching methodologies you will learn are:

- Logic Coaching Plus – a simple but highly effective methodology for goal achievement.
- The Brain Walk<sup>®</sup> - 'A Journey for Peace of Mind': to overcome major obstacles.
- The Brain Walk<sup>®</sup> - 'Your Morning Stroll': to overcome major obstacles.
- The Brain Walk<sup>®</sup> - 'Value Amplification': to strengthen our positive characteristics.

### Business Building

Some Business Building is included in the PC Fundamentals Program for Distance Learning with optional and more extensive Business Building available for both Distance Learning and On-Site Learning participants.

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See ['Associate Power Coach'](#) or ['Certified Power Coach'](#) for the curriculum of your next level of training.

# DETAILS FOR EACH Distance Learning SEMINAR

(All classes are two hours in length.)

## **SEMINAR #1: Why learn Coaching Skills?**

This Webinar provides an overview of the coaching industry. Multiple reasons to learn Business and Life Coaching are presented. Learn about the Return on Investment of Coaching. Hear about the explosion of the growth of the coaching industry. Explore the future of coaching. And, learn why it might be important for you to catch the wave!

## **SEMINAR #2: Overview of Course Materials.**

## **SEMINAR #3: The DiSC® Classic - Measuring our Behaviour in a Specific Role**

This webinar provides an overview of one of the most powerful assessment profiles available. The DiSC measures your areas of improvement and strengths as a manager, a coach, a business person, a parent, a leader, a salesperson and so on. Learn how to use the DiSC to measure the success (ROI) of your coaching.

## **SEMINAR #4: What is Coaching, Core Competencies & How to Change Behaviours?**

This webinar is a must to attend! It explores the philosophy and definition of coaching and studies in-depth the ethics and core competencies of coaching as per the International Coach Federation and The European Coaching Institute. Learn why coaching is “leading the way” for personal development. You will also learn why people have trouble changing behaviours and the characteristics required of the Power Coach® to assist Clients in behavioural change. Study The Science of Mind-Kinetics® which literally means “putting the whole brain into motion”.

## **SEMINAR #5: Logic Coaching Plus – Demonstration of an easy coaching tool**

This webinar introduces Logic Coaching Plus as a simple coaching tool which can be used to achieve a variety of different goals. New Coaches learn how to use The Quick Guide which easily guides the Coach to efficiently start each session and work with the Client to find the ‘Real Issue’ or ‘Real Goal’ they wish to work on this day. The Instructor demonstrates “Logic Coaching Plus”.

## **SEMINAR #6: Logic Coaching Plus – Practise Session**

The excitement mounts in this webinar as this is the first opportunity for students to practise their skills and receive feedback on their competency from a Power Coach® Instructor.

## **SEMINAR #7: Logic Coaching Plus – Second Practise Session**

In this webinar, tune in to listen to another practise session of this tool entitled Logic Coaching Plus. Watch as a Coaching Student learns the power of adding The Science of Mind-Kinetics® to their questioning skills. The Coach receives feedback on their coaching competencies from a Power Coach® Instructor.

## **SEMINAR #8: How to use The Universal Laws of Behaviour to Maximize Success in Business & Life**

In this webinar we study: The Power House Concept, The Diamond Concept, frustras, Pentalateral Thinking, The Johari Window, The Learning (vs Problem) Person and 13 of the Universal Laws of Human Behaviour such as The Law of Choice, The Law of Attraction and The Law of Service. People who live by the Universal Laws find they become stronger coaches, more productive sales people, more effective Leaders, more compassionate parents ...

## **SEMINAR #9: The Brain Walk®: Award-Winning Coaching Tools - Demonstration**

You won't want to miss this webinar! You will learn the theory behind what makes The Brain Walk® – Genius Edition tools so powerful. Upon mastery of these tools, you and your clients (children and adults) can use them to tap into your own genius for solutions to everyday challenges and goals. This webinar is worth its weight in gold!

## **SEMINAR #10: The Brain Walk® - Practise Session**

Join this exciting webinar where two Power Coach® Trainees are given the opportunity to practise coaching using The Brain Walk® series of tools. A PC Instructor provides feedback on coaching competencies.

## **SEMINAR #11: “Build a Boooooooming Business”**

In this webinar, you will kick start your own Marketing and Business Plan! Authors of “Build a Boooooooming Business” will discuss “The 8 P’s of Marketing”: discovery of spiritual life purpose, development of company vision and mission statements based on spiritual life purpose, target markets, pricing, promotion, profitability and so on.