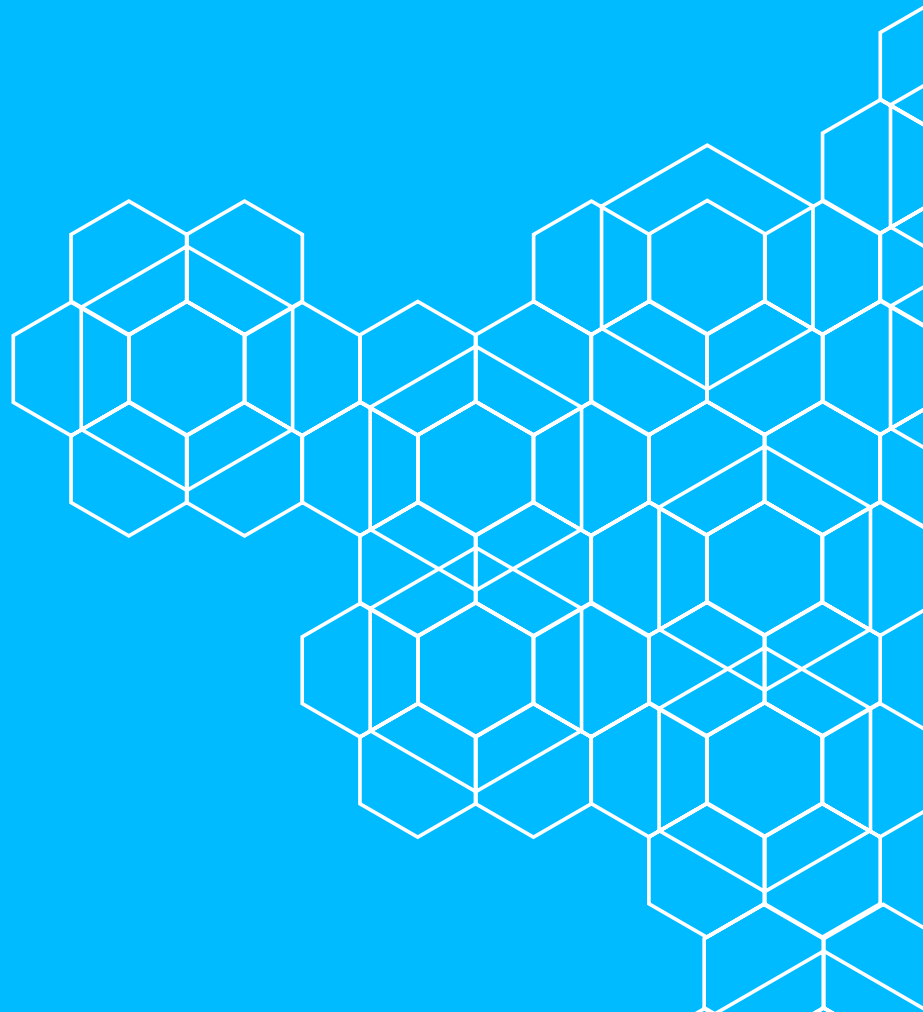


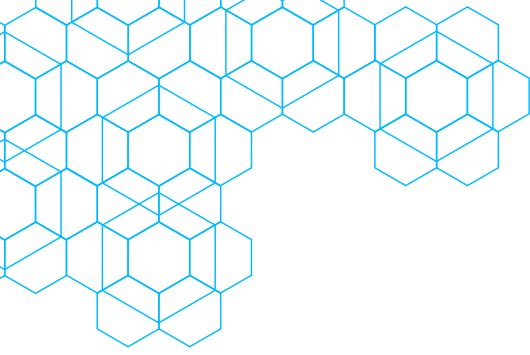


**BE FULFILLED. HELP PEOPLE. BE REWARDED.**

# **HUMAN POTENTIAL COACH TRAINING**

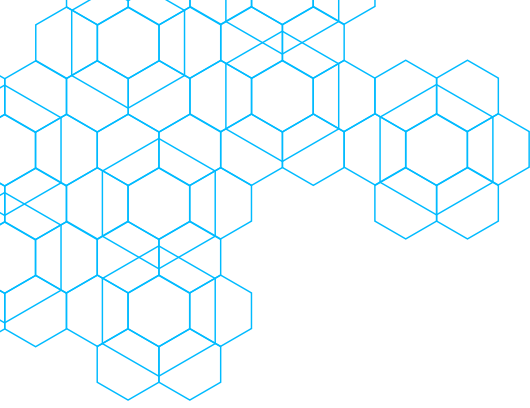


[www.humanpotentialinstitute.com](http://www.humanpotentialinstitute.com)  
[admissions@humanpotentialinstitute.com](mailto:admissions@humanpotentialinstitute.com)



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## IMAGINE THIS.

### **ONE YEAR FROM NOW YOU ARE A CERTIFIED HUMAN POTENTIAL COACH (CHPC).**

You are highly knowledgeable about innovative tools, practices and principles to maximize performance, actualize potential, enhance energy and help people become healthier, happier and more effective.

You have the skills to help anyone achieve an upgraded body, mind and life, regardless of their current level of energy, health or emotional intelligence.

As a Certified Human Potential Coach, you are facilitating learning, change and development in your Clients in a way that enables them to realize their unlimited potential and achieve their most valued goals. They are grateful. You are feeling fulfilled. You are personally, professionally and financially rewarded.

Your Clients are fascinating, varied, engaged and challenging. They come to you for many different reasons:

**1. Health & Wellness** – improving their health and physical/psychological capacity. For example, reducing weight and body fat percentage, improving energy levels, making positive changes in nutrition and lifestyle, enhancing well-being, resilience and happiness.

**2. Performance** – reaching a destination. For example: unlocking potential, working with self-limitations, shifting mindset and perspective, asking different questions, creating a positive mental attitude, working with challenges, self-leadership, setting and achieving work or sales targets.

**3. Skills** – developing new skills and abilities. For example: managing stress, changing a specific behavior/habit, accessing creativity, becoming assertive, improving communication, making better decisions, improved productivity and becoming a more effective leader.

**4. Personal development** – transforming consciousness, perceptions, and beliefs, clarifying and living their values, and finding meaning. For example: enhancing self-awareness, becoming kinder and more patient, getting clarity on and living their life purpose,

cultivating a meaningful spiritual life and developing a mature self-confidence.

You charge a premium hourly rate because of your success in helping Clients achieve their goals and realize their fullest potential. People actively seek you out to do so.

You live what you have learned from the Human Potential Coach Training program and you're thriving, taking your mind and body to new limits.

## Welcome to our Human Potential Coach Training Program

My name is Rod Francis and I'm the Head of Coaching Faculty at the Human Potential Institute. I am an experienced Coach, teacher, author and Mindfulness trainer. Alongside my colleagues, I will be guiding you through the entire training program. I truly love my work and can't wait to get started together!

My colleague of over a decade is Dr. Mark Atkinson MBBS. He is the Founder of the Human Potential Institute and an internationally-renowned authority on mind/body health and human potential development. He will guide you through the personal development aspect of the training. Ronit leMon Drobey is our other Senior Coaching Faculty. She is a brilliant Coach and teacher, passionate about helping our students become great Coaches.

Together we have developed a training that reflects our extensive knowledge, the insights of pioneers within the field of coaching, positive psychology and human potential development, combined with our own powerful, intuitive coaching process. The feedback from the participants of our Coach Training program has been phenomenal. Why? Because it is deeply illuminating, and personally and professionally transformative.

### The Human Potential Coach Training takes place over 8 months. It consists of:

- A 35-week virtual training program
- A 2-day in-person coaching workshop providing experiential training and a deep dive into coaching methodologies
- Up to 30 sessions (45 hours) of live guided coaching practice & skills development
- Two business development programs from Jay Abraham, one of the world's leading marketing experts
- Dr. Mark Atkinson's ongoing personal development training - The Human Potential Lab
- An 8-week virtual Mindfulness Training program
- Our powerful, 6-week online personal development course, Be Unlimited

### My faculty and I will:

- Teach you techniques, tools and principles to maximize potential, enhance energy, and help you, and your future coaching Clients, perform better and create success in the areas of life that they value most.
- Ensure that by the time you graduate, you will be clear on how to create a thriving coaching practice and seamlessly integrate your coaching skills into your current work.

- Provide you with a stimulating, transformative (and fun) training experience. You will also meet many inspiring people and become part of a growing community, dedicated to human advancement and high performance.

To train with us we have just three prerequisites: the first is a willingness to fully engage with the training. The second is for you to integrate what you learn into your own life. The third is a desire to help others realize their potential and achieve their goals.

### Are you ready?

ROD FRANCIS



RONIT LEMON DROBEY



MARK ATKINSON



DAVE ASPREY



## THE OPPORTUNITY

You might be new to coaching, so I will share some illuminating information about the industry, the coaching market and the opportunity for you as a Coach. In a 2016 report [1], the estimated 53,300 Coaches worldwide generated over \$2.3 billion (USD) in annual revenues. As you might expect the greatest concentration of Coaches, and highest paid Coaches, are in high-income areas like North America, Western Europe and Oceania (Australia and New Zealand).

While the latest study demonstrated average annual earnings for North American Coaches of almost \$62,000 [1], an earlier study also showed that globally, the average fee charged for a one-hour coaching session was \$229 USD. The average number of Clients at any given time, 10. The average number of hours spent coaching Clients each week, 13. [2]

The main reason so many people are willing to pay good money to work with a Coach is because the support, guidance, clarity and accountability they experience enable them to achieve meaningful goals more effectively and efficiently. The processes of personal transformation and lasting change are so much easier in the presence of a skilled companion, a skilled Coach.

Over the last 10 years, numerous studies have explored the benefits of coaching. [3-9]. Overall, they found working with a Coach is a highly effective way to:

- Facilitate change in the areas of performance, skills and personal development.
- Increase the attainment of personal and professional goals.
- Improve psychological factors that enhance performance.
- Increase resilience, positivity and self-efficacy.

Coaching works by building growth-promoting relationships (through Presence, support, respect, Client-empowerment), eliciting motivation and increasing energy levels (the jet fuel for change), enhancing the likelihood of sustainable change (through positivity, resilience, reality-based optimism and self-efficacy), and facilitating the process of change (through perspective shifting, powerful conversations, goal setting, planning, accountability, reflection and feedback). It's a formula that works, and one you will learn in our Certified Human Potential Coach Training course.

As a graduate of our Coach Training program, how will you put your qualification and skills to use? You might choose to:

- Develop a new career as a Certified Human Potential Coach.

- Continue in your existing work but enhance what you do using the skills and knowledge you have acquired.
- Leverage your coaching certification as a unique selling point when applying for jobs or promotions.
- Expand your services to include coaching.
- Work within the corporate environment as a Coach.
- Increase your hourly rate to reflect your expanded coaching skills.

**The world is your oyster!**

## 5 GREAT REASONS TO BECOME A HUMAN POTENTIAL COACH

Okay we are biased, because we created the course, but we truly believe you are going engage in one of the best Coach Training programs in the world. Here is why:



### 4-IN-1 COACH TRAINING

Should you train as a Life Coach, Health Coach, Performance Coach or Personal Development Coach? With Human Potential Coach training you don't need to decide! We teach you all four. When you emerge from our training program, you will have the confidence, knowledge and skills to support any Client in making positive changes in any aspect of themselves and their life.



### ACCREDITED BY THE ICF

If you are motivated to be the best Coach you can be, want to charge a premium rate and work with executives, an ICF-accredited training is a must for you. The International Coach Federation (ICF) is the leading global organization dedicated to advancing the coaching profession and the world's largest organization of professionally trained Coaches. Human Potential Coach training provides 74 ICF ACSTH training hours — so you can apply for your ICF credential!

ICF credentialing is the gold standard of Coaching, providing the highest level of endorsement and allowing you to stand out from the pack. This top-tier training program offers sufficient Approved Coach Specific Training Hours (ACSTH) to apply for the Associate Certified Coach (ACC) credentialing process with the prestigious International Coach Federation (ICF). HPI also offers the required ICF mentor coaching hours, for an additional fee.

Holding the title Certified Human Potential Coach is a mark of training rigor and stature both within the coaching industry and the wider world. This ICF-accredited certification demonstrates an unparalleled degree of professionalism and training, and can offer you a leading edge when differentiating yourself from the growing field of Coaches worldwide. You will be joining the elite of the elite!

In addition, for those wishing to join the lucrative ranks of executive and business Coaches, a recent global survey commissioned by the ICF clearly showed that accreditation is currently viewed as an industry standard must-have by a majority of leaders, organizational procurers and HR departments. The same study reported that an ICF-credentialed Coach was also sought by most individual Clients when procuring a personal Coach.



### \$11,500 OF UPGRADES

We are committed to your success at every level. When you train with us, you will receive five additional training programs: two business development programs from Jay Abraham, one of the world's leading marketing experts, two incredible personal development courses by Human Potential Institute founder Dr. Mark Atkinson, and you will be invited to take part in our pioneering 8-week human potential Mindfulness Training course!



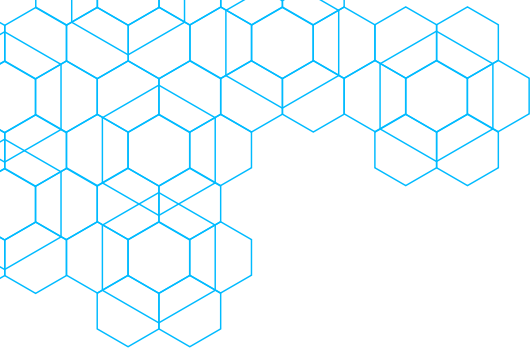
### FLEXIBLE & HOME-BASED

We appreciate how busy you are and how challenging it can be to find time to train as a Coach! That's why, in addition to receiving a premium, 4-in-1 Coach training that can be completed in 8 months, our flexible, modular training format allows you to start your training online, attend the live training calls from the comfort of your home and attend our 2-day workshop at a location and date convenient to you. Many of our students really appreciate this!



### AMAZING COMMUNITY SUPPORT

When you enroll in Human Potential Coach training, you will become part of an incredible community of people from all over the world who are just like you — passionate about personal transformation and making a difference in the world. Many of our students meet people who go on to become good friends and even business partners. Our community of over 1000 Coaches in 20 countries awaits you!



## COURSE STRUCTURE

Our Human Potential Coach Training course has been designed to deliver the ideal balance of experiential training, knowledge and coaching skills development. Every skill, tool, technology and process has been selected because of its ability to bring about effective change. Our approach is pragmatic, based on evidence (when available) and experience. We teach what works.

Human Potential Coach Training kicks off with the virtual training program and live teaching sessions, followed by your 2-day in-person coaching workshop, and our 8-week virtual Mindfulness Training.

Throughout the training you will get access to Dr. Mark's Human Potential Labs (our ongoing personal development program for our students), AND access to three other trainings: Be Unlimited, our 6-week online personal development program, and two business development courses from Jay Abraham. These can be taken at your own pace, whenever you like.

### **VIRTUAL TRAINING PROGRAM (35 WEEKS)**

The 35-week virtual training program dives deep into the core Human Potential Coaching knowledge, skills, tools and practices. In addition to the content created by myself and Dr. Mark we also have contributions from several world-class experts. Each week throughout the course, new content is released to you through your online learning platform. You are in for a treat!

#### **The Virtual Training program consists of five sections:**

1. **Human Potential Fundamentals** — Human Potential knowledge, tools and practices.
2. **Coaching Skills & Competencies** — learning our Human Potential Coaching process.
3. **Coaching Practice Intensive** — practicing the Human Potential Coaching process.
4. **Transforming Passion into Profit** — creating a plan for utilizing your Human Potential Coaching skills and services.

5. **Certification Overview** — getting you ready for certification.

More details of these are found on page 15.

Once you have decided that you want to take our Coach Training program, the next step is to choose which training cohort you want to join. The virtual component of our upcoming courses start on the following dates:

- March 17, 2019: Group Chinook
- May 19, 2019: Group Bora
- July 14, 2019: Group Sirocco
- September 15, 2019: Group Levanto
- November 17, 2019: Group Norte

Each intake has a specific live class call schedule. You should select a group that enables you to attend the majority of the calls. The full class schedules are on pages 19-26.

### **THE LIVE CLASS CALLS**

Whilst we strongly prefer you attend all of the 12 live Skills sessions and 16 live Practice sessions, we do understand that due to unforeseen circumstances you might not be able to attend every class. If this happens, the calls are recorded and available for you to listen to at a later time. In this case we will require you to submit a Missed Call Form including a brief summary of the missed call, how you practiced the skills and with whom.

## **THE HUMAN POTENTIAL COACHING WORKSHOP**

Included within the price of your training is our 2-day workshop. This is one of the highlights for many of our students! The golden rule is that you can only attend a workshop if you have completed at least 8 weeks of your virtual training. This ensures you have the necessary preparation to get the most out of the workshop. It is here that we have an opportunity to take a deep dive together into several key components of our coaching methodology, including:

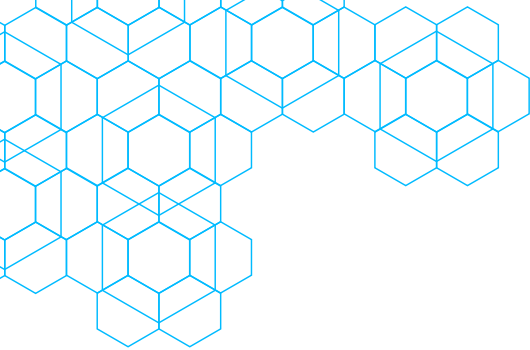
- An overview of the key life coaching hacks of Presence, Resourcing, Intuition and Embodied Transformation and some of the underpinning research and science.
- Several simple, yet highly effective, methods for accessing Presence & live practice in facilitating these with your Clients.
- Practical, experiential training in engaging Presence and Embodiment moves for bringing greater ease and flow in your coaching while creating powerful, rapid shifts for your Clients.
- Training in deep, intuitive listening, how to resource your Clients in this key skill, plus how to bring intuition into the coaching conversation for greatest effect.
- Some highly effective, research-driven ways of bringing the Client's embodied intelligence into the session via simple proven embodiment moves.
- Experiential training and group exploration in the unspoken relational dynamics necessary for creating the safe, intimate, trust-based coaching container—blending empathy and compassion while stretching the Client's capacity.
- Ways to effectively bring knowledge and resources to your Client sessions while remaining within the competencies and keeping the Client fully empowered.
- An opportunity to explore in community as we practice and embed these powerful coaching skills and at the same time experientially transforming ourselves.

The workshop is a pretty intensive process, but the experience will pay off immediately. Bring your curiosity, your beginner's mind and be ready to work hard!

The workshops dates and locations for 2019 are:

- March 9-10 | San Francisco, CA, USA
- May 4-5 | New York, NY, USA
- June 15-16 | Brisbane, AUS
- July 20-21 | London, UK
- September 21-22 | Los Angeles, CA, USA





## SECTION ONE: HUMAN POTENTIAL FUNDAMENTALS

The focus of these sections, Human Potential Fundamentals & Certification, is on developing a sound understanding of the knowledge, tools, practices and principles to maximize performance, actualize potential, enhance energy and help people become healthier, happier and more effective. Included in this section is a teaching on how to understand risk and health statistics. Being able to see through hype, exaggerated importance and statistical deception will stand you well in making sense of the myriad claims and messages that we are exposed to daily. This awareness will serve you well and help you to accurately communicate the benefit of a product or approach to your Clients. Throughout the training, you will also be invited to upgrade your own body and mind, and self-experiment with what you are discovering. This is such an important aspect of becoming a Certified Human Potential Coach. We invite you to walk your talk and be a source of inspiration, as well as instruction, to your future Clients.

Human Potential Fundamentals consists of:

- |                          |          |
|--------------------------|----------|
| 1. The Upgraded Life     | 12 weeks |
| 2. Hacking Happiness     | 4 weeks  |
| 3. Psychology of Success | 4 weeks  |
| 4. Mindfulness Training  | 8 weeks  |

### **1: THE UPGRADED LIFE**

The Upgraded Life provides the foundational knowledge, tools, practices and principles for high-performance and human potential development. The learning objectives for this section are outlined below.

#### **The State of High Performance**

On completing this aspect of The Upgraded Life, you will be able to:

- Provide an overview of the physical, emotional, mental and transpersonal aspects of the High-Performance Roadmap.
- Start using the roadmap with yourself and, subsequently, your Clients.
- Know how to assess and monitor the state of performance and higher-functioning.

#### **Foundations of Human Potential Development**

On completing this aspect of The Upgraded Life, you will be able to:

- Explain the terms self-actualization and self-transcendence.
- Articulate the benefits to self and society of committing to human potential development.
- Teach Clients how to access the high-performance state of Presence.
- Have a biohacking map and process for developing the physical, emotional, mental and spiritual potentials of your Clients.
- Start developing mastery of your perceptions, emotions and thinking process.
- Understand how and why addressing personal kryptonite is integral to high performance.
- Teach Clients about the High-Performance Zone and how to live from it.
- Explain the profound benefits of living in alignment with reality and welcoming our inner experience.
- Explain the hallmarks of the unhealthy, immature ego versus a healthy, mature high-functioning ego.
- Use and teach Clients a powerful reflective practice that accelerates self-awareness and human potential development.

#### **Building Better Habits**

On completing this aspect of The Upgraded Life, you will be able to:

- Explain what habits are, how they form and how they impact every aspect of our life.
- Help yourself and your Clients identify the specific habits that you/your Client posit need changing.
- Explain to Clients the process for changing habits.
- Teach a multitude of ways to let go of unhelpful/unwanted habits and build better habits.
- Provide your Clients with resources and suggestions for addressing compulsive/addictive behaviors.

## The Art & Science of Biohacking

On completing this aspect of The Upgraded Life, you will be able to:

- Define the terms biohacking, biohacker and biohacks.
- Use an integral model of biohacking to positively influence three domains of your life: Presence, Internal Environment (Biology & Psychology) and External Environment.
- Systematically start transforming your inner and outer environments to realize your potential and achieve your desired outcomes.
- Offer your Clients the top life coaching high-performance hacks.
- Describe heart rate coherence and teach Clients how to generate it.
- Get a behind the scenes video tour of the Bulletproof Lab.

## Coaching for Nutrition

On completing this aspect of The Upgraded Life, you will be able to:

- Apply key insights from the Bulletproof Diet and Bulletproof Intermittent Fasting to your own life and that of your Clients.
- Use the coaching for nutrition principles to educate and support your Clients in achieving their goals.
- Help create an energy and performance focused, LCHF (low carb-high fat) eating plan for your Clients.
- Support Clients in eating with mindfulness, and creating a healthy, positive relationship with food and their body.
- Describe the main sources of nutritional kryptonite, foods, drinks and cooking styles that undermine health and performance.
- Support Clients in reducing their body fat percentage, using an integrative approach.
- Advise Clients on how to track and monitor their weight and adapt their diet accordingly.
- Describe the connection between nutrition and emotional well-being.

## Coaching for Supplements

On completing this aspect of The Upgraded Life, you will be able to:

- Use the six principles of Coaching for Supplements to help Clients build and take charge of their own supplement program.
- Identify the key factors to look for when choosing a high-quality supplement.
- Hear Dave Asprey talk about supplements and the use of nootropics.

- Know where to refer Clients to access authoritative information on supplements.
- Help your Clients increase compliance in taking their supplements.

## Coaching for Physical Activity

On completing this aspect of The Upgraded Life, you will be able to:

- Provide your Clients with insights and guidance on how to create a physical activity system designed to achieve their goals.
- Educate your Clients about high-intensity training and the importance of movement.
- Share resources with Clients on how best to track and monitor their progress.
- Share resources with Clients on how to optimize the benefits of their workout by integrating it with Bulletproof Intermittent Fasting.

## Coaching for Sleep

On completing this aspect of The Upgraded Life, you will be able to:

- Coach your Clients on a variety of strategies designed to improve their quality of sleep.
- Explain the sleep cycle and discuss the roles of circadian rhythms in our lives, health and performance.
- Describe the sleep disturbances of insomnia, sleep apnea and narcolepsy and how to recognize them.
- Educate Clients on evidence-based approaches to improving quality, and if necessary, quantity of sleep, including: diet hacks, sleep hygiene, nutritional supplements and technology-based approaches to insomnia.

## Coaching for Stress Reduction & Resilience

On completing this aspect of The Upgraded Life, you will be able to:

- Apply key insights from our approach to stress and resilience to your own life and that of your Clients.
- Describe what stress is, and help your Clients become aware of their personal somatic, behavioral, cognitive and emotional stress indicators.
- Facilitate your Clients' awareness of the contributing factors that are giving rise to their experience of pressure and stress.
- Provide a neuroscience-based explanation of how stress and pressure can either diminish or enhance health, well-being and performance.
- Have practical strategies for managing stress, deactivating sympathetic system arousal, performing under pressure and building resilience.

- Integrate our approach to resilience into your personal and professional life.
- Develop a plan with Clients that enables them to integrate stress management and resilience-building skills into their daily routines.

### **Coaching for Energy**

On completing this aspect of The Upgraded Life, you will be able to:

- Apply key insights from our approach to energy enhancement in your own life and that of your Clients.
- Describe how energy is produced in the body, the role of mitochondria and how to upgrade mitochondrial function.
- Explain the physical, emotional, psychological and spiritual sources of energy and power.
- Recognize the symptoms of adrenal fatigue in your Clients and provide helpful resources and information to support their return to health.
- Help Clients understand the costs of their current energy management behaviors and identify their sources of energy depletion (including diet and toxins).
- Teach Clients how to mobilize, focus and renew their energy with a systematic set of co-developed strategies and practices to build more capacity.

### **Coaching for Cognitive Performance**

On completing this aspect of The Upgraded Life, you will be able to:

- Facilitate shifts in consciousness on demand, and access states that enable high performance.
- Recommend tools for developing psychological acceptance, reducing the believability of negative thoughts and becoming mindful, all without the need for meditation.
- Hear Dave Asprey's top tips and insights for becoming Head Strong.
- Know how to support your Clients in developing mental flexibility, changing habits and altering memories based on neuroscience research.
- Summarize our approach to enhancing cognitive performance.
- Guide your Clients to resources, apps and books that will support cognitive performance.

### **Coaching for Embodied Transformation**

On completing this aspect of The Upgraded Life, you will be able to:

- Have an overview of the cutting-edge science of embodied cognition and embodied intelligence.

- Understand how the above science maps into an embodied coaching model and assists in accessing 'under the radar' information from Clients.
- Know the scientific basis for working with intuition and the felt sense as information pathways.
- Know how to facilitate powerful and transformational somatic and embodied coaching moves with your Clients to access and embed information and insights.
- Identify the key practices that will help develop your and your Clients' somatic literacy and ability to access embodied intelligence.

## **2: HACKING HAPPINESS**

This insightful and pragmatic module will provide you with a good understanding of the Science of Happiness and Positive Psychology, along with the research-based strategies that can positively impact well-being and performance.

On successful completion of Hacking Happiness, you will be able to:

- Apply key insights from the cutting-edge research of Positive Psychology to your own life and that of your Clients.
- Critically explore the principles and underlying research of the Science of Happiness and Positive Psychology.
- Identify key psychological, social and biological factors in happiness.
- Analyze core concepts including Mindfulness, empathy and human connection, character strengths and virtues, forgiveness, happiness and well-being, peak experience and flow, learned optimism, resilience, emodiversity, self-compassion, kindness and gratitude, and the potential benefits of implementing them in daily life.
- Evaluate current means of assessing happiness and human flourishing.
- Determine your own signature strengths and evaluate the effects of consciously acknowledging and utilizing them in everyday life.
- Talk about the role of positive emotions in resilience, health and well-being.
- Discuss and apply evidence-based Positive Psychology interventions to your role as a Certified Human Potential Coach.

### **3: THE PSYCHOLOGY OF SUCCESS**

This illuminating module will provide an in-depth understanding of the strategies and tools used by the world's most successful people to achieve their goals and positively impact their performance. These strategies are practical, backed by research and based on decades of real-world experience.

On successful completion of The Psychology of Success you will be able to:

- Apply key success principles and insights from psychology, business, emotional intelligence training and high performance to your own life and that of your coaching Clients.
- Critically explore the principles and underlying research of the science of psychology, motivation, willpower and goal achievement.
- Identify the main barriers and limits to your own success and that of your Clients.
- Critically examine the role of time management, productivity tools and theories.

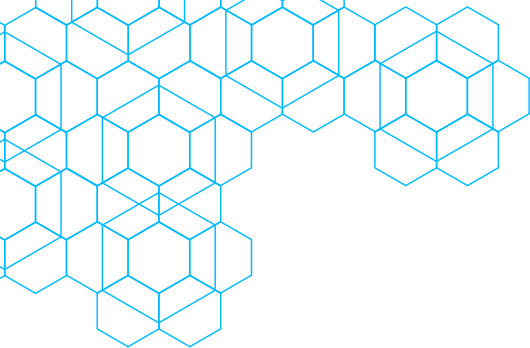
### **4: MINDFULNESS TRAINING**

Running parallel to your Coach Training is our 8-week Mindfulness program. Inspired by the world famous 8-week Mindfulness-Based Stress Reduction (MBSR) program, this program focuses on the experiential, non-conceptual training of Mindfulness practice as taught for several millennia.

On completing this aspect of training, you will be able to:

- Understand and explain the concept and practice of Mindfulness and how it relates to Presence.
- Access and become familiar with the research studies and resources relating to Mindfulness, including: journals, books, leading researchers, professional research and training institutions, other secular and non-secular organizations and retreat centers worldwide.
- Download Mindfulness practice recordings and video instructions.
- Explain the four foundations of Mindfulness and the five hindrances and how they relate to the cultivation of a stable practice.
- Offer basic instructions to Clients in the foundational practices (body scan, awareness of breath, mindfulness of feelings etc.).
- Practice mindful eating and mindfulness of daily activities and teach Clients how to do these.
- Engage in Lovingkindness (Metta) practice, know how to employ it skillfully and understand some of the key research on its benefits.

- Integrate Mindfulness practice into your Client sessions either as a way of holding and containing the session dynamics, developing and sustaining Presence or as a powerful resource to teach your Clients.

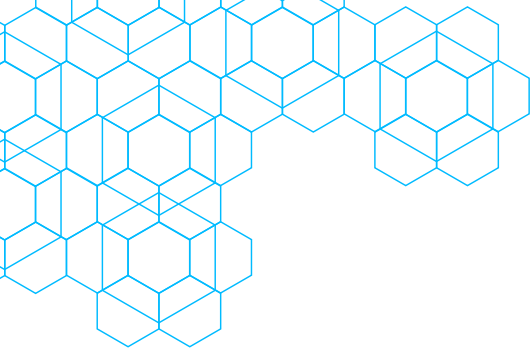


## SECTION TWO: COACHING SKILLS & COMPETENCIES

While you're building on the practical skills taught in the live Coaching Skills classes, you will also go to start mastering the theoretical aspects of coaching and our unique Human Potential Coaching process. The practical work happens within the live Zoom calls, and the latter with 10 dedicated modules of information-packed materials designed to teach you the fundamental science and principles of coaching.

Upon completion of this section you will:

- Know the evidence base for coaching as exemplified by the ICF Core Coaching Competencies.
- Have a clear understanding of the flow and structure of a Human Potential Coaching session.
- Know the core attributes of an effective Human Potential Coach.
- Know how to access a state of Presence and engagement, and from that state facilitate your coaching session.
- Know how to help your Clients access and clarify both conceptual and embodied goals.
- Understand the fundamentals of current goal theory and be able to assist your Clients in powerfully reframing their goals to potentiate their success.
- Help Clients identify and access the inner and outer resources available to them and know how to skillfully offer your own.
- Identify the barriers to change and potential obstacles to success.
- Have a good understanding of how to illuminate your Clients' unconscious narratives/stories/beliefs.
- Know how to help your Clients update their beliefs and free themselves from self-limiting narratives.
- Help your Clients gain clarity on their values & strengths and utilize them towards goal acquisition.
- Know how to ask powerful questions that penetrate to the truth, invoke curiosity and shift consciousness.
- Use reframing, metaphor, analogy, acknowledging, appreciation, articulating what is happening, mirroring, reframing interpretation and brainstorming in a respectful manner that deepens your Clients awareness.
- Appropriately utilize bottom-lining, interrupting and taking charge for the sake of your Clients' goals and agendas.
- Be familiar with our coaching forms, coaching agreements and checklists.
- Know and agree to the ICF Code of Ethics, agreements and standards of practice.
- Be clear on what to do if your Clients need therapy or other help.
- Be aware of the legal risks involved within the coaching process and be clear about how to proactively minimize them.
- Confidently assess whether the needs of a potential Client match your services and skills as a Coach.
- Understand the importance of specifying, summarizing and assisting Clients to create effective action steps.
- Help Clients create personalized developmental plans with goals that are attainable, measurable, specific, and have target dates.
- Know the top coaching strategies for sustainable behavioral change.



## SECTION THREE: COACHING PRACTICE INTENSIVE

I mentioned previously that you will have **live Coaching Skills sessions** via every other week via the Zoom video conferencing platform. During these sessions, you will be taught, and get to practice in small groups, the core Human Potential Coaching Skills.

In the Coaching Competencies & Coaching Practice section of the training we step things up a notch, with twice-weekly **Coaching Practice calls**.

The purpose of these Coaching Competencies & Practice sessions is to consolidate your understanding of the ICF competencies and prepare you to coach with confidence.

In addition to these, at the commencement of the training you will be paired up with coaching Buddies with whom you will be expected to practice and embed your coaching skills throughout the entire training.

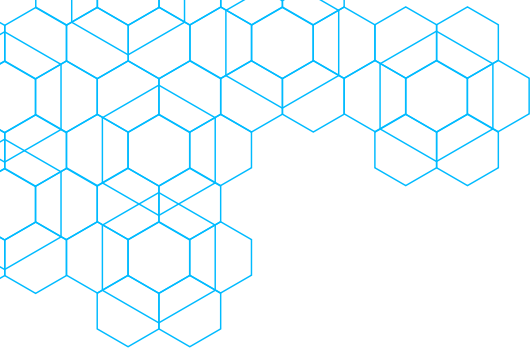
**You will need to attend a minimum of 10 Coaching Skills sessions, 14 Coaching Competencies & Practice sessions and have a minimum of 10 Buddy Coaching sessions to become certified as a Human Potential Coach.**

## SECTION FOUR: TRANSFORMING PASSION INTO PROFIT

We are committed to supporting you in getting clear on how to create a thriving coaching practice and/or integrate your coaching skills into your current work. This is an exciting part of the training!

Upon completion of this section you will:

- Be able to describe the five key building blocks of every successful coaching business.
- Have clarity about your target market and their needs.
- Be clear about the value you offer and how to communicate that value in compelling ways.
- Know effective strategies for maximizing your value.
- Have created a one-page business plan.
- Have an understanding of proven marketing strategies including networking, direct contact and follow-up, public speaking, writing, publicity, promotional event and advertising.
- Be able to describe what you do and explain it in ways that engage others.
- Know how to leverage other people and relationships to generate Clients for yourself.
- Have access to our unique Human Potential Coach marketing pack, which will give you an immediate route to a professional-looking public profile. This will include preferential access to our third-party providers who will offer you a tailored, professional-looking Human Potential Coach web package and business card design at an additional cost. All you need to set up your public store front! This helps take away the stress associated with the technical and design aspects of establishing your coaching business. There will also be a self-guided option for those wishing to create their own material at very low cost.
- Be guided through our instructional video series on how to further build and develop your business. Topics include: What Content Do I Need & Why?, How to Create Powerful Marketing Content and How to Create a Podcast.



## SECTION FIVE: CERTIFICATION OVERVIEW

In this section, we will be clarifying the certification process and exploring how to maintain personal and professional excellence as a Certified Human Potential Coach.

To become a Certified Human Potential Coach, you will need to complete all the requirements of the Certification Process.

You are certified as a Human Potential Coach (CHPC) once you have:

- Attended all sessions of a 2-day in-person workshop
- Attended **at least 10 of 12 the live Coaching Skills sessions**. Whilst attending all 12 is the preference, if you miss 1 or 2 of the calls, you will need to submit a summary of the class, overview of how the skills taught will be applied to your coaching and when you practiced them. A Call Log and Missed Summary Form will be provided for your use.
- Attended **at least 14 of the 16 of the Coaching Competencies & Practice sessions**. Whilst attending all 16 is the preference, if you miss 1 or 2 of the calls, you will need to submit a summary of the class, overview of how the skills taught will be applied to your coaching and when you practiced them. A Call Log and Missed Summary Form will be provided for your use.
- Had a **minimum of 10 sessions with your coaching Buddy**. A Session Log will be provided for your use.
- Coached a minimum of 5 different Clients for a total of 40 hours minimum, and submitted a log (provided) documenting this.
- Completed the 8-week Mindfulness Training program.
- Completed 100% of the 35-week virtual training platform, including Mindfulness (excluding Extra Resources).
- Attended the Preparing for ICF Credentialing mentor call.
- Submitted four 15-minute audio recordings (mp3, mp4a audio, AAC or wav), in English, of coaching sessions. These will be reviewed, assessed and

professionally responded to in line with the criteria that will be shared with you in the training as a way of mentoring and, more importantly, helping you develop and consolidate your coaching skills.

- Received a pass mark following your submission of an audio recording, (mp3, m4a audio, AAC or wav), in English, of a 30-minute coaching session. This will be reviewed, assessed, and professionally responded to in line with the criteria that will be shared with you in the training.
- Submitted a signed copy of the Human Potential Institute Trademark License Agreement, Trademark Guidelines and Code of Ethics.
- Have no outstanding financial obligations to the Human Potential Institute.

You will have **two months** from the date of your Course Completion call to complete the requirements for certification.

Once you have completed the Certification Process, congratulations are in order – you are now a Certified Human Potential Coach!

## YOUR INVESTMENT INCLUDES

- 1** The 35-week online Certified Human Potential Coach Training program including live calls. [\$5200 Value]
- 2** Two-day in-person workshop. [\$800 Value]
- 3** 8-week Mindfulness Training program. [\$300 Value]
- 4** 6-week Be Unlimited, personal development program. [\$400 Value]
- 5** Access to weekly Coaching Clinic with faculty – this provides a great opportunity to ask any questions you have and receive personal guidance/support throughout your training. [\$500 Value]
- 6** Invitation to join Dr. Mark Atkinson’s Human Potential Lab – a masterclass focused on inner transformation and self-actualization. [\$1000 Value]
- 7** Two business development courses from Jay Abraham. [\$10,000 Value]
- 8** 4 coaching reviews and 1 final assessment with professional, personalized feedback from our Faculty.
- 9** Exclusive live Q&A webinars with Dave Asprey, Founder of Bulletproof.
- 10** Access to a private Facebook group for your specific cohort to get the extra support needed from the community.
- 11** Following your certification, being awarded the prestigious accolade: Certified Human Potential Coach (CHPC).
- 12** Eligibility for membership in the International Coach Federation (ICF). The ICF is the world’s largest and most prestigious membership association for professional Coaches.
- 13** Free listing on our HPI website following your certification.
- 14** Discounts on future Human Potential Institute offerings and continuing education opportunities (this is beneficial for re-credentialing with the ICF down the line!)

**TOTAL VALUE**  
**\$18,000+**

**1-PAYMENT OPTION**  
**\$6497**

**4-PAYMENT OPTION**  
**\$1725**

### HUMAN POTENTIAL COACH TRAINING DELIVERS OVER \$18,000 OF VALUE FOR ONLY \$6497.

We offer one of the most competitively priced ICF-accredited Coach Training program in the world. In addition to getting a premium, 4-in-1 Coach Training course that can be completed in 8 months, your total investment includes \$11,500 worth of additional business and personal development training.

### ANY QUESTIONS?

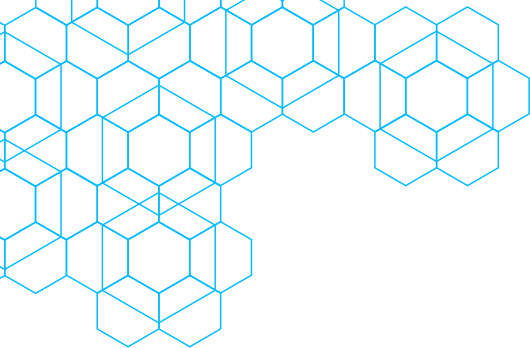
Our enrollment team is here to support you! Drop us an email here:

[admissions@humanpotentialinstitute.com](mailto:admissions@humanpotentialinstitute.com).

### READY TO ENROLL?

Great! Head straight to our [enrollment page](#).





## FREQUENTLY ASKED QUESTIONS

### When Can I Start Training?

Our upcoming courses begin:

- March 17, 2019: Group Chinook
- May 19, 2019: Group Bora
- July 14, 2019: Group Sirocco
- September 15, 2019: Group Levanto
- November 17, 2019: Group Norte

*You should select and commit to the group that enables you to attend all of the live calls.*

### How Do I Apply & Pay?

You can [enroll here](#). We also offer a 4-part payment plan, details of which can be found on the enrollment page.

### What workshop can I attend?

You should select an ICF workshop that occurs at a minimum of 8 weeks after your training commences and before your cohort's Certification date. The following options are listed by cohort:

#### Group Chinook 2019

New York, NY, USA: May 4-5, 2019  
Brisbane, AUS: June 15-16, 2019  
London, UK: July 20-21, 2019  
Denver, CO, USA: August 10-11, 2019  
Los Angeles, CA, USA: September 21-22, 2019  
Miami, FL, USA: October 26-27, 2019

#### Group Bora 2019

London, UK: July 20-21, 2019  
Denver, CO, USA: August 10-11, 2019  
Los Angeles, CA, USA: September 21-22, 2019  
Miami, FL, USA: October 26-27, 2019

#### Group Sirocco 2019

Los Angeles, CA, USA: September 21-22, 2019  
Miami, FL, USA: October 26-27, 2019

#### Group Levanto 2019

To be announced.

#### Group Norte 2019

To be announced.

### Course Withdrawal, Cancellations, Changes & Refunds:

If you withdraw from the Human Potential Coach Training program, the following policy will decide whether you are entitled to a refund or not. Your eligibility to receive a refund is entirely dependent upon when you make the request.

- If you apply for a refund 31+ days before the start of the online/virtual Coach Training component, a full refund will be provided (minus a \$250 non-refundable registration fee and any financial transaction costs e.g. PayPal, card or bank transfer fees).
- If you apply within 30 days of your online/virtual Coach Training commencing, or if your online training has commenced, there is no refund.

### How many hours per week will I need to commit to the training program?

It will vary but we recommend that you spend 5-6 hours per week on average. Once you are coaching Clients, you will need to set aside additional time.

## What coaching bodies are you affiliated with?

We are accredited to offer CEUs and ACSTH (Approved Coach Specific Training Hours) with the International Coach Federation — [www.coachfederation.org](http://www.coachfederation.org). The International Coach Federation (ICF) is the leading global organization dedicated to advancing the coaching profession and the world's largest organization of professionally trained Coaches. The ICF offers the only globally recognized, independent credentialing program for Coach practitioners.

## What else do I need for professional credentialing with the ICF?

You can find out the full requirements for ICF credentialing by going to this link:

<https://coachfederation.org/icf-credential>

You will be eligible for the ACSTH path. Additional fees apply for membership and application for credentialing to the ICF. Please visit their website and educate yourself on their fees and additional requirements.

As a Coach-in-Training, you may join the ICF as a student member at any time following commencement of your training. Doing so allows you to access member discounts and offers including a discounted rate for your credentialing application.

Beyond a suitable number of training hours (minimum 60 for ACC and we are currently offering 74), one of the further requirements for ICF credentialing is completion of 10 hours of Mentor Coaching.

## HPI Group Mentor Coaching Program

Anyone considering credentialing with the International Coach Federation (ICF) on the ACSTH pathway at either ACC or PCC level, following completion of sufficient approved training hours, must also have completed a minimum of 10 Mentor Coaching hours to be able to apply. Here's what the ICF says about Mentor Coaching for ACC credentialing (the same applies for PCC, though they can only be Mentor Coached by someone at PCC or MCC level):

**ACC Mentor Coaching Requirements:** ACSTH applicants must be coached for a minimum of 10 hours over a minimum of 3 months by a qualified Mentor Coach. Applicants may have more than one qualified Mentor Coach.

**Definition:** For purposes of credentialing, Mentor Coaching means an applicant being coached on their coaching skills rather than coaching on practice building, life balance, or other topics unrelated to the development of an applicant's coaching skill.

**Individual and Group Coaching:** A minimum of 3 of the 10 mentoring hours must be one-on-one coaching with the Mentor. Group coaching may count

for a maximum of 7 hours toward the mentoring requirement. The group being mentored may not consist of more than 10 participants.

While Mentor Coach hours can be conducted with any suitably-credentialed ICF Coach, as an ICF accredited training provider we've created a powerful and cost-effective offering for our Coaches (in fact any Coaches) to move more easily towards their credentialing and re-credentialing.

**Our Group Mentor Coach Program** is conducted in pods of no more than 10 students and offers 7 group sessions and 3 one-on-one sessions with one of our highly-qualified, ICF-credentialed Coach Training team. Over the course of 12 weeks you will attend these one-hour online sessions with your pod and your Mentor Coach, following which you will have satisfied the Mentor Coach requirement for ICF credentialing. This program is offered quarterly at an additional discounted cost of \$1,000 for our students.

## What if I miss a session?

If you can't make a group session or miss one, you will need to make this up by purchasing individual sessions with your Mentor Coach. See details below. All group Mentor Program sessions must be attended in person, online and in their entirety.

## MENTOR COACH PACKAGES

### Call Make-Up Sessions

If you have fallen short of the required live calls for certification, or on your group Mentor Coach package, you may substitute a Coach Mentor session for the missed call. You may purchase up to four sessions to make up a maximum of two missed Skills Calls and two missed Practice Calls. You may share the cost with a fellow coaching student and make up the missed group call together if you wish. You may make up one missed Mentor Pod call in this way.

### Sessions with a Coach Mentor

Need some professional coaching on your coaching? Seek out the undivided attention of an experienced Coach and Mentor for a one-hour session. How you use your time will be up to you. You can bring someone to coach in real-time and receive helpful feedback and suggestions. You can talk about a specific Client and/or coaching related issue or listen to a recorded session together. You can even share the sessions with a fellow coaching student. To do so you both attend each session and work with the mentor together...and then you can split the cost!

You will find links to access the above Individual Coach Mentor packages located in the Mentor Coach section in Extra Resources in your online training platform with costs and payment links. This will be made available to you following registration.

## 2019 HUMAN POTENTIAL COACH TRAINING SCHEDULES

Our 8-month Coach Training course has been designed to deliver the ideal balance of experiential training, knowledge and coaching skills development. Every skill, tool, technology and process has been selected because of its ability to bring about effective change. Our approach is pragmatic, based on evidence (when available) and experience. We teach what works.

**Online Training Schedules:** Students first start with the virtual training. You should select the group that enables you to attend the majority of the calls. **Detailed schedules can be found beginning on the subsequent pages.**

### GROUP CHINOOK 2019

**Start Date:** March 17, 2019

**Certification Deadline:** January 22, 2020

**Coaching Skills Calls:** Wednesdays @ 3pm LA / 6pm NY / 11pm UK / +1 8am Sydney

**Coaching Practice Calls:** Mondays and Wednesdays @ 3pm LA / 6pm NY / 11pm UK / +1 8am Sydney

**Workshop Options:**

- New York, NY, USA: May 4-5, 2019
- Brisbane, AUS: June 15-16, 2019
- London, UK: July 20-21, 2019
- Denver, CO, USA: August 10-11, 2019
- Los Angeles, CA, USA: September 21-22, 2019
- Miami, FL, USA: October 26-27, 2019

### GROUP BORA 2019 [EUROPEAN FRIENDLY!]

**Start Date:** May 19, 2019

**Certification Deadline:** March 26, 2020

**Coaching Skills Calls:** Mondays @ 10am LA / 1pm NY / 6pm UK

**Coaching Practice Calls:** Mondays and Thursdays @ 10am LA / 1pm NY / 6pm UK

**Workshop Options:**

- London, UK: July 20-21, 2019
- Denver, CO, USA: August 10-11, 2019
- Los Angeles, CA, USA: September 21-22, 2019
- Miami, FL, USA: October 26-27, 2019

### GROUP SIROCCO 2019

**Start Date:** July 14, 2019

**Certification Deadline:** May 26, 2020

**Coaching Skills Calls:** Tuesdays @ 6pm LA / 9pm NY

**Coaching Practice Calls:** Tuesdays @ 6pm LA / 9pm NY and Thursdays @ 8am LA / 11am NY

**Workshop Options:**

- Los Angeles, CA, USA: September 21-22, 2019
- Miami, FL, USA: October 26-27, 2019

### GROUP LEVANTO 2019

**Start Date:** September 15, 2019

**Certification Deadline:** July 27, 2020

**Coaching Skills Calls:** Mondays or Tuesdays @ 3pm LA / 6pm NY

**Coaching Practice Calls:** Mondays @ 3pm LA / 6pm NY and Thursdays @ 9am LA / 12pm NY

**Workshop Options:**

- To be announced.

### GROUP NORTE 2019

**Start Date:** November 17, 2019

**Certification Deadline:** September 23, 2020

**Coaching Skills Calls:** Wednesdays @ 4pm LA / 7pm NY

**Coaching Practice Calls:** Mondays and Wednesdays @ 4pm LA / 7pm NY

**Workshop Options:**

- To be announced

# GROUP 2 CHINOOK TRAINING SCHEDULE 2019

ALL CLASSES RUN FOR UP TO 90 MINUTES

## MANDATORY ORIENTATION CALL

Tues March 19 @ 9am LA/12pm NY

## COACHING SKILLS TRAINING

Wed March 20	Coaching Skills Training 1: 3pm LA/6pm NY
Wed April 3	Coaching Skills Training 2: 3pm LA/6pm NY
Wed April 17	Coaching Skills Training 3: 3pm LA/6pm NY
Wed May 1	Coaching Skills Training 4: 3pm LA/6pm NY
Wed May 15	Coaching Skills Training 5: 3pm LA/6pm NY
Wed May 29	Coaching Skills Training 6: 3pm LA/6pm NY
Wed June 12	Coaching Skills Training 7: 3pm LA/6pm NY
Wed June 26	Coaching Skills Training 8: 3pm LA/6pm NY
Wed July 10	Coaching Skills Training 9: 3pm LA/6pm NY
Wed July 24	Coaching Skills Training 10: 3pm LA/6pm NY
Wed Aug 7	Coaching Skills Training 11: 3pm LA/6pm NY
Wed Aug 21	Coaching Skills Training 12: 3pm LA/6pm NY

## COACHING COMPETENCY & PRACTICE TRAINING

Mon Aug 26	Coaching Competencies & Practice 1: 3pm LA/6pm NY
Wed Aug 28	Coaching Competencies & Practice 2: 3pm LA/6pm NY

### MOVED DUE TO LABOR DAY

Tues Sept 3	Coaching Competencies & Practice 3: 3pm LA/6pm NY
Wed Sept 4	Coaching Competencies & Practice 4: 3pm LA/6pm NY
Mon Sept 9	Coaching Competencies & Practice 5: 3pm LA/6pm NY
Wed Sept 11	Coaching Competencies & Practice 6: 3pm LA/6pm NY
Mon Sept 16	Coaching Competencies & Practice 7: 3pm LA/6pm NY
Wed Sept 18	Coaching Competencies & Practice 8: 3pm LA/6pm NY
Tues Sept 24	Coaching Competencies & Practice 9: 3pm LA/6pm NY
Wed Sept 25	Coaching Competencies & Practice 10: 3pm LA/6pm NY
Mon Sept 30	Coaching Competencies & Practice 11: 3pm LA/6pm NY
Wed Oct 2	Coaching Competencies & Practice 12: 3pm LA/6pm NY
Mon Oct 7	Coaching Competencies & Practice 13: 3pm LA/6pm NY
Wed Oct 9	Coaching Competencies & Practice 14: 3pm LA/6pm NY
Mon Oct 14	Coaching Competencies & Practice 15: 3pm LA/6pm NY
Wed Oct 16	Coaching Competencies & Practice 16: 3pm LA/6pm NY

## MARKETING & CERTIFICATION

Wed Oct 30	Marketing Live Q&A: 9am LA/12pm NY
Wed Nov 6	ICF Credentialing Pathway: 9am LA/12pm NY
Wed Nov 13	Course Review Live Q&A: 9am LA/12pm NY

You have **two months** to complete the requirements for certification.

You must complete the certification process by **January 22, 2020**.

**PLEASE NOTE:** THIS SCHEDULE MAY BE SUBJECT TO ALTERATION DUE TO CURRENTLY UNFORESEEN CONFLICTS. WE WILL FORMALLY NOTIFY YOU OF ANY CHANGES IF AND WHEN THEY OCCUR.

# GROUP 3 BORA TRAINING SCHEDULE 2019

ALL CLASSES RUN FOR UP TO 90 MINUTES

## MANDATORY ORIENTATION CALL

Mon May 20 @ 10am LA/1pm NY/6pm UK

## COACHING SKILLS TRAINING

Tues May 21	Coaching Skills Training 1: 10am LA/1pm NY/6pm UK
Mon June 3	Coaching Skills Training 2: 10am LA/1pm NY/6pm UK
Mon June 17	Coaching Skills Training 3: 10am LA/1pm NY/6pm UK
Mon July 1	Coaching Skills Training 4: 10am LA/1pm NY/6pm UK
Mon July 15	Coaching Skills Training 5: 10am LA/1pm NY/6pm UK
Mon July 29	Coaching Skills Training 6: 10am LA/1pm NY/6pm UK
Mon Aug 12	Coaching Skills Training 7: 10am LA/1pm NY/6pm UK
Mon Aug 26	Coaching Skills Training 8: 10am LA/1pm NY/6pm UK
Mon Sept 9	Coaching Skills Training 9: 10am LA/1pm NY/6pm UK
Tues Sept 24	Coaching Skills Training 10: 10am LA/1pm NY/6pm UK
Mon Oct 7	Coaching Skills Training 11: 10am LA/1pm NY/6pm UK
Wed Oct 23	Coaching Skills Training 12: 10am LA/1pm NY/6pm UK

## COACHING COMPETENCY & PRACTICE TRAINING

Mon Oct 28	Coaching Competencies & Practice 1: 11am LA/2pm NY/6pm UK
Thurs Oct 31	Coaching Competencies & Practice 2: 11am LA/2pm NY/6pm UK
Mon Nov 4	Coaching Competencies & Practice 3: 10am LA/1pm NY/6pm UK
Thurs Nov 7	Coaching Competencies & Practice 4: 10am LA/1pm NY/6pm UK
Mon Nov 11	Coaching Competencies & Practice 5: 10am LA/1pm NY/6pm UK
Thurs Nov 14	Coaching Competencies & Practice 6: 10am LA/1pm NY/6pm UK
Mon Nov 18	Coaching Competencies & Practice 7: 10am LA/1pm NY/6pm UK
Thurs Nov 21	Coaching Competencies & Practice 8: 10am LA/1pm NY/6pm UK
Mon Nov 25	Coaching Competencies & Practice 9: 10am LA/1pm NY/6pm UK
Wed Nov 27	Coaching Competencies & Practice 10: 10am LA/1pm NY/6pm UK
Mon Dec 2	Coaching Competencies & Practice 11: 10am LA/1pm NY/6pm UK
Thurs Dec 5	Coaching Competencies & Practice 12: 10am LA/1pm NY/6pm UK
Mon Dec 9	Coaching Competencies & Practice 13: 10am LA/1pm NY/6pm UK
Thurs Dec 12	Coaching Competencies & Practice 14: 10am LA/1pm NY/6pm UK
Mon Dec 16	Coaching Competencies & Practice 15: 10am LA/1pm NY/6pm UK
Thurs Dec 19	Coaching Competencies & Practice 16: 10am LA/1pm NY/6pm UK

## MARKETING & CERTIFICATION

Mon Jan 6, 2020	Marketing Live Q&A: 10am LA/1pm NY/6pm UK
Mon Jan 13	ICF Credentialing Pathway: 10am LA/1pm NY/6pm UK
Mon Jan 20	Course Review Live Q&A: 10am LA/1pm NY/6pm UK

You have **two months** to complete the requirements for certification.

You must complete the certification process by **March 23, 2020**.

**PLEASE NOTE:** THIS SCHEDULE MAY BE SUBJECT TO ALTERATION DUE TO CURRENTLY UNFORESEEN CONFLICTS. WE WILL FORMALLY NOTIFY YOU OF ANY CHANGES IF AND WHEN THEY OCCUR.

# GROUP 4 SIROCCO TRAINING SCHEDULE 2019

ALL CLASSES RUN FOR UP TO 90 MINUTES

## MANDATORY ORIENTATION CALL

Tues July 16 @ 6pm LA/9pm NY

## COACHING SKILLS TRAINING

Thurs July 25	Coaching Skills Training 1: 6pm LA/9pm NY
Tues July 30	Coaching Skills Training 2: 6pm LA/9pm NY
Tues Aug 13	Coaching Skills Training 3: 6pm LA/9pm NY
Tues Aug 27	Coaching Skills Training 4: 6pm LA/9pm NY
Tues Sept 10	Coaching Skills Training 5: 6pm LA/9pm NY
Tues Sept 24	Coaching Skills Training 6: 6pm LA/9pm NY
Tues Oct 8	Coaching Skills Training 7: 6pm LA/9pm NY
Tues Oct 22	Coaching Skills Training 8: 6pm LA/9pm NY
Tues Nov 5	Coaching Skills Training 9: 6pm LA/9pm NY
Tues Nov 19	Coaching Skills Training 10: 6pm LA/9pm NY
Tues Dec 3	Coaching Skills Training 11: 6pm LA/9pm NY
Tues Dec 17	Coaching Skills Training 12: 6pm LA/9pm NY

## COACHING COMPETENCY & PRACTICE TRAINING - STARTING IN 2020

Tues Jan 7	Coaching Competencies & Practice 1: 6pm LA/9pm NY
Thurs Jan 9	Coaching Competencies & Practice 2: 8am LA/11am NY
Tues Jan 14	Coaching Competencies & Practice 3: 6pm LA/9pm NY
Thurs Jan 16	Coaching Competencies & Practice 4: 8am LA/11am NY
Tues Jan 21	Coaching Competencies & Practice 5: 6pm LA/9pm NY
Thurs Jan 23	Coaching Competencies & Practice 6: 8am LA/11am NY
Tues Jan 28	Coaching Competencies & Practice 7: 6pm LA/9pm NY
Thurs Jan 30	Coaching Competencies & Practice 8: 8am LA/11am NY
Tues Feb 4	Coaching Competencies & Practice 9: 6pm LA/9pm NY
Thurs Feb 6	Coaching Competencies & Practice 10: 8am LA/11am NY
Tues Feb 11	Coaching Competencies & Practice 11: 6pm LA/9pm NY
Thurs Feb 13	Coaching Competencies & Practice 12: 8am LA/11am NY
Tues Feb 18	Coaching Competencies & Practice 13: 6pm LA/9pm NY
Thurs Feb 20	Coaching Competencies & Practice 14: 8am LA/11am NY
Tues Feb 25	Coaching Competencies & Practice 15: 6pm LA/9pm NY
Thurs Feb 27	Coaching Competencies & Practice 16: 8am LA/11am NY

## MARKETING & CERTIFICATION

Thurs March 12	Marketing Live Q&A: 8am LA/11am NY
Thurs March 19	ICF Credentialing Pathway: 8am LA/11am NY
Thurs March 26	Course Review Live Q&A: 8am LA/11am NY

You have **two months** to complete the requirements for certification.

You must complete the certification process by **May 26, 2020**.

**PLEASE NOTE:** THIS SCHEDULE MAY BE SUBJECT TO ALTERATION DUE TO CURRENTLY UNFORESEEN CONFLICTS. WE WILL FORMALLY NOTIFY YOU OF ANY CHANGES IF AND WHEN THEY OCCUR.

# GROUP 5 LEVANTO TRAINING SCHEDULE 2019

ALL CLASSES RUN FOR UP TO 90 MINUTES

## MANDATORY ORIENTATION CALL

Tues Sept 17 @ 3pm LA/6pm NY

## COACHING SKILLS TRAINING

Thurs Sept 19	Coaching Skills Training 1: 3pm LA/6pm NY
Tues Oct 1	Coaching Skills Training 2: 3pm LA/6pm NY
Tues Oct 15	Coaching Skills Training 3: 3pm LA/6pm NY
Tues Oct 29	Coaching Skills Training 4: 3pm LA/6pm NY
Tues Nov 12	Coaching Skills Training 5: 3pm LA/6pm NY
Tues Nov 26	Coaching Skills Training 6: 3pm LA/6pm NY
Tues Dec 10	Coaching Skills Training 7: 3pm LA/6pm NY

## XMAS BREAK – NOTE DAY CHANGE FOR 2020 SKILLS CLASS!

Mon Jan 6	Coaching Skills Training 8: 3pm LA/6pm NY
Mon Jan 20	Coaching Skills Training 9: 3pm LA/6pm NY
Mon Feb 3	Coaching Skills Training 10: 3pm LA/6pm NY
Mon Feb 17	Coaching Skills Training 11: 3pm LA/6pm NY
Mon March 2	Coaching Skills Training 12: 3pm LA/6pm NY

## COACHING COMPETENCY & PRACTICE TRAINING

Mon March 9	Coaching Competencies & Practice 1: 3pm LA/6pm NY
Thurs March 12	Coaching Competencies & Practice 2: 9am LA/12pm NY
Mon March 16	Coaching Competencies & Practice 3: 3pm LA/6pm NY
Thurs March 19	Coaching Competencies & Practice 4: 9am LA/12pm NY
Mon March 23	Coaching Competencies & Practice 5: 3pm LA/6pm NY
Thurs March 26	Coaching Competencies & Practice 6: 9am LA/12pm NY
Mon March 30	Coaching Competencies & Practice 7: 3pm LA/6pm NY
Thurs April 2	Coaching Competencies & Practice 8: 9am LA/12pm NY
Mon April 6	Coaching Competencies & Practice 9: 3pm LA/6pm NY
Thurs April 9	Coaching Competencies & Practice 10: 9am LA/12pm NY
Mon April 13	Coaching Competencies & Practice 11: 3pm LA/6pm NY
Thurs April 16	Coaching Competencies & Practice 12: 9am LA/12pm NY
Mon April 20	Coaching Competencies & Practice 13: 3pm LA/6pm NY
Thurs April 23	Coaching Competencies & Practice 14: 9am LA/12pm NY
Mon April 27	Coaching Competencies & Practice 15: 3pm LA/6pm NY
Thurs April 29	Coaching Competencies & Practice 16: 9am LA/12pm NY

## MARKETING & CERTIFICATION

Thurs May 14	Marketing Live Q&A: 9am LA/12pm NY
Thurs May 21	ICF Credentialing Pathway: 9am LA/12pm NY
Thurs May 28	Course Review Live Q&A: 9am LA/12pm NY

You have **two months** to complete the requirements for certification.

You must complete the certification process by **July 27, 2020**.

**PLEASE NOTE:** THIS SCHEDULE MAY BE SUBJECT TO ALTERATION DUE TO CURRENTLY UNFORESEEN CONFLICTS. WE WILL FORMALLY NOTIFY YOU OF ANY CHANGES IF AND WHEN THEY OCCUR.

# GROUP 6 NORTE TRAINING SCHEDULE 2019

ALL CLASSES RUN FOR UP TO 90 MINUTES

## MANDATORY ORIENTATION CALL

Wed Nov 20 @ 4pm LA/6pm Central/7pm NY

## COACHING SKILLS TRAINING

Fri Nov 22 Coaching Skills Training 1: 4pm LA/6pm Central/7pm NY  
Wed Dec 4 Coaching Skills Training 2: 4pm LA/6pm Central/7pm NY  
Wed Dec 18 Coaching Skills Training 3: 4pm LA/6pm Central/7pm NY

## MOVED DUE TO LABOR DAY

Wed Jan 8 Coaching Skills Training 4: 4pm LA/6pm Central/7pm NY  
Wed Jan 22 Coaching Skills Training 5: 4pm LA/6pm Central/7pm NY  
Wed Feb 5 Coaching Skills Training 6: 4pm LA/6pm Central/7pm NY  
Wed Feb 19 Coaching Skills Training 7: 4pm LA/6pm Central/7pm NY  
Wed March 4 Coaching Skills Training 8: 4pm LA/6pm Central/7pm NY  
Wed March 17 Coaching Skills Training 9: 4pm LA/6pm Central/7pm NY  
Wed April 1 Coaching Skills Training 10: 4pm LA/6pm Central/7pm NY  
Wed April 15 Coaching Skills Training 11: 4pm LA/6pm Central/7pm NY  
Wed April 28 Coaching Skills Training 12: 4pm LA/6pm Central/7pm NY

## COACHING COMPETENCY & PRACTICE TRAINING

Mon May 4 Coaching Competencies & Practice 1: 4pm LA/6pm Central/7pm NY  
Wed May 6 Coaching Competencies & Practice 2: 4pm LA/6pm Central/7pm NY  
Mon May 11 Coaching Competencies & Practice 3: 4pm LA/6pm Central/7pm NY  
Wed May 13 Coaching Competencies & Practice 4: 4pm LA/6pm Central/7pm NY  
Mon May 18 Coaching Competencies & Practice 5: 4pm LA/6pm Central/7pm NY  
Wed May 20 Coaching Competencies & Practice 6: 4pm LA/6pm Central/7pm NY  
Mon May 25 Coaching Competencies & Practice 7: 4pm LA/6pm Central/7pm NY  
Wed May 27 Coaching Competencies & Practice 8: 4pm LA/6pm Central/7pm NY  
Mon June 1 Coaching Competencies & Practice 9: 4pm LA/6pm Central/7pm NY  
Wed June 3 Coaching Competencies & Practice 10: 4pm LA/6pm Central/7pm NY  
Mon June 8 Coaching Competencies & Practice 11: 4pm LA/6pm Central/7pm NY  
Wed June 10 Coaching Competencies & Practice 12: 4pm LA/6pm Central/7pm NY  
Mon June 15 Coaching Competencies & Practice 13: 4pm LA/6pm Central/7pm NY  
Wed June 17 Coaching Competencies & Practice 14: 4pm LA/6pm Central/7pm NY  
Mon June 22 Coaching Competencies & Practice 15: 4pm LA/6pm Central/7pm NY  
Wed June 24 Coaching Competencies & Practice 16: 4pm LA/6pm Central/7pm NY

## MARKETING & CERTIFICATION

Wed July 8 Marketing Live Q&A: 10am LA/12pm Central/1pm NY  
Wed July 15 ICF Credentialing Pathway: 10am LA/12pm Central/1pm NY  
Wed July 22 Course Review Live Q&A: 10am LA/12pm Central/1pm NY

You have **two months** to complete the requirements for certification.

You must complete the certification process by **September 23, 2020**.

**PLEASE NOTE:** THIS SCHEDULE MAY BE SUBJECT TO ALTERATION DUE TO CURRENTLY UNFORESEEN CONFLICTS. WE WILL FORMALLY NOTIFY YOU OF ANY CHANGES IF AND WHEN THEY OCCUR.



# MINDFULNESS TRAINING SCHEDULE 2019

ALL CLASSES RUN FOR UP TO 90 MINUTES

## MINDFULNESS TRAINING APRIL 2019

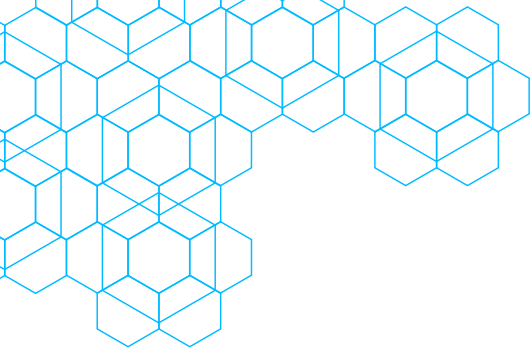
Wed April 24	Mindfulness Class 1: 8am LA/11am NY/ 4PM UK
Wed May 1	Mindfulness Class 2: 8am LA/11am NY/ 4PM UK
Wed May 8	Mindfulness Class 3: 8am LA/11am NY/ 4PM UK
Wed May 15	Mindfulness Class 4: 8am LA/11am NY/ 4PM UK
Wed May 22	Mindfulness Class 5: 8am LA/11am NY/ 4PM UK
Wed May 29	Mindfulness Class 6: 8am LA/11am NY/ 4PM UK
Wed June 5	Mindfulness Class 7: 8am LA/11am NY/ 4PM UK
Wed June 12	Mindfulness Class 8: 8am LA/11am NY/ 4PM UK

## MINDFULNESS TRAINING AUGUST 2019

Thurs Aug 1	Mindfulness Class 1: 3pm LA/6pm NY
Thurs Aug 8	Mindfulness Class 2: 3pm LA/6pm NY
Thurs Aug 15	Mindfulness Class 3: 3pm LA/6pm NY
Thurs Aug 22	Mindfulness Class 4: 3pm LA/6pm NY
Thurs Aug 29	Mindfulness Class 5: 3pm LA/6pm NY
Thurs Sept 5	Mindfulness Class 6: 3pm LA/6pm NY
Thurs Sept 12	Mindfulness Class 7: 3pm LA/6pm NY
Thurs Sept 19	Mindfulness Class 8: 3pm LA/6pm NY

## MINDFULNESS TRAINING OCTOBER 2019

Tues Oct 15	Mindfulness Class 1: 9am LA/12pm NY/ 5PM UK
Tues Oct 22	Mindfulness Class 2: 9am LA/12pm NY/ 5PM UK
Tues Oct 29	Mindfulness Class 3: 9am LA/12pm NY/ 4PM UK
Tues Nov 5	Mindfulness Class 4: 9am LA/12pm NY/ 5PM UK
Tues Nov 12	Mindfulness Class 5: 9am LA/12pm NY/ 5PM UK
Tues Nov 19	Mindfulness Class 6: 9am LA/12pm NY/ 5PM UK
Tues Nov 26	Mindfulness Class 7: 9am LA/12pm NY/ 5PM UK
Tues Dec 3	Mindfulness Class 8: 9am LA/12pm NY/ 5PM UK



## CODE OF ETHICS

**As part of your registration process we require you to read and agree to the following Code of Ethics as a condition of us accepting you into our coach training program.**

In line with best practices in the field of coaching, the Human Potential Institute (HPI) has adopted the International Coaching Federation (ICF) Code of Ethics as its guiding principles as follows:

HPI is committed to maintaining and promoting excellence in coaching. Therefore, HPI expects all members and credentialed Coaches (Coaches, Coach mentors, coaching supervisors, Coach trainers or students), to adhere to the elements and principles of ethical conduct: to be competent and integrate ICF Core Competencies effectively in their work.

In line with the HPI core values and HPI definition of coaching, the ICF Code of Ethics is designed to provide appropriate guidelines, accountability and enforceable standards of conduct for all HPI Members and HPI Credential-holders, who commit to abiding by the following ICF Code of Ethics:

### **PART ONE: DEFINITIONS**

**Coaching:** Coaching is partnering with Clients in a thought-provoking and creative process that inspires them to maximize their personal and professional potential.

**Human Potential Coach:** is a Coach certified by the Human Potential Institute who agrees to practice the HPI Core Competencies and pledges accountability to the ICF Code of Ethics.

**Professional Coaching Relationship:** A professional coaching relationship exists when coaching includes an agreement (including contracts) that defines the responsibilities of each party.

**Roles in the Coaching Relationship:** In order to clarify roles in the coaching relationship it is often necessary to distinguish between the Client and the sponsor. In most cases, the Client and sponsor are the same person and are therefore jointly referred to as the Client. For purposes of identification, however, the ICF defines these roles as follows:

**Client:** The “Client/Coachee” is the person(s) being coached.

**Sponsor:** The “sponsor” is the entity (including its representatives) paying for and/or arranging for coaching services to be provided. In all cases, coaching engagement agreements should clearly establish the rights, roles and responsibilities for both the Client and sponsor if the Client and sponsor are different people.

**Student:** The “student” is someone enrolled in a Coach Training program or working with a coaching supervisor or Coach mentor in order to learn the coaching process or enhance and develop their coaching skills.

**Conflict of Interest:** A situation in which a Coach has a private or personal interest sufficient to appear to influence the objective of his or her official duties as a Coach and a professional.

### **PART TWO: THE ICF STANDARDS OF ETHICAL CONDUCT**

#### **Section 1: Professional Conduct at Large**

As a Coach, I:

- 1) Conduct myself in accordance with the ICF Code of Ethics in all interactions, including coach training, Coach mentoring and Coach supervisory activities.
- 2) Commit to take the appropriate action with the Coach, trainer, or Coach mentor and/or will contact HPI to address any ethics violation or possible breach as soon as I become aware, whether it involves me or others.
- 3) Communicate and create awareness in others, including organizations, employees, sponsors, Coaches and others, who might need to be informed of the responsibilities established by this Code.
- 4) Refrain from unlawful discrimination in occupational activities, including age, race, gender orientation, ethnicity, sexual orientation, religion, national origin or disability.
- 5) Make verbal and written statements that are true and accurate about what I offer as a Coach, the

coaching profession or Human Potential Institute.

6) Accurately identify my coaching qualifications, expertise, experience, training, certifications and HPI credentials.

7) Recognize and honor the efforts and contributions of others and only claim ownership of my own material. I understand that violating this standard may leave me subject to legal remedy by a third party.

8) Strive at all times to recognize my personal issues that may impair, conflict with or interfere with my coaching performance or my professional coaching relationships. I will promptly seek the relevant professional assistance and determine the action to be taken, including whether it is appropriate to suspend or terminate my coaching relationship(s) whenever the facts and circumstances necessitate.

9) Recognize that the Code of Ethics applies to my relationship with coaching Clients, coachees, students, mentees and supervisees.

10) Conduct and report research with competence, honesty and within recognized scientific standards and applicable subject guidelines. My research will be carried out with the necessary consent and approval of those involved, and with an approach that will protect participants from any potential harm. All research efforts will be performed in a manner that complies with all the applicable laws of the country in which the research is conducted.

11) Maintain, store and dispose of any records, including electronic files and communications, created during my coaching engagements in a manner that promotes confidentiality, security and privacy and complies with any applicable laws and agreements.

12) Use HPI Member contact information (email addresses, telephone numbers, and so on) only in the manner and to the extent authorized by HPI.

## **Section 2: Conflicts of Interest**

As a Coach, I:

13) Seek to be conscious of any conflict or potential conflict of interest, openly disclose any such conflict and offer to remove myself when a conflict arises.

14) Clarify roles for internal Coaches, set boundaries and review with stake-holders conflicts of interest that may emerge between coaching and other role functions.

15) Disclose to my Client and the sponsor(s) all anticipated compensation from third parties that I may receive for referrals of Clients or pay to receive Clients.

16) Honor an equitable coach/client relationship, regardless of the form of compensation.

## **Section 3: Professional Conduct with Clients**

**As a Coach, I:**

**17) Ethically speak what I know to be true to Clients, prospective Clients** or sponsors about the potential value of the coaching process or of me as a coach.

18) Carefully explain and strive to ensure that, prior to or at the initial meeting, my coaching Client and sponsor(s) understand the nature of coaching, the nature and limits of confidentiality, financial arrangements, and any other terms of the coaching agreement.

19) Have a clear coaching service agreement with my Clients and sponsor(s) before beginning the coaching relationship and honor this agreement. The agreement shall include the roles, responsibilities and rights of all parties involved.

20) Hold responsibility for being aware of and setting clear, appropriate and culturally sensitive boundaries that govern interactions, physical or otherwise, I may have with my Clients or sponsor(s).

21) Avoid any sexual or romantic relationship with current Clients or sponsor(s) or students, mentees or supervisees. Further, I will be alert to the possibility of any potential sexual intimacy among the parties including my support staff and/or assistants and will take the appropriate action to address the issue or cancel the engagement in order to provide a safe environment overall.

22) Respect the Client's right to terminate the coaching relationship at any point during the process, subject to the provisions of the agreement. I shall remain alert to indications that there is a shift in the value received from the coaching relationship.

23) Encourage the Client or sponsor to make a change if I believe the Client or sponsor would be better served by another Coach or by another resource and suggest my Client seek the services of other professionals when deemed necessary or appropriate.

## **Section 4: Confidentiality/Privacy**

As a Coach, I:

24) Maintain the strictest levels of confidentiality with all Client and sponsor information unless release is required by law.

25) Have a clear agreement about how coaching information will be exchanged among Coach, Client and sponsor.

26) Have a clear agreement when acting as a Coach, Coach mentor, coaching supervisor or trainer, with both Client and sponsor, student, mentee, or supervisee about the conditions under which confidentiality may not be maintained (e.g., illegal activity, pursuant to valid court order or subpoena;

imminent or likely risk of danger to self or to others; etc.) and make sure both Client and sponsor, student, mentee, or supervisee voluntarily and knowingly agree in writing to that limit of confidentiality. Where I reasonably believe that because one of the above circumstances is applicable, I may need to inform appropriate authorities.

27) Require all those who work with me in support of my Clients to adhere to the ICF Code of Ethics, Number 26, Section 4, Confidentiality and Privacy Standards, and any other sections of the Code of Ethics that might be applicable.

### **Section 5: Continuing Development**

As a Coach, I:

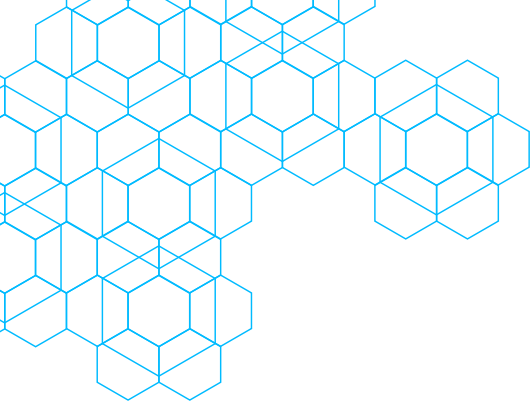
28) Commit to the need for continued and ongoing development of my professional skills.

### **PART THREE: THE HPI PLEDGE OF ETHICS**

As a Certified Human Potential Coach, I acknowledge and agree to honor my ethical and legal obligations to my coaching Clients and sponsors, colleagues, and to the public at large. I pledge to comply with the ICF Code of Ethics and to practice these standards with those whom I coach, teach, mentor or supervise.

If I breach this Pledge of Ethics or any part of the ICF Code of Ethics, I agree that HPI in its sole discretion may hold me accountable for so doing. I further agree that my accountability to HPI for any breach may include sanctions, such as loss of my HPI membership and/or my HPI credentials, removal from the Human Potential Coach Training program, failure to certify or revocation of Coach Certification.

I further agree to indemnify and hold Upgrade Labs, its related companies and all of their officers, directors, employees and agents, including but not limited to, Dave Asprey, from and against any claims, losses, liabilities, lawsuits and expenses (including attorney's fees) arising from any act or omission by me that is in violation of this Code of Ethics.



## REFERENCES

1. 2016 ICF Global Coaching Study. <http://coachfederation.org>.
2. 2012 ICF Global Coaching Study. <http://coachfederation.org>.
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4. Newnham-Kanas, C., Gorczynski, P., Morrow, D. & Irwin, J. (2009). Annotated Bibliography of Life Coaching and Health Research. International Journal of Evidence Based Coaching and Mentoring, 7(1), 39-103.
5. Frates. E. (2009): Coaching in Healthcare Research Report Harvard Medical School Coaching in Leadership & Medicine conference.
6. Palmer, S. (2003): Health coaching to facilitate the promotion of healthy behavior; International Journal of Health Promotion & Education, Vol 41, No 3; p 91-93.
7. Drake, D. B. (2009). Evidence Is a Verb: A Relational Approach to Knowledge and Mastery in Coaching. International Journal of Evidence Based Coaching and Mentoring, 7(1), 1-12.
8. Grant, A. M., Curtayne, L., & Burton, G. (2009). Executive coaching enhances goal attainment, resilience and workplace well-being: a randomised controlled study. The Journal of Positive Psychology: Dedicated to furthering research and promoting good practice, 4(5), 396-407.
9. Moen, F. & Skaalvik, E.(2009). The Effect from Executive Coaching on Performance Psychology. International Journal of Evidence Based Coaching and Mentoring, 7 (2), 31-4.