

An 'à-la-carte' approach to maximize success
in all areas of life for your clients, your
employees and yourself. You have
to experience it to believe it!

Overview

of

The Emerald License

The Science of Mind-Kinetics® -

The *missing piece* to maximizing
human performance.



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INTRODUCTION

The **Emerald License** is an *à la carte package* of certifications as a one-on-one Power Coach® with options to become a Group Coach, Power Coach® Mentor, and Corporate Trainer of our transformational Corporate Prosperity Programs and Trainer of Personal Prosperity Programs.

CLI welcomes you to join our teams of Licensees comprised of certified Power Coaches, Corporate Trainers, Life-style Trainers and Instructors. Our Clients tell us we are *The Masters* of changing unconstructive habits and behaviours into positive ones faster and more effectively than anyone they know. They tell us that we have *the missing piece* to maximizing human performance. In addition the programs are safe – keeping the spirit of each individual intact – while gifting the participants with a great deal of fun!

Our Licensees bring astonishing results to families, corporations and individuals world-wide.

When you choose to purchase The Emerald License this *à la carte package* means that you will have the capability to become a one-on-one Power Coach with options to augment your skills by becoming a Group Coach, Mentor and Corporate Trainer of two of CLI's transformational corporate programs called "Performance Tools for Leading Successful Teams" and "Performance Tools for Individual and Team Success". A further option is to become a Trainer of Personal Prosperity Programs such as "Building More Loving Families" and "Prosperity in all Areas of Life".

You begin your training in the classroom with other new coaches. Your first step is to become a CPC or Certified Power Coach®. After that you have the optional choices as mentioned above. Of course, you may wish to acquire the next level of certification as a PPC or Professional Power Coach. If you choose to augment your business by delivering CLI's Corporate and Personal Prosperity Programs, you will need your CPC as a minimum. These programs are heavily laced with the award-winning thinking tools which we call Power Coaching® with Mind-Kinetics® or "PCMK™". It is the Science of Mind-Kinetics which sets our programming apart from all others and which will give you the leading edge over your competitors.

You will acquire a reputation for being the best of the best because the tools always work. Magically, they provide our clients with remarkable results. Indeed, they are transformational.

The CLI Training Centre delivers training and professional support services in a blended approach:

1. on-site here in the beautiful Canadian Tropics of southern Vancouver Island surrounded by some of the most beautiful real estate in North America. Join us here in Victoria where you will see flowers blooming year round. Go whale watching! Or take in the serene and magnificent beauty of the world famous Butchart Gardens.
2. part of the program is completed via distance learning.
3. we are also known to take our programs on the road!
4. private tutoring is also available.



Betska and *John*

Managing Directors and Co-Founders

Our Ideal Licensee

Our ideal Emerald Licensee falls into the following categories.

1. YOU ARE LOOKING FOR A NEW CAREER

You have heard that the Power Coaching® Certification Program provides permanent positive results for clients and is *the missing piece* to maximizing human performance. You are thinking about changing careers and would like to become a Certified Power Coach®.

2. A MANAGER OF PEOPLE, LEADER IN AN ORGANIZATION, HR DIRECTOR OD PROFESSIONAL

You believe that it is important for all leaders of people to have superior management skills and people skills. Power Coaching® or PCMK™ appeals to you because it is fast, effective and provides *permanent* positive results. You understand that CLI offers one-on-one PCMK, group Power Coaching and workshops on business topic such as leadership, performance management and innovative thinking. The workshops incorporate PCMK tools in order for individuals to *dramatically improve* their performance.

3. A PROFESSIONAL

Perhaps you are a Therapist, Cleric, Educator, Health Pro, Social Worker or Mediator. You have heard that Power Coaching® with Mind-Kinetics® is “the missing piece” to maximizing performance and you wish to add it to your toolkit to assist individuals in becoming more productive, happier and more innovative in all areas of life.

4. A PROFESSIONAL COACH

Perhaps you are already a coach and have heard that Power Coaching® with Mind-Kinetics® will take you to a higher level of qualification. You may be an executive coach, life coach or sports coach for example.

5. A REPUTABLE, WELL ESTABLISHED CONSULTING AND TRAINING COMPANY

You a Leader in a well established consulting and training company. You are investigating CLI’s licensing opportunities to add transformational programs to your current offerings - programs which will give your clients unsurpassed performance results.

6. AN ORGANIZATION, PUBLIC OR PRIVATE

As a progressive Leader, you are wishing to take your managers and employees to a much higher level of leadership competency and overall performance. Your previous training programs have been good; however, you are looking for programming that dramatically improves performance. You need something that will work quickly, effectively and efficiently. You need programming that will encourage maximum participation. In addition, it is possible that your people are tired – perhaps exhausted. They need a program which will maximize their time, give permanent results, assist them with life balance and inject fun into the learning process.

Components of The Emerald License for a Quick ROI



As an Emerald Licensee, these will be Your Customers



- **CORPORATE and GOVERNMENT CLIENTS**
- **THE PUBLIC AT LARGE**

for whom you would provide:

- 1) Executive and Whole Life Power Coaching®.

With Optional Training you would offer them:

- 2) Group Coaching and Mentoring
- 3) Transformational Corporate Prosperity Programs -
 - “Performance Tools for Leading Successful Teams”
 - “Performance Tools for Individual & Team Success”
- 4) Personal Prosperity Programs:
 - Building more Loving Families
 - Prosperity in all areas of Life
 - Creating a Happy Marriage.

Overview of Your Learning

This page provides you with an overview of your learning.
Refer to the Chart on the next page to give you a “visual” of your learning options.

The Yellow Chart: **CERTIFICATION AS A CERTIFIED POWER COACH®**: Y1- Y3 (the CPC Program) represents your path to certification as an Executive & Whole-life Certified Power Coach®. Once you receive your CPC, you may wish to proceed with further education. Y4- Y6 (the PPC Program) represents your optional path to advanced certification as an Executive & Whole-life Professional Power Coach®.

Optional Certifications and Professional Services

The Gold Nuggets: **BUSINESS DEVELOPMENT OPTIONS**: BD1 to BD4 represent Business Development Options. Together with your coach training you may also wish to learn [how to plan, market and sell your business](#) in order to build a Booming Business.

Learning Resources: **LEARNING RESOURCES** can add valuable sales and profits to your company's bottom line. These resources include Power Coaching® Kits, Profiles and The Brain Walk® products.

The Pink Chart: **CERTIFICATION AS GROUP POWER COACH® AND PCMK™ MENTOR**: P1 represents an option for certification as a Group Power Coach where you will have the ability to coach groups using PCMK tools. P2 presents an option to become a Power Coach® Mentor which provides you with an opportunity to mentor others on the use of PCMK tools.

The Green Chart: **CERTIFICATION AS A TRAINER FOR CORPORATE PROSPERITY PROGRAMS**: G1 - G5 represent an option for certification as a Trainer for two of CLI's Corporate Prosperity Programs – “Performance Tools for Leading Success Teams” and “Performance Tools for Individual and Team Success”.

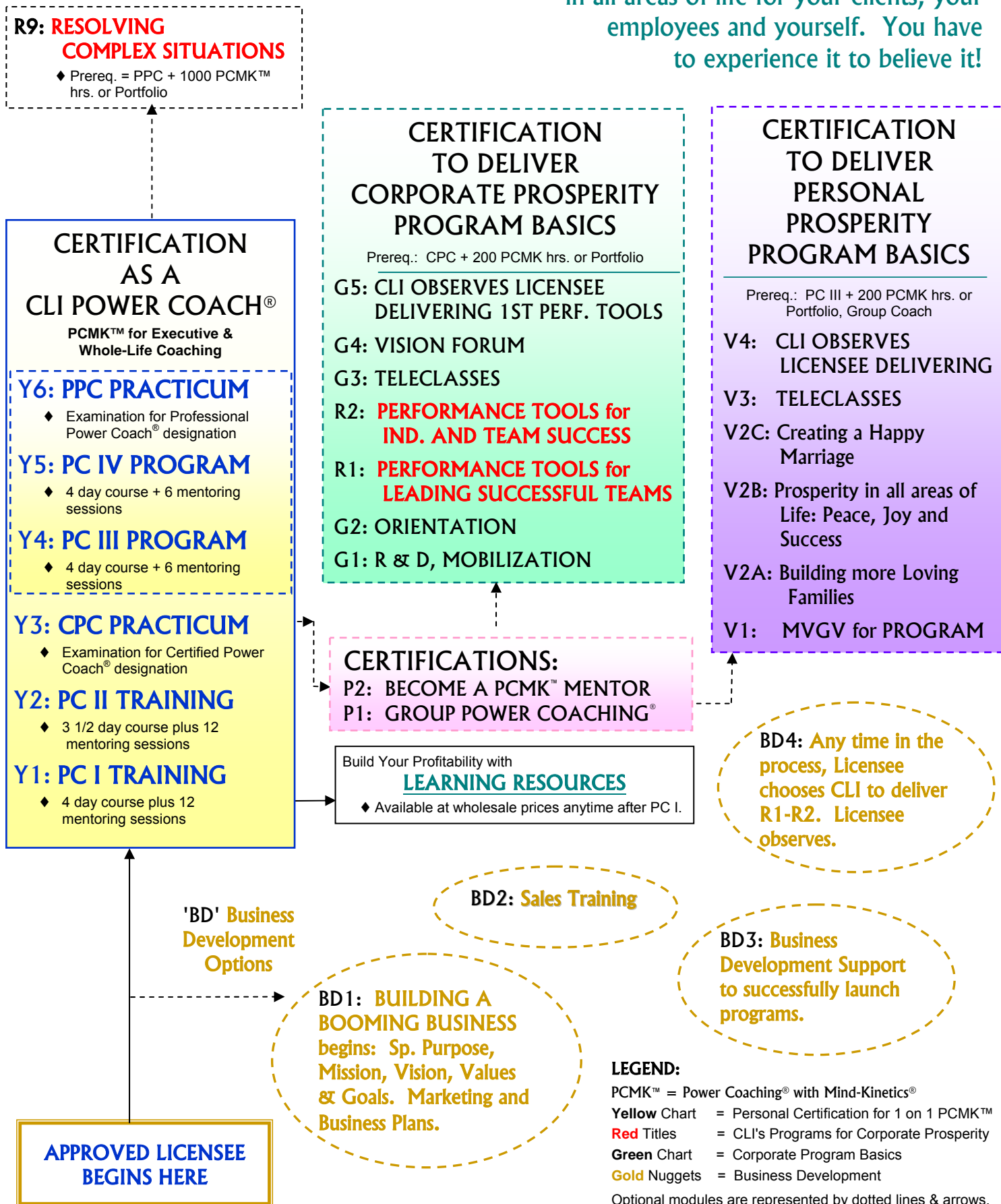
Resolving Complex **CERTIFICATION IN 'RESOLVING COMPLEX SITUATIONS'**: Option R9 is another important certification program in resolving complex situations such as harassment, overt control, power struggles even drug abuse. CLI has extraordinary successes working in tandem with therapists to assist an individual in moving forward. We believe that the main reason for this success is the belief that all people are whole and have the answers inside of them.

The Violet Chart: **CERTIFICATION AS A TRAINER FOR PERSONAL PROSPERITY PROGRAMS**: Certification as a Trainer for: 1. “Building More Loving Families” 2. “Prosperity in All Areas of Life” 3. “Creating a Happy Marriage”. These programs can be presented to corporations and to the public at large. CLI recognizes that a happy executive is one who is also happy at home. Building more loving families will produce more enlightened children who are the leaders of tomorrow. As strong leaders, they will make better decisions, have greater clarity on direction and bring more peace to our world.

NOTE: Emerald Licensees will join other Licensees during regularly scheduled certification courses.
Private Tutoring is available for those who wish to fast-track. Enquiries welcome.

The Emerald License

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How 'The Big 8' will give You a Sustainable Competitive Advantage

- ✓ **Permanent Positive Change.** Traditional training programs in areas such as leadership, sales, team building, life balance and performance management rarely provide clients with permanent positive results. Recent science, namely Candace Pert PhD Neuroscientist, has proven that habits and behaviours *will only change* if there is a physiological shift in the brain. All of The Big 8 programs, two of which are offered in The Emerald License, contain The Science of Mind-Kinetics® methodically placed in tools which are scientifically engineered to create a brain shift for *permanent positive change*.
- ✓ **Award-winning tools in every program transform thought.** The Universal Law of Service says that before we can serve our clients to the best of our ability, we must first love/like self. In other words, as the *individuals work diligently to strengthen their own individual competencies*, the team will naturally strengthen. The Big 8 programs contain just enough theory, concepts, models and ideas for the Clients with respect to a specific business topic without overloading them with non-transformational dialogue and exercises. The main thrust of each program, however, is to create a safe environment and provide each Client with Mind-Kinetics tools which they learn and *use with self and others to change unconstructive thoughts, words and actions into permanent positive ones*. It is the tools which create the major transformation.
- ✓ **Genius thinking.** The Big 8 programs are designed to move mountains with groups by way of allowing each individual to *develop genius like innovative solutions* to their challenges and goals by accessing their right brain and acquiring bilateral thinking skills.
- ✓ **Individuals strengthen their own competencies in order to better serve others.** Unparalleled results are apparent early on in the process. Client performance soars:
 - *elimination of blame* in the workplace to heal wounded relationships
 - quick identification of *innovative solutions* (IQ + EQ = full power)
 - *prevention of complex cases* in the workplace such as harassment and overt control
 - *peaceful resolution* of complex cases in the workplace
 - *precise decision making* as a result of bilateral thinking
 - *minimalization of negative self-talk*
 - leaders and employees begin to *truly live their values* such as honesty, courage and faith in self
 - greater *life balance*
 - *spirit is brought back* into the workplace
- ✓ **Self-Coaching Tools:** *For sustained success* Clients learn PCMK™ in order to *self-coach daily*.
- ✓ **Performance Management Tools:** Leaders learn Performance Management tools to *dramatically improve performance* of employees.
- ✓ **At CLI we guarantee our work.** This type of *guarantee is rarely seen* in the training industry.
- ✓ **Research proves** that training combined with coaching greatly improves results.

Benefits to You by License Type

Study the Licenses below and choose which license includes the benefits you require.

LEGEND: √ = included in License Fee. Optional = extra fees apply. n/a = not applicable

	PROGRAM AND BENEFIT	Master License	Gold License	Emerald License
Y1-Y3	PC Certified Power Coach® to coach one-on-one	√	√	√
BD1	Building a Booming Business – Develop a full Marketing Plan, develop marketing materials, develop a Business Plan.	√ 30 hrs.	√ 20 hrs.	Optional
BD2	Product Specific Sales Training to close sales sooner.	Optional	Optional	Optional
BD3	Business Development Support to remove roadblocks.	√ 140 hrs.	√ 80 hrs.	Optional
P1	Certified Group Power Coach to coach groups.	√	√	Optional
P2	Certified Power Coach Mentor to offer clients mentoring service.	√	√	Optional
R1-2	Certified Corporate Prosperity Trainer – includes G1-2, G4-5.	√	√	Optional
G3	Lead teleclasses on specific Leadership and Team topics.	Optional	Optional	Optional
BD4	Support: CLI delivers 1 st ‘Performance Tools’ – You observe.	Optional	Optional	Optional
Y4-Y6	Advanced Certification – Professional Power Coach® for one-on-one coaching.	√	√	Optional
R3	Certification – Deliver ‘Performance Management’ Program	√	√	Optional
R4	Certification – Deliver ‘Preventing Complex Situations’ Program	√	√	Optional
R5	Certification – Deliver ‘Sales Excellence’ Program	√	√	Optional
R6	Certification – Deliver ‘Career Transition’ Program	√	√	Optional
R7	Certification – Deliver ‘Time Management’ Program	√	√	Optional
R8	Certification – Deliver ‘Innovative Thinking’ Program	√	√	Optional
R9	Certification – Resolving Complex Situations	√	√	Optional
V1-V4	Certification – Certified Personal Prosperity Trainer More Loving Families - Prosperity...a Happy Marriage	Optional	Optional	Optional
	CERTIFICATION AS AN INSTRUCTOR: CERTIFY PCMK COACHES, CERTIFY CORPORATE PROSPERITY TRAINERS:			
B1	How to Sell and How to Build a Booming Business	√	n/a	n/a
B2	How to Deliver Power Coach I and Power Coach II	√	n/a	n/a
B3	How to Certify CPC – Certified Power Coach	√	n/a	n/a
B4	How to Deliver Power Coach III	√	n/a	n/a
B5	How to Instruct Trainers in P1-2, G1-5, R1-2	√	n/a	n/a
B6	How to Instruct Trainers in R3-R8	√	n/a	n/a
B7	How to Deliver Power Coach IV	√	n/a	n/a
B8	How to Certify PPC – Professional Power Coach	√	n/a	n/a
B9	How to Instruct Trainers on R9	√	n/a	n/a
	Owns Legal Rights to sell Gold and Emerald Licenses	√	n/a	n/a

Support Documents

- 1. "The Emerald License - Training Schedule and Investment Summary"**
This document outlines the time required for certifications and development of business modules as well as the variable costs for additional participants.
This document will be completed along with your License Agreement.
- 2. "Benefits of The CLI Licensee Network & Fees"**
A shortened version of this document appears on the website at http://www.coachingandleadership.com/licensing_benefits.php. A more detailed document is available prior to signing of The License Agreement and in The Licensee Business Guide which you receive day one of PCMK training.
- 3. "Power Coaching[®] Certification"**. An overview of the program including curriculum can be found at http://www.coachingandleadership.com/coaching_certification/?cat=coach_cert

Support Brochures

- 1. C101: "Transform" Brochure – CLI's Corporate Brochure**
http://www.coachingandleadership.com/corporate_programs/Transform_5may05.pdf.
For a paper copy
Call 1-866-254-4357 1 (250) 652-5390 or sales@coachingandleadership.com.
- 2. C102: "Prosper" Brochure – CLI's Licensee Brochure**
<http://www.coachingandleadership.com/licensing/Prosper.pdf>.
For a paper copy
Call 1-866-254-4357 1 (250) 652-5390 or sales@coachingandleadership.com.
- 3. C103: "Achieve" Brochure – CLI's Coaching Certification Brochure**
http://www.coachingandleadership.com/coaching_certification/Achieve.pdf.
For a paper copy
Call 1-866-254-4357 1 (250) 652-5390 or sales@coachingandleadership.com.