

*The ultimate package 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 **Master** License

The Science of Mind-Kinetics® -

The *missing piece* to maximizing
human performance.



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Introduction

The **Master** License is *the ultimate combination package* of certifications as a one-on-one Power Coach®, Group Coach, Power Coach® Mentor, Corporate Trainer of Transformational Business Topics and Instructor to certify Coaches and Trainers.

A quick ROI comes with the right to sell Emerald and Gold Licenses.

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 purchase The Master License *your ultimate package* means that you will have the capability to become a one-on-one Power Coach, Group Coach, Mentor, Corporate Trainer of CLI's transformational corporate programs called "The Big 8", Instructor of CLI's Power Coaching Certification Program as well as an Instructor of Corporate Trainers.

If you are a Training and Consulting Company (vs a Corporate Licensee who would buy a Master License for in-house use only) a quick and sustainable ROI comes from selling and training Emerald and Gold Licenses.

Your *private training* begins with training to become a CPC or Certified Power Coach® as you will need this knowledge in order to deliver CLI's Corporate and Personal Prosperity Programs and become an Instructor and certifier of coaches and corporate trainers. 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 the training and professional support services in a combination of ways:

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. much of the program is completed via distance learning.
3. we are also known to take our programs on the road!

Betska and *John*

Managing Directors and Co-Founders



Our Ideal Licensee

Our ideal Master Licensee falls into one of two categories. Both of you are looking for “*the missing piece*” to maximizing human performance. You are either:

1. A REPUTABLE, WELL ESTABLISHED CONSULTING AND TRAINING COMPANY

You are 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.

or

2. 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 Master License for a Quick ROI

MULTIPLE CERTIFICATIONS
as a Power Coach[®], Group Power Coach,
Mentor, Corporate Trainer and Instructor
of Power Coaches and Corporate Trainers.
Option: Personal Prosperity Programs



THE RIGHTS TO SELL & TRAIN
Your Own Gold and Emerald Licenses



PROFESSIONAL SERVICES
to support your business success

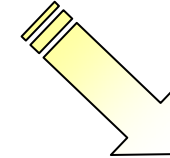
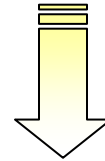
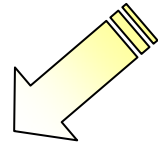


WHOLESALE PRODUCTS
to resell for profit



ON-GOING R & D
to provide you with a continuous flow of
innovative products and services

As a Master Licensee these will be Your Customers



CORPORATE and GOVERNMENT CLIENTS

who will buy from you:

- 1) Executive and Whole Life Power Coaching® & Mentoring for individuals and groups
- 2) “The Big 8” – transformational programs on business topics:
 - Leadership,
 - Innovation,
 - Sales
 - Performance Mgmt.
 - Individual & Team Success
 - Time Management
 - Preventing Complex Situations
 - Career Transition
- 3) Power Coach® Certifications.

SUB-LICENSEES

to whom you will sell Gold and Emerald Licenses and profit as you train them to become a:

1. Certified Power Coach®
2. Certified Group Power Coach®
3. Certified Power Coach® Mentor
4. Certified Corporate Prosperity Trainer who delivers “The Big 8”.

Augment your revenue with:

- product sales &
- professional services to assure the success of your own sub-licensees.

THE PUBLIC AT LARGE

for whom you will provide:

- 1) Executive and Whole Life Power Coaching® & Mentoring for individuals and groups
- 2) Seminars on “The Big 8”
- 3) Power Coach® Certifications.

Optional Seminars on Personal Prosperity:

- 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 page 10 to give you a “visual” of the components of your license.

- 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 will proceed with further education via The Pink Chart to become a Certified Group Power Coach and Certified Power Coach Mentor. We recommend advanced certification as an Executive & Whole-life Professional Power Coach® Y4- Y6 after you have completed The Green Chart.
- The Gold Nuggets: **PROFESSIONAL SERVICES:** BD1 to BD4 represent Business Development. Together with your coach training you will learn [how to plan, market and sell your new business](#) components. You will learn how to sell one-on-one Power Coaching, Group Coaching and Corporate Prosperity Programs. In addition, you will learn how to sell and market to attract Gold and Emerald Licensees to your team.
- Learning Resources: **LEARNING RESOURCES** can add valuable sales and profits to your company's bottom line. These resources include Profiles and The Brain Walk® products.
- The Pink Chart: **CERTIFICATION AS GROUP POWER COACH® AND PCMK™ MENTOR:** P1 represents certification as a Group Power Coach where you will have the ability to coach groups using PCMK tools. P2 brings certification as 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 engages you to begin your training of two of “The Big 8” corporate programs called “Performance Tools for Leading Successful Teams” and “Performance Tools for Individual and Team Success”.
- The Red Titles: **CERTIFICATION TO DELIVER ADDITIONAL PROSPERITY PROGRAMS:** Your certification as a Trainer of “The Big 8” continues with additional prosperity programs on performance management, preventing complex situations in the workplace, sales excellence, career transition, time management and innovative thinking. The Science of Mind-Kinetics® gives our clients unparalleled results in these areas of business.
- The Blue Chart: **CERTIFICATION AS AN INSTRUCTOR:** This license includes the certification of up to four Instructors who will work with your own sub-licensees to certify Coaches, certify Mentors, certify Group Coaches and certify Trainers on how to deliver “The Big 8 program”. CLI has witnessed the power of our tools and programs for many years. It is with great pleasure that we now offer to others the ability to become Certified Instructors of this great work. We make it easy for you...we have taken many bugs out of the system!

OVERVIEW OF YOUR LEARNING (Continued)

Resolving Complex **CERTIFICATION IN 'RESOLVING COMPLEX SITUATIONS':** 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. Power Coaching works to find the root cause of an individual's ability to be successful in any area of life and in all four levels of existence: physical, spiritual, emotional and intellectual.

OPTION

The Violet Chart: **CERTIFICATION AS A TRAINER FOR PERSONAL PROSPERITY PROGRAMS:** V1 – V3 represents an OPTION for certification as a Trainer for CLI's Personal Prosperity Programs:

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; therefore, we encourage organizations to offer these programs to their employees. And, the public welcomes workshops on these topics. 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.

The Master License

The ultimate Package to maximize success in all areas of life for your clients, your employees and yourself. You have to experience it to believe it!



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 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 Master 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.