



Institute for Professional Excellence in Coaching (iPEC)  
ACCREDITED COACH TRAINING PROGRAM

## 9 KEY CONSIDERATIONS

*for choosing the right coach training program for you*

Learn what differentiates one coach training school from another and explore the details of iPEC's unique program, philosophy, curriculum, and training logistics

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# 9 KEY CONSIDERATIONS

*for choosing the right coach training program for you*

Selecting the right coach training program can be a challenging process—especially with over 120 training schools currently operating within the United States.

This special report, based on prospective students' most frequently asked questions and concerns, outlines 9 key factors to consider when choosing the program that's right for you:

1. Philosophy of the Training School
2. Training Delivery (Including Learning Style and Course Logistics)
3. Training on How to Get Clients (Business Development Focus/Support)
4. International Coaching Federation (ICF) Accreditation, Requirements, and Certification
5. Reputation and Track Record
6. Quality and Experience of the Trainers
7. Time to Completion and Time Commitment
8. Locations and Convenience
9. Price and What's Included

## CONSIDERATION 1: *Philosophy of the Training School*

Most individuals want to know a school's underlying philosophy and principles; they consider it one of the most important things to look at when choosing a school.

Nearly all coach training schools are based on the "traditional" coach approach—helping people achieve their goals—taking them "from where they are to where they want to go." Essentially, this philosophy of coaching involves working with individuals, couples, groups, or organizations to:

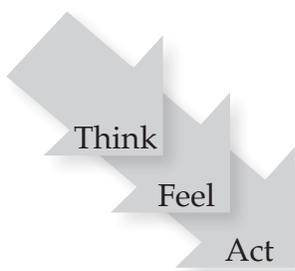
- › Help them clarify and focus on a goal
- › Determine action plans and next steps
- › Hold them accountable
- › Move them forward as they seemingly desire

The traditional model provides focus and organization, and helps people achieve their goals—mostly because coaching works to some degree in any form.

However, people are not so simple. In fact, people and their lives are much more complicated than they appear—and every aspect of their lives has an impact on the goals they "say they want."

The traditional method of coaching often brings about only incremental and short-lived results.

When you help change a person's actions, they do get results—but not sustainable results. That's because the underlying thoughts and emotions that truly drive actions are not addressed. Without changing core thoughts and emotions, individuals eventually revert back to their old habits, routines, and actions.



### *iPEC's Core Energy Difference...*

The only way to create sustainable change, and exponentially greater results, is to help people change the way they think and feel—to address their thoughts and emotions. By helping clients break through limiting thoughts and emotional responses and replace those thoughts and emotions with supportive, empowering beliefs, iPEC coaches are able to move clients to take powerful and consistent action.



*This is the heart of iPEC's philosophy and process: The Core Energy Coaching™ Process.*

This unique process is intended to help people be at the cause of their lives, instead of at its effect. Too often people react to circumstances—they get “behind the eight ball.” This is where the sense of stress, uneasiness, and being overwhelmed begins. At iPEC, we believe that no one has to live at the effect of life.

The Core Energy Coaching™ Process is about giving individuals the opportunity to be the cause of all great things they truly want to experience in life.

## ***iPEC's Philosophy, Mission, and Values***

iPEC's coach training program is the standard bearer for the industry, providing the most comprehensive training available anywhere. By graduation, our unique program develops students into master-level coaches who effectively lead others where they want to go.

If you're looking to become a full-time or part-time coach, we provide a proven system for developing and building a successful coaching practice. Our goal is your goal—

- › To work with the people you want to
- › To charge what you want to charge
- › To enjoy yourself in a way you never believed possible—so much that it doesn't even feel like work!

If you're looking to develop exceptional leadership ability—and bring that leadership into your organization—we can help you “walk the talk” in what you do, in addition to training you to engage people to be more productive, happier, and fulfilled in their jobs. You'll learn to inspire and motivate others to do things they previously felt incapable of doing—creating a win-win-win situation for them...for you...and for your organization.

At iPEC, we believe in “walking our talk”...and every day we do just that—in every aspect of our communication, operation, and service of our most valuable assets: our students, our graduates, our employees, and our shareholders. Walking our talk means being in complete integrity and doing more than what's expected. We approach life and business from a “what's right” perspective, recognizing and focusing on strengths and positive outcomes. We believe that the only way we win is if everyone wins as well. Our graduates will attest to our efforts and philosophy of helping them...in every possible way...to meet their goals.

The Core Energy Coaching™ Process is the backbone of our program. By helping clients create “choice” in how they think and feel—breaking through their limiting beliefs, fears, and other blocks preventing success—sustainable change and exponentially greater results are achieved by the client. This is the heart of iPEC's philosophy and methodology.

To further assist our students in becoming leaders of their own lives, and to continue fostering the power of “choice” around thoughts and feelings, iPEC developed Energy Leadership™. Energy Leadership is a comprehensive graduate-level course that creates a tremendous shift in awareness and consciousness—for all who experience it. The philosophy, skills, and processes taught enable you and all those you work with to be “everyday leaders”—recognizing and embracing the powerful influence that each and every one of us has on those in our lives. We are all leaders...and Energy Leadership helps you lead with power, purpose, and passion. It enhances your ability to lead by example.



## CONSIDERATION 2: *Training Delivery* (Including Learning Style and Course Logistics)

A very important aspect to choosing the right school is determining which program employs the most effective training and learning techniques.

There are many ways to deliver coach training:

- › Live classroom training
- › Teleclasses
- › Self-study
- › Online training
- › Group work
- › One-on-one mentor training
- › Independent projects...and more

At iPEC, we do them all—there are no shortcuts. We provide all that can be provided to ensure your success. We are sensitive to various learning styles and have a unique training system that engages people with all learning preferences:

- › Visual (seeing)
- › Auditory (hearing)
- › Auditory digital (engaging techniques and statistics)
- › Kinesthetic (hands-on)

We incorporate all these methods beginning on day one of your first live module as you begin coaching—getting immediate feedback in a safe, confidential, and comfortable environment.

No other training organization provides all that iPEC does. Other programs partially or significantly remove the most effective training methods due to the costs involved, choosing to compromise quality for profit. Many times, the most important delivery method—live classroom training—is not available at all, or if it is offered, it's for a fraction of the program and is typically only at the beginning of the training before they send you off to learn the rest on your own.

iPEC's live trainings are priceless...life-transforming...and the experience of a lifetime. At iPEC, you come first, and we understand that long-term success is only achieved by putting the development of our students first!

### *iPEC's Unique Training Structure*

iPEC's highly regarded life-transforming curriculum is taught in 4 in-depth 3-day weekend modules (Friday - Sunday). In between these live weekend modules, you'll have time to apply and integrate what you've learned, as iPEC provides weekly teleclasses that cover new material, as well as expand on concepts previously taught. Additionally, there is weekly work as a peer coach, as a peer client, and as part of a peer group, with specialty-specific learning tracks subsequently incorporated in the training to develop your specific area of expertise. Coupled with mentor coaching and self-study, these "in-between" module activities are part of iPEC's secret to providing so much training in so little time. This unique training structure is what enables iPEC's students to develop as quickly as they do.



## CONSIDERATION 3: *Training on How to Get Clients*

*(Business Development Focus/Support)*

When comparing coaching schools, it's very important to determine how each school addresses the following question: How will I get clients—and make the living I want—as a coach?

That's it. That's the biggest, number one concern of anyone considering becoming a professional coach. It's not simply a matter of getting a "return-on-your-investment" in training. It's about making the living you want—whether that's a part-time income or a full-time career.

Being trained as a great coach is the primary function of any training...but what good is that training if you can't get any clients to actually coach? That's the point. While the two skill sets are definitely different, they are inseparable if you are going to have your own coaching practice, because, as you are becoming a coach, you are also becoming an entrepreneur.

So, what does it take and what should you absolutely insist is a major component of any coach training program?

Make sure the training program includes:

- › A Mentor Coach who focuses on your skill development...and without a surcharge or the requirement to find this coach on your own.
- › A strong business development program integrated within the core coach training program so you become extremely comfortable and confident in talking about coaching and your services...at a minimum.
- › Classes focused specifically on business development—over and above any classes that are included within the core coaching skills training curriculum...at a minimum.

iPEC's program includes all of the above in addition to these premiere advantages:

- › A specialization-focused track of learning: You select from one of the nine major specialties within the coaching industry, and then embark on a focused effort to become an expert within that specialty area — while also honing in on the steps you will take to build your practice.
- › Business development coaching, tele-seminars, an extensive audio library and online question and answer forum that focuses on helping you get a practice up and running quickly. If you have ANY questions on how to build your practice, they will be answered.
- › Training on the elements of iPEC's much acclaimed 6-Figure Coach™ System—a defined program on how to become a 6-Figure Coach. This includes the Quick Start Business Development Program workbook that leads you through growing your business—all included in your tuition.
- › An audio library and training center that you can regularly visit to review past presentations as well as continually updated trainings on coaching and business development—all sorted by topic for quick reference.

Coach training schools are primarily focused on helping you become coaches. Training on business development is an entirely different skill set. However, this is exactly one of the things you should look for in a coach training school. Becoming a masterful coach but not knowing how to fill your practice doesn't serve you and doesn't allow you to serve others. A coach training school should be able to provide you with the programs to do both: **become a masterful AND a successful coach.**



## *iPEC's Business Development Support*

A key aspect of iPEC's mission is to help those looking to become professional coaches to achieve the level of professional and financial success they are seeking. Everything mentioned above is part of iPEC's standard coach training program—at no extra cost.

iPEC's curriculum has a specific and substantial portion of time devoted to building your coaching practice through business development, branding/messaging, and marketing. For those bringing coaching to their organizations, this aspect of the training helps you market and sell products and ideas to those on whom your business relies. In fact, our business-building methodology is so effective that not only do 95% of iPEC graduates actually earn their full-time or part-time income as coaches, 85% of our students have paying clients, and sometimes many paying clients, **BEFORE THEY EVEN GRADUATE!**

Our proprietary 6-Figure Coach™ System is woven throughout the training and throughout our graduate support system. This very effective system and program offers:

- › Practice building tips
- › Niche and specialty development programs
- › Certification in the Energy Leadership Index™ Assessment
- › Specific services and workshops that are devoted to accelerating your business growth

Through our program, not only do students and graduates increase skills and develop stronger businesses, we even provide opportunities to get clients directly from iPEC! Our goal is to do something unheard of from a coach training organization...a true win-win opportunity...to directly support any coach who wants to increase his or her income!

Additionally, iPEC has just launched a new, extensive coaching directory website! This heavily optimized website enables the more than 1-million searches for coaching services done every month on Google, Yahoo, and MSN to easily locate iPEC Coaches. All iPEC coaches who complete their certification are provided a FREE profile on this site...so know that your profile page is waiting for you!

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## *CONSIDERATION 4: ICF Accreditation, Requirements, and Certification*

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There are over 120 coach training schools operating within the United States. Yet less than 24 of these schools have been accredited by the International Coaching Federation (ICF), the industry's governing body that sets the standards, core competencies, and ethics for coaches and training schools alike.

Many unaccredited schools have actually been rejected by the ICF accreditation board...and some, multiple times. Make sure that the coach training school you're considering is ICF-accredited, and do not accept any excuses as to why they are not.

While all accredited programs offer training...not all accredited programs offer training of equal quality. In fact, they can...and do...vary greatly in training quality, training quantity, training methodology, and services provided. Be sure the school you're considering meets the standards discussed in this report in addition to being accredited by the ICF.

### *iPEC's Standing*

- › iPEC has been accredited by the ICF since early 2002.
- › iPEC is an ICF-Accredited Coach Training Program, which means that upon successful completion of iPEC's program, a student becomes Certified Professional Coach — as recognized by the ICF.
- › iPEC is committed to graduating master-level coaches, and we meet all and, in fact, exceed many of the ICF requirements in this regard. Upon completion of iPEC's program, you are one of the most thoroughly trained and well-rounded coaches in the world.



## CONSIDERATION 5: *Reputation and Track Record*

Nothing speaks more clearly about the performance and quality of a school than its graduates. iPEC has graduated several thousand coaches and has grown to its twelfth metropolitan location across the United States.

iPEC's growth is directly related to graduate referrals and graduate testimonials. More than 50% of our students come by referrals...and a good percentage of our referrals are from coaches who have attended other schools! This speaks volumes about who we are.

### *iPEC's Reputation: Testimonials and Case Studies*

On iPEC's website at [iPECcoaching.com](http://iPECcoaching.com), you will find more than 50 testimonials and case studies from recent graduates...and there are hundreds more. If you'd like to talk to a graduate, please don't hesitate to make that request.

Here are just a few quick testimonials...

*"I went through the iPEC Coach Training program and it absolutely transformed my life--socially, personally, and financially. You have to see with your own eyes what it's all about. This is one of the best decisions I ever made personally and professionally." - Suzanne W.*

*"This is the skill set being discussed by publications from Forbes, Harvard Business Review, and the New York Times, and recently on the Today Show. iPEC's training is brilliant. I can't think of any other word to describe it. I highly recommend that every single person, from homemakers to top executives, take this training. These skills can be used everywhere." - Tom H.*

*"The iPEC coaching program is an intense but stimulating experience in which I have learned a great deal about myself as well as becoming an expert coach." - Ellie W.*

*"The iPEC coach training program has been a life changing experience. If I were to have a choice between every self-help book, seminar, course, or tape I own, I would have to say this course has been the biggest influence for positive change, multiplied by 100 compared to anything I have tried personally and/or professionally." - LuAnne M.*

*"This program is transformational on so many levels in my life. I don't believe anyone else teaches these principles, and so effectively." - Connie E.*

Here are a few case studies of success in action...

**Transitioning from a home makeover to a life makeover... Madeline E.:** Prior to attending Module I at iPEC, Madeline had the opportunity of appearing on a home makeover show on HGTV. Ironically, this show was hosted by a Life Coach who appeared on Oprah, and told Madeline that he initially received all of his clients solely through word-of-mouth and referrals. This information resonated with Madeline, as she envisioned her practice to be filled in the same manner. Keeping that intention, she was able to achieve an iPEC record-breaking achievement of 21 paying clients before graduating using that approach!

**Transitioning from a Masters in Social Work to a Certified Coach... Randy N.:** Randy's passion has always been helping teens and youth. With this in mind and his incredible sense of enthusiasm, he started YPCoach. Coach Randy (as his teens affectionately refer to him) offers a full service coaching practice for adolescents and young adults between the ages of 13 to 23. Within only a few months from graduation, he was already working with 18 clients and speaking at numerous locations around the Tri-State area.



**Transitioning from Medical Laboratory Assistant to a Certified Coach... Evie D.:** Moving from working in a hospital to a home-based business in direct sales, Evie had the good fortune of attending a training with a coach, who motivated and empowered her to reach new heights. After her initial exposure to coaching, she realized that this process was the key to enduring success. She came to iPEC and in less than one year after graduation, Evie became one of iPEC's many 6-figure coaches, and her practice is still growing.

**Transitioning from Financial Planner to a Certified Coach... John G.**—after attending our graduate level program, Energy Leadership™ (now included in the cost of tuition): “The Energy Leadership™ Training program radically changed my life and my practice for the better! Once I came to fully appreciate the costs of negative energy in my life, I was able to release some of the victim stories I have been clinging to for over 20 years. This enabled me to reclaim responsibility and power in my life. The ability to articulate this awareness to others has catapulted my practice forward to an entirely new level. Since coming back from the training, I have had the opportunity to share this insight with more than a hundred people, adding more than 80 new clients to our practice. It has been truly transformational!”

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## CONSIDERATION 6: *Quality and Experience of the Trainers*

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A training program is only as good as those who deliver the training. When inquiring into a program, be sure to ask about the qualifications of the trainers and the process they've gone through to become an instructor with the school.

Instructor training programs should be accredited by the International Coach Federation (ICF) and include both periods of traditional learning and supervised instruction. The school should also have a consistent monitoring and feedback process to regularly review the quality of training being delivered.

### *iPEC's Instructors*

Aside from having one of the best teacher to student ratios in the industry, our instructors have gone through the most intensive training available anywhere. Our “train the trainer” program, accredited by the ICF, can take nearly 3 years to complete. Only then—upon successful completion of the program—can a coach become a lead trainer with iPEC.

Our instructors are continually evaluated, and undergo continuous developmental training to ensure the highest caliber of training to our students. As highly successful coaches themselves, our instructors “walk the talk” and are admired by everyone who experiences the iPEC program. Rave reviews pour in from students on a regular basis about these gifted trainers' knowledge, skill, and leadership ability. This is because our trainers believe in coaching, they believe in iPEC, and they believe in, and always seek to assist, our students.

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## CONSIDERATION 7: *Time to Completion and Time Commitment*

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Accredited coach training programs vary in their requirements. Programs range from only 60 hours to more than 300—and from a few weeks long to several years. Most programs that offer ICF certification take a minimum of 6 months to complete, and the vast majority of accredited programs take 12 – 24 months.

You want to find a program that fits your timeframe for completing your certification and at the same time fits your schedule—the amount of time that you have available to dedicate to your training.



## *iPEC's Program and Time Requirements*

iPEC does something magical. We have more training hours than any other accredited program...and we do so in a very short period of time!

iPEC's program takes approximately 8 - 9 months to complete. iPEC's program accelerates your learning from your very first live module—a 3-day weekend comprising 30 hours of intensive training. The same instruction format is used for the subsequent 3 modules...a total of 4 live modules and 120 hours of classroom training.

We've had many graduates from other coach training programs come to iPEC for additional learning. The consensus by them is the same: "No one does what iPEC does, and it's absolutely amazing how well it's done and how much gets done in the timeframe provided."

While iPEC is an intensive program with 350+ training hours over an 8 - 9 month period, more than 90% of our students are working full-time when they come through the program; meaning that while it's intensive, it's manageable. Our students find that they are able to successfully meet the requirements of the program while still managing a full-time job and a full-time life.

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### *CONSIDERATION 8: Locations and Convenience*

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This is a practical need for many. As previously mentioned, there is no substitute for high-quality "live" classroom training. You'll want to look for the best school that's either near you or that's convenient to travel to.

#### *iPEC's Locations*

iPEC is now located in 11 key metropolitan areas around the country:

- Berkeley, CA
- Chicago, IL
- Denver, CO
- Los Angeles, CA
- Marlborough, MA
- New York, NY
- San Antonio, TX
- Shrewsbury, NJ (iPEC Headquarters)
- Tampa, FL
- Tysons Corner (Washington DC Metro)
- Voorhees, NJ (Philadelphia Metro)

iPEC's program is structured around its "live" classroom trainings, which are delivered in 4 separate weekend modules (Friday – Sunday), making it easy to get to major metropolitan locations that are already right in your backyard or just a short drive or flight away.



## CONSIDERATION 9: *Price and What's Included*

Coach training programs vary significantly in price, with unaccredited programs starting as low as \$2,000 - \$3,000, and accredited programs ranging anywhere from \$5,000 - \$14,000, or more.

The key to understanding the price of a program is making sure you know exactly what is included in the cost.

Some programs “appear” less expensive, but when you study them further you find hidden charges such as...

- › Needing to hire your own mentor coach
- › Purchase additional books
- › Pay for business development coaching or business development kits
- › Even to complete your certification costs extra!

iPEC values integrity and clarity—and that holds true for our pricing as well. We not only offer more than any other program for the price, but we also make sure everything we offer is clear and concise, with nothing hidden.

### ***Tuition for the complete iPEC Coach Certification and Mastery Program, includes:***

**Module I:** Life and Leadership Potentials Training

**Modules II & III:** Coach Training (Industry-standard ICF coaching certification as a Certified Professional Coach (CPC) upon completion of exams)

**Energy Leadership™:** Coach Mastery—a graduate-level course for coach mastery and training in iPEC's proprietary assessment tool (earning your designation as an Energy Leadership Index Master Practitioner)

Also included in this graduate-level course is a complete coaching system to use with your clients, and much more. This graduate-level course is included as part of your tuition—giving you two programs for the price of one!

### COACH TRAINING PROGRAM VALUE:

#### ***Module I, Module II, Module III, and Energy Leadership™***

- \* ICF-Accredited 30-hour Module I: Life and Leadership Potentials Training
- \* ICF-Accredited coach certification training and the graduate-level coaching mastery program, Energy Leadership™
- \* Archive of 60+ teleclasses—each conducted by experts in the field
- \* Specialty-specific coach training in the field you choose to focus on
- \* iPEC's coaching manuals, materials, course books, and Energy Leadership™ manual with materials
- \* 3 complete coaching programs, including client exercises, client workbooks, and extensive coach notes
- \* Live repeat training privileges for life (conditions may apply)
- \* The Quick Start Business Development Program
- \* Skill development mentor coach for six months
- \* 6-Figure Coach System and the E-Book: How to Become a 6-Figure Coach
- \* Examination and certification process

**Priceless:** Graduate support system, training intentions/orientation coaching session, lifetime membership to iPEC's Coach Community network, connections, experience of a lifetime, personal development, partnership and future opportunities with iPEC...and much more

### ACTUAL 2010 TUITION: \$8,795

And...when you sign up for the complete training before Module I...you can save a significant amount on your total tuition.

*Please be sure to ask your Admissions Coach about available tuition reduction programs and financing options.*



# *iPEC's Training Logistics, Specialty Tracks, and Curriculum*

## I. TRAINING PROGRAM OVERVIEW

As a coach trainee, you will first attend Module I: Life and Leadership Potentials Training. This first important module builds your coaching foundation on firm bedrock. You not only begin to learn powerful coaching skills, principles, and exercises—you also will experience the power of all that you're learning... as a client...in the process.

Throughout iPEC's training you will experience the process of coaching from a client's perspective, as each coach trainee is a client throughout iPEC's program.

iPEC coaches are recognized as some of the best in the world because they live in full integrity—walking their talk every step of the way. iPEC coaches recognize that only by embracing their unlimited potential and continuously clearing away any limitations that hold them back are they able to fully help clients transform their lives, careers, and organizations from the very core.

Prior to Module I, you will receive a Life Review, Learning Contract, course books, and a pre-training survey. Upon completion of Module I, you will begin your peer coaching, teleclasses, and group work.

Module II: Core Transformation, and Module III: Breakthrough Coaching, follow at approximately 12 week intervals with teleclasses, peer coaching, group coaching, and self-study work in between each module. The last and final phase of your coaching journey is the unique and powerful Energy Leadership™: Coaching Mastery module.

### *Course Hours:*

In-class Live Modules	120
Live Coach/Client Practice Hours	58
Teleclasses—Class and Group	88
Independent Program Development	24
Reading/Worksheet, Self-study Assignments	60
Skill Development Mentor Coaching	6 sessions
Quick-Start Business Development Program	7 segments
<b>Total Hours</b>	<b>350+</b>



### ***In-class Live Modules:***

All modules are 3-day intensive programs designed to offer information, experience, and practice in a very supportive environment. We utilize many different media and methods to enhance the learning process, including presentations, group work, videos, writing, role-playing, modeling, and coaching simulations.

### ***Live Client Hours:***

You will acquire about 50+ hours of live coaching experience with peers, as a coach, and as a client, under email and phone supervision, beginning after Module I. This works out to about 2 hours per week. In addition, you may get additional coaching clients on your own, and more through iPEC's Coach Community and Support Network.

### ***Teleclasses:***

Additional learning and development occurs during our weekly teleclasses. Sessions last up to 120 minutes each, and are required for graduation/certification; these sessions are also recorded for your convenience. Additionally, iPEC has an extensive audio resource library where you can hear coaching demos, learn more about specific niches and specialties, get information about building your business, and much more.

### ***One-to-One Skill Development Mentor Coaching:***

You will be assigned an ICF-credentialed coach as a mentor who will help with coaching comprehension as well as offer extensive feedback, evaluation, and strategies to improve your coaching ability. You will also receive a support liaison to assist you with any concerns or challenges you may have.

### ***Quick Start Business Development Program:***

You will work through the Quick Start Program, which will help you get your coaching practice soaring even before graduation! This program makes use of a practice development manual, tele-seminars, Q & A sessions with a seasoned Business Development Coach, and an extensive audio library filled with lesson on how to generate more leads, close more sales, and even expand your business with new revenue streams.

Those who are not interested in building a coaching practice can instead choose sessions with an Energy Leadership Index Master Practitioner. This program begins once you complete Module III.

### ***Independent Program Development:***

As an independent study project, you will develop a presentation in an area of particular interest to you. Live presentations will be delivered during Module II or Module III. Presentations can also be made by teleclass or written report.

## **II. NINE SPECIALTY TRAINING TRACKS**

After Module II, you will choose from 1 of 9 specialties to create a “major” during your coach training. Building your reputation for coaching excellence stems in part from developing expertise in a specific area. Couple that niche expertise with mastery in the Core Energy Coaching™ Process and you have a winning formula for building the type of coaching practice you desire and can enjoy fully.

Though you may wonder if specialization will limit your client base, in fact, the opposite is true; when you specialize, your exact target audience is more receptive to hear your message clearly. The most successful coaches will tell you that specialization is the key to their success.



During the iPEC Coach Training Program, you will:

- › Choose from 1 of 9 specialties, including Life Coaching, Health and Wellness Coaching, Corporate Coaching, Professionals Coaching, Executive Coaching, Sales Coaching, Relationship Coaching, Transition Coaching, and Small Business Coaching
- › Go through a focused program to develop expertise in various key areas of your specialty
- › Receive group coaching and mentoring from an expert Certified Professional Coach
- › Practice specific coaching scenarios within your specialty group
- › Gain full access to an audio library for continued learning within your specialty

The best way to become well-recognized and develop a growing referral base in the coaching profession is to become known for your expertise. It becomes less about “Who you know” and more about “Who knows you” – and even “What do they know you for?”

### III. IPEC'S CERTIFIED PROFESSIONAL COACH CERTIFICATION AND COACH MASTERY CURRICULUM

#### *Module I: Life and Leadership Potentials Training*

Life and Leadership Potentials Training (a.k.a. Module I) gives you the opportunity to experience the power of Core Energy Coaching™ Process first-hand, and provides practical knowledge on how to utilize its potential in many aspects of your life. To help you “walk the talk,” we’ve designed a program that not only teaches you transformational coaching skills that you can use with yourself and others, but also skills that significantly advance your personal and professional growth.

Each of us has a belief system that runs our lives. Unfortunately, many people’s belief systems don’t help them reach their potential on the job...or at home. Fortunately, belief systems come with a warranty—if you don’t like yours, you can return it and replace it with one that works better for you!

At Life and Leadership Potentials Training, you’ll learn:

- › Powerful tools
- › Coaching skills to empower and engage others
- › Mind-expanding theories
- › 10 High-Potential Concepts
- › iPEC’s Core Foundation Principles

The curriculum is designed to give you new choices and possibilities to help you create the belief system... and life...you choose.

This is not taught through a boring lecture format. Instead, you’ll live it and — in the “process”— have the experience of a lifetime!

Because you’ll not only learn—but also practice—the Core Energy Coaching™ skills throughout the weekend, by Sunday afternoon you’ll have the confidence to use what you’ve learned the very next day! You’ll find yourself immediately able to positively impact your relationship with others, as well as your relationship with yourself. You’ll also develop a relationship with iPEC, and see us as a resource for your continued growth.

You’ll receive a workbook for use during the weekend training, as well as Part One of the iPEC Coach Training Manual.



## **Life and Leadership Potentials Training covers:**

### The Basics of the Core Energy Coaching™ Process

- Consciousness and Energy
- Paradigm, Possibilities, and Process
- The Self-Awareness Chart
- Old and New Rules
- What Core Energy Coaching Is and Isn't
- Our Transformational Inside/Out Core Energy Coaching™ Process
- Core Foundation/Transformational Principles
- The 10 High-Potential Concepts
- Big Four Energy Blocks

### Impacting Relationships and Communications Through Coaching

- Setting Intentions
- Confidentiality, Boundaries, and Expectations
- Getting Buy-In
- The Energy / Action Model
- Tools, Assessments, and Charts
- Coaching-Specific Skill Sets

## ***Module II: Core Transformation***

Module II builds upon everything you learned in Module I and applies this information and experience to eight main areas of a client's life: personal development, career/professional development, family/parenting, fun and enjoyment, health/aging, intimate and social relationships, personal finance, and spiritual awareness.

Module II covers the most common client concerns, issues, and questions that may occur during your coaching experience. Through a variety of means, you develop and refine new and advanced coaching skills, and by the end of Module II, you are ready to select, develop, and practice in your desired area of specialization.

Part Two of the iPEC Coach Training Manual is included within this module.

### **Some of the topics covered in Module II:**

- Various Aspects of Coaching
- Personal/Life Coaching
- Couples Coaching
- Family Coaching
- Group Coaching
- Corporate/Business Coaching
- Becoming an Expert Generalist
- Coaching Ethics

### **Psychological Aspects Inside and Outside of the Coaching Process**

- Working Through Resistance
- The Solution-Focused Approach



## **Advanced Techniques**

- Coaching the Whole Person
- The 3-Step Process
- Breakthrough Laser Coaching
- Removing Internal Blocks

## **Eight Main Areas of Client Focus**

- Personal Development
- Career/Professional Development
- Family/Parenting
- Fun and Enjoyment
- Health/Aging
- Intimate and Social Relationships
- Personal Finance
- Spiritual Awareness

## ***Module III: Breakthrough Coaching***

Module III offers you a deeper understanding of the business aspects of coaching and how to develop and market yourself to create a successful coaching practice. You continue to develop your area of specialization and have ample opportunity to practice coaching within your niche. Additionally, new and deeper opportunities are provided for you to demonstrate and apply life-changing empowerment skills within a wide variety of coaching settings.

Part Three of the iPEC Coach Training Manual is included within this module.

Some of the topics covered in Module III:

### **Advanced Coaching Processes**

- Raising a Client's Energy
- Niche-Specific Coaching
- Continued Learning/Expert Coach Development
- Using an Advanced Decision Making Matrix to Make More Conscious Decisions
- Advanced Work on Clearing Energy Blocks
- Strategic Planning

### **Advanced Coaching Philosophy**

- Helps Participants "Walk the Talk" In All Aspects of Life
- Provides the Most Powerful Framework for Efficient and Effective Communication

### **Putting It All Together and Making It Work**

- Public Speaking
- Selling Yourself as a Coach
- iPEC Opportunities
- Developing a Personal Strategic Action Plan
- Making a Life Along with a Living

Post Module III Follow-Up: Choose between the Quick Start Business Development Program and the Ideal Leader Program. The Quick Start Business Development System, in conjunction with the "How to Build Your Business" teleclass series and audio library, provides an extensive education in marketing, branding, niche development, and selling yourself as a coach. If you do not wish to pursue coaching as a business,



the Ideal Leader Program is offered to explore your image of yourself as the leader you are now, refine what your ideal leader image would look like, and develop an action plan to fill in the gaps to get you there!

*Upon completing Module III, submit all of your requirements and register to take your oral exam for final certification.*

## ***Energy Leadership™: Coach Mastery***

Energy Leadership™: Coach Mastery is iPEC's capstone event—the final 3-day weekend of your journey. This training is offered every 3 or 4 months around the country: usually once a year in New England, Chicago, Los Angeles, and central New Jersey.

The Energy Leadership™ training program is a complete graduate program that iPEC recently included as a part of its regular curriculum. This program offers the most advanced theories, tool, and techniques available anywhere, to help break through anything that stops people from reaching their potential.

In this module, you will learn about the 7 Levels of Energy and the Energetic Self-Perception Chart—a powerful tool that will teach you how to understand virtually anyone's behaviors and perceptions better than ever before.

You will learn how to administer, interpret, and debrief the Energy Leadership Index™ Assessment, and find out how to literally shift someone's perspective on life in just one coaching session and debrief.

You will also be trained on how to use the complete 12-Segment Energy Leadership Development System™ with your clients.

You will receive a comprehensive 270+ page manual at this training.

Some of the topics covered in Module IV:

### **Energy Leadership Principles and Processes**

- Defining Leadership
- Understanding Energy (Catabolic and Anabolic)
- Understanding Engagement
- Perceptions and Default Tendencies
- 7 Levels of Energy and Potential

### **Mastery Skills**

- Turning Weaknesses into Strengths
- Shifting Energy in Seconds
- Coaching to Increase Awareness and Consciousness
- Breaking Default Tendencies
- Transforming Destructive Behaviors into Powerful Leadership Abilities
- Debriefing the Energy Leadership Index™ Assessment
- Working the Energy Leadership Development System™ which includes segments on:

- › Dynamic Communications
- › Time Management
- › Influencing and Engaging Others
- › Emotional Intelligence
- › Problem Solving and Decision Making
- › High Energy Teams/Relationships
- › Productivity
- › Health and Wellness



## *Additional Training Bonuses*

- › 33 foundational principles that provide you the ability to relate to and coach anyone...at any time...on any topic...regardless of your specific knowledge or expertise (or lack thereof) on that particular topic or situation.
- › Countless core coaching skills, techniques, tools, and tips that assist you in being able to meet clients "right where they are" at any time, and be able to move their energy to a powerful space that supports them at that moment and well into the future.
- › The How to Become a 6-Figure Coach system, which outlines the top strategies and tactics that coaches employ to build successful practices. Many of these components are discussed in great detail throughout the training program.
- › 3 extensive coach training manuals with over 300 pages of valuable information, plus a workbook in which to record your observations and insights.
- › The 270+ page Energy Leadership Training Manual.
- › The Energy Leadership™ Development System kit (a client workbook that you can use to create a personalized coaching program for each of your clients).
- › More than twenty 90 - 120-minute weekly teleclasses led by subject matter experts (not all teleclasses are required for graduation).
- › Access to an extensive library of 60+ additional recorded training calls, which are always available to you—even after graduation.
- › Required reading on coaching, marketing, and personal development, which you complete as part of your training.
- › Access to iPEC's Coach Community Network and Forums – stay in touch with your peers and get access to several thousand well-established iPEC graduates!

In addition to becoming certified as a professional coach, the iPEC training has been repeatedly cited by graduates as one of the most effective programs you could ever take for self-awareness and personal development.

*"I really feel as though we get it all with iPEC, and I really look forward to my continued learning and growth with this incredibly complete package. I am getting much more than I could possibly have hoped for." – Ronda M.*

For your one to one session with an Admissions/Career Coach, call  
866.722.COACH or email [admissions@iPECCoaching.com](mailto:admissions@iPECCoaching.com).



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