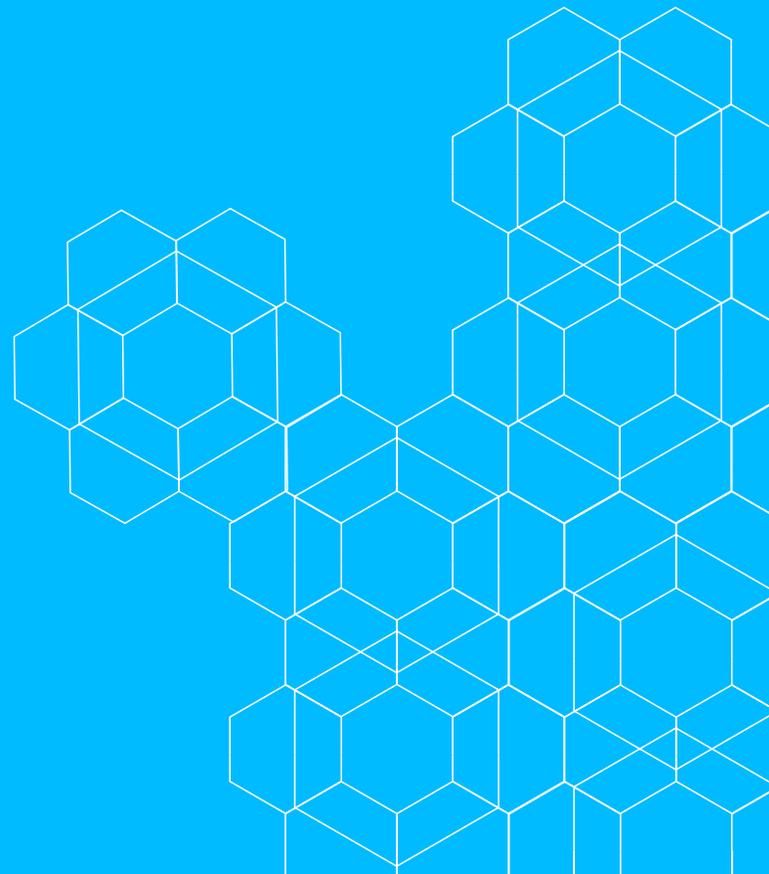


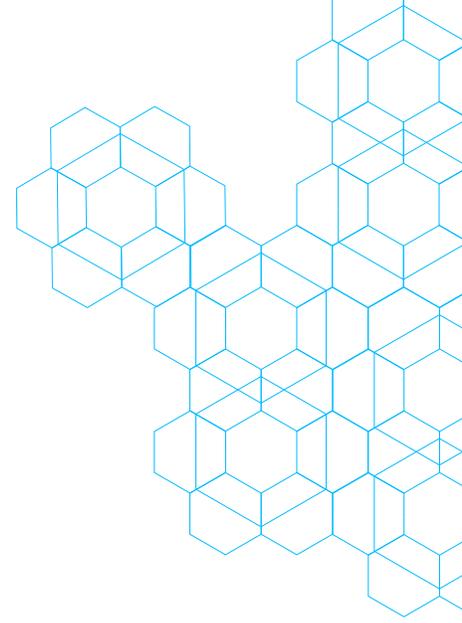
**HUMAN  
POTENTIAL  
INSTITUTE**

**BE FULFILLED.  
MAKE A  
DIFFERENCE.  
EARN MONEY.**

**BECOME A CERTIFIED  
HUMAN POTENTIAL COACH**

**CURRICULUM GUIDE**





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# IMAGINE THIS...

## YOU ARE A CERTIFIED HUMAN POTENTIAL COACH.

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 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 wellbeing, 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

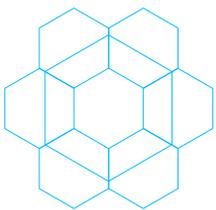
Developing new skills and abilities. For example: managing stress, changing a specific behavior/habit, accessing creativity, becoming assertive, improving communication, making better decisions, improved productivity and becoming a more effective leader.

### 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 Mark Atkinson. I am the creator of the Human Potential Coach Training program and co-founder of the Human Potential Institute (HPI). We are delighted that you are considering training with us and we look forward to supporting your journey to becoming a certified professional Coach!

My role is to ensure you have the best possible training experience and to guide you through all the content that relates to health and human potential development. My colleagues Sherry, Bijal, Tony and Karin comprise the coaching faculty. Their role is to support you in the process of becoming a great Coach! In addition to being Certified Human Potential Coaches, they are highly skilled teachers.

As you will see in the testimonial section, the feedback from graduates has been phenomenal. Why? Because the Human Potential Coach Training process is life-changing. We care about you and will do everything we can to help you succeed in life and as a Coach.



**MARK ATKINSON**



**SHERRY TREBES**



**BIJAL CHOKSI**



**TONY GILOTTE**



**KARIN REED**

# OUR SECRET: THE INNER & OUTER GAME

## WHAT MAKES THE HUMAN POTENTIAL COACH TRAINING PROGRAM SO UNIQUE AND IMPACTFUL?

### **The Inner & Outer Game of Coaching framework.**

Together they provide a roadmap for being and becoming an exceptional Human Potential Coach. Why? Because the way you feel and show up, and your capacity to impact the lives of the people you work with, are shaped by two dimensions of development: **The Inner Game and The Outer Game.**

### **The Outer Game of Coaching**

This refers to the acquisition of coaching skills, coaching-related knowledge, and experience. Any time you are practicing coaching skills or learning about the art of coaching, you are working on your Outer Game.

The foundations of the Outer Game for the Human Potential Coach Training program are the core competencies of the International Coaching Federation (ICF), the leading global organization for Coaches and coaching. The 8 core competencies are:

1. Demonstrates Ethical Practice
2. Embodies a Coaching Mindset
3. Establishes and Maintains Agreements
4. Cultivates Trust & Safety
5. Maintains Presence
6. Listens Actively
7. Evokes Awareness
8. Facilitates Client Growth

**The Outer Game is about learning.** It develops the horizontal dimension of you. When you graduate as a Certified Human Potential Coach, you will do so because you demonstrated a sound Outer Game!

After graduation, accumulating many hours of experience coaching Clients, combined with regular supervision and ongoing professional development, will help ensure your Outer Game becomes increasingly cultivated.

A good Outer Game is essential to being and becoming an effective Human Potential Coach.

So how do you become an exceptional Human Potential Coach?

The answer is by working on your Outer Game AND Inner Game simultaneously.

### **The Inner Game of Coaching**

The Inner Game is about vertical development. It relates to your level of psychospiritual maturity and consciousness. It includes:

- **Mastery of self** — energy, attention, awareness, consciousness, mindstate, mindset, breath and behavior.
- **Psychological fitness** — increasing ability to be Present, open, and aware, engaging with reality, doing what matters.

# OUR SECRET: THE INNER & OUTER GAME

- **Psychological maturity** — increasing capacity for more complex perspective at a cognitive (what is knowledge), intrapersonal (who am I) and an interpersonal (how do I relate to others) level.
- **Spiritual maturity** — ongoing welcoming of, opening to and embodiment of our full humanity and divinity.
- **Emotional intelligence** — increasing ability to recognize, understand and manage our own emotions and recognize, understand and influence the emotions of others.
- **Social intelligence** — increasing ability to understand and manage interpersonal relationships.
- **Health** — a resilient, coherent state of optimal wellbeing, responsiveness and mind/body functioning.
- **Identity** — evolving from thought-based, and me-centered orientation to presence-based, life-centered orientation.

**TOGETHER THEY GIVE  
RISE TO YOUR WAY  
OF BEING NOW.**

Your capacity to shift into Presence, your mindset, your character strengths, your level of emotional and social intelligence, your ability to manage your energy, maintain a high level of body/mind health and your daily rituals and routines ALL affect how you feel, perform and show up as a Coach and as a human being.

**Together they shape who you are and how you are in the moment with others.**

Your Inner Game informs and enhances the Outer Game. You need both.

A well-developed **Outer Game enables you to be functional and effective**, to ‘get the job done.’

A well-developed **Inner Game expands awareness and unlocks inner resources, creativity, intuitive insight and subtler qualities of being such as lovingkindness, joyfulness, and stillness.**

It enables you to relate and work from depth, with consciousness, curiosity, care, and precision.

It enables an effortless state of optimal functioning and responsiveness.

It allows you, the whole of you, to show up and participate consciously in the flow of Life.

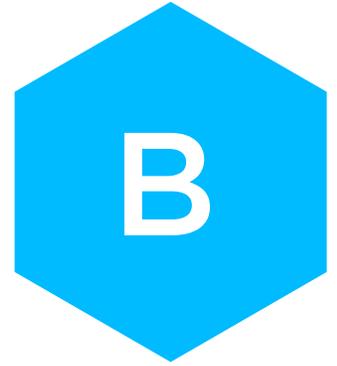
The developmentalist Robert Kegan likens Adult Development to filling a glass with water.

The Outer Game (horizontal development) is about filling the vessel (accumulation).

The Inner Game (vertical development) is about making the glass bigger (expansion).

**TO BECOME AN  
EXCEPTIONAL HUMAN  
POTENTIAL COACH  
YOU NEED TO ATTEND  
TO BOTH.**





# WHICH TRACK WILL YOU SELECT?

Before you enroll to train as a Human Potential Coach, you will need to choose which of the two following tracks best suits you.

The training curriculum remains the same for both tracks, and upon successful completion you will receive the same credential as a **Certified Human Potential Coach**.

Where they differ is in the requirements for attendance, the amount of feedback and support you receive from the Coaching Faculty, the certification process, and the price.

## OPTION A

The Level 1 Accredited ICF Track is for those of you who want to be credentialed with the ICF.

## OPTION B

The Regular track is for those who don't want to be credentialed with the ICF.

### What is the ICF?

The International Coaching Federation (ICF) is the leading global organization for Coaches and coaching. With over 25 years leading the global advancement of the coaching profession, ICF-credentialed Coaches are recognized as professional Coaches with a commitment to integrity, understanding the mastery of coaching skills, and dedication to Clients.

Our Level-1 Accredited ICF Human Potential Coach Training track will fully prepare you to take the next steps in gaining your ICF credential after successful completion of our program. This track includes:

- 5 coaching reviews with professional, personalized Mentor Coach feedback
- 10 hours of Mentor Coaching with our specially trained, ICF-credentialed Mentor Coaches
- Live call regarding ICF Accreditation Pathways & preparation for the ICF Coach Knowledge Assessment

Successful completion of this will enable you to proceed directly toward your Associate Certified Coach (ACC) credential with ICF upon certification with HPI.

**Choosing this track will be right for you if you are interested in pursuing your own coaching business, working as an internal Coach within organizations, and working with employee assistance program providers that provide coaching as a benefit to global corporations.**

Your investment for the **Level 1 Accredited ICF Track** is \$6997.

The **Regular Human Potential Coach Training** track is \$4997. This option does not include 10 hours of Mentor Coaching or the personal feedback on your coaching from the Faculty.

# COURSE STRUCTURE

The Human Potential Coach Training program consists of four parts:

- The Outer Game of Coaching
- The Inner Game of Coaching
- Transforming Passion into Profit
- The Certification Process

Plus, an additional part if you choose the Level 1 Accredited ICF track:

- ICF Mentor Coaching

## **PART ONE: THE OUTER GAME OF COACHING**

The Outer Game of Coaching component of Human Potential Coach Training is delivered by our brilliant Coaching Faculty over 26 consecutive weeks. This is how you develop the skills and practice to become an effective Coach!

It consists of a live, online, interactive weekend workshop (two dates to choose from), live coaching skills calls, supervised practice calls and plenty of practice with your Coaching Buddies.

### **The Workshop**

This is a highlight for many students! 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.
- 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.



# COURSE STRUCTURE

## Live Training Calls

Following the orientation / welcome session you have 12 Zoom video conference calls dedicated to exploring coaching skills. These will be supplemented and supported by a series of videos and articles on our learning platform.

Following this, it's time to get a lot of practice! In addition to coaching sessions with your Coaching Buddies, we have 12 practice calls designed to help develop your confidence and capability as a Coach. This is where the magic starts to happen, and you come to life as a Coach!

Each call lasts 90 minutes and you have two different times to choose from for each call. See page 19-20 for more information.

You are allowed to miss up to 2 of the coaching skills sessions and 2 practice sessions. If you miss more than these, you will need to book and pay for a 1:1 make up session with a Mentor Coach (see page 22).

## PART TWO: THE INNER GAME OF COACHING

The Inner Game of Coaching component of our program is delivered by creator of Human Potential Coach Training, Dr. Mark Atkinson. Many of the students absolutely love this part of the curriculum! It runs in parallel with The Outer Game of Coaching and

commences with three, one-hour live webinars delivered weekly. The six dimensions covered are:

- Mastery of Experience
- Mastery of Emotion
- Mastery of Energy

This is an incredible opportunity to learn the principles and practices that support the process of inner development and high-performance from Mark himself. After this, you will move on to his recorded Be Unlimited personal development course. This dives into the five most important principles of human potential development: Waking Up, Powering Up, Cleaning Up, Growing Up and Showing Up. This you can take at your own pace! Most students complete it in six to eight weeks.

## PART THREE: 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.
- Understand proven marketing strategies including networking, direct contact and follow-up, public speaking, writing, publicity, promotional events 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.
- 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.

# COURSE STRUCTURE

Additionally, we will provide you with access to two business and marketing courses from the highest paid marketing consultant in the world, Jay Abraham. Students love these!

## **PART FOUR - THE CERTIFICATION REQUIREMENTS**

The requirements to certify as a Human Potential Coach differ according to which track you select.

### **The Regular Track**

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

- Attended (or submitted a Missed Call Form for) the Mandatory Orientation Call
- Attended a minimum of 10 Skills Calls and 10 Practice Calls. For any calls you can't attend you must submit a Missed Call Form.
- Attended all sessions of the 2-day Coach Training workshop.
- Had a minimum of 10 sessions with a Coaching Buddy.
- Coached a minimum of five Clients for a total of 40+ hours.

- Attended (or submitted a Missed Call Form for) all Inner Game of Coaching calls.
- Watched all of the Be Unlimited videos and reviewed each document.
- Received a passing mark on your final submission of an audio recording in English, of a 30-minute coaching session.
- Submitted a signed copy of the HPI Trademark License Agreement.
- Have no outstanding financial obligations to the Human Potential Institute.

### **The Level 1 ICF Track**

To become a Certified Human Potential Coach on the Level 1 Accredited ICF track, you must complete all the above PLUS:

- Submitted four 15-minute audio recordings (mp3, mp4a audio, AAC or wav), in English, of coaching session samples. 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.
- Attended 10 Mentor Coaching sessions.

## **PART FIVE - ICF MENTOR COACHING**

As part of our Level 1 Accredited ICF Track, you will receive 10 hours of Mentor Coaching from our specially trained, ICF-accredited Mentor Coaches. Seven of these 10 sessions are within group sessions (with no more than nine other students) and the remaining three sessions are one-on-one with your assigned ICF Mentor Coach. Over the course of 12 weeks, you will attend these one-hour online sessions with your group pod and your Mentor Coach, following which you will have satisfied the Mentor Coach requirements for ICF credentialing!

# 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 2020 report [1], the estimated 71,000 Coach practitioners worldwide generated over \$2.849 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 \$62,500 [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.

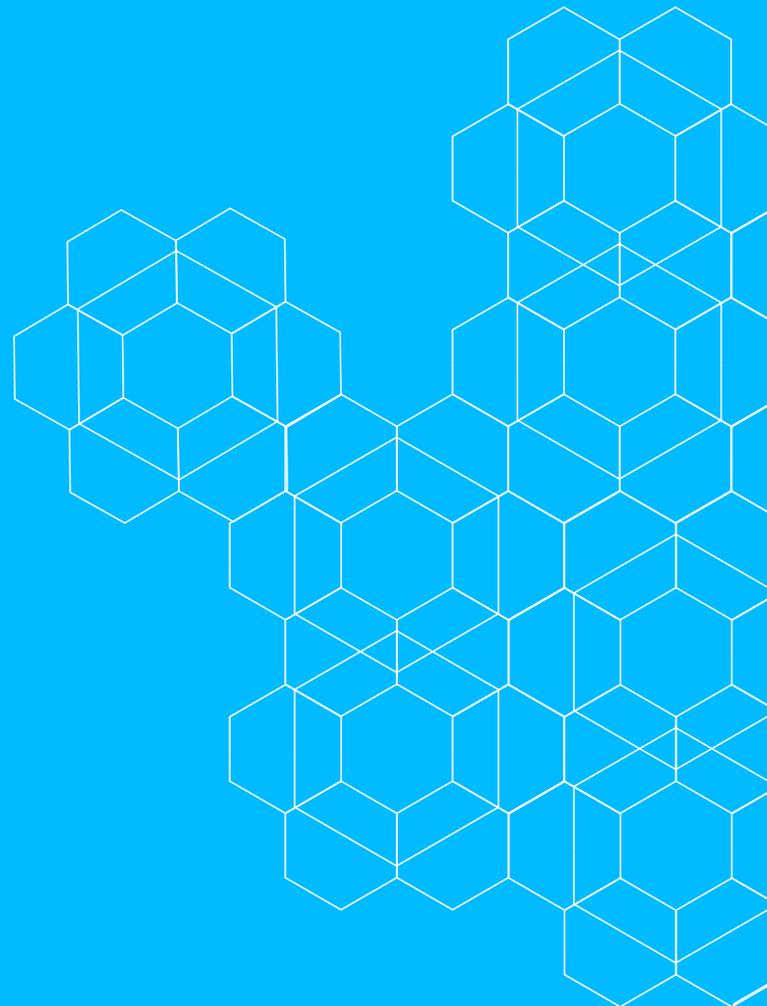
Coaching works by building growth-promoting relationships (through Presence, support, respect, Client-empowerment), eliciting motivation and increasing energy levels (the jet fuel for change), enhancing the likelihood of sustainable change (through positivity, resilience, reality-based optimism and self-efficacy), 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!**

# WHAT HUMAN POTENTIAL COACHES ARE SAYING...





**EMMANUEL CLARET**  
MIRAMAS, FRANCE

“The Human Potential Coach Training was a life changer for me. I learned so much during the process of these 35 weeks. The trainers were so professional and supporting us all the way to succeed. I would highly recommend the course to anyone who wants to be a professional Coach.”



**EGLE PAULAUSKAITE**  
ZURICH, SWITZERLAND

“This is a training program that provides all the knowledge, tools and inspiration needed for the most unique and beautiful within a person, to unfold.”



**EVAN GONZALEZ**  
SANTA CRUZ, CALIFORNIA

I highly recommend that if you plan to certify as a Human Potential Coach, take the leap and go all the way through the ACC with the ICF. The course fine tunes training on the core competencies and prepares you to enter the ICF credentialing process confidently.



**ELZANNE MOODIE**  
HEARTBEESPOORT,  
SOUTH AFRICA

Through the Human Potential Coach Training, I did not only learn to become the best Coach I can be; I also learned to become the best Human Being I can be. What a journey.



**JUAN GONZALEZ**  
QUEBEC, CANADA

I highly recommend this unique and practical - Human Potential Coach - training that showed me step by step how to transform myself as a Coach first and then inspire, help and support my Clients in a consciousness-transformation journey to become the best version we can be as human beings by accomplishing our goals and upgrading our mind, body and energy to the next level.



**GLENN ROSEWALL**  
SYDNEY, AUSTRALIA

My coaching quiver is now full of arrows to use in helping Clients, and potential Clients reach their full human potential.



**JONO LIEW**  
SELFOSS, ICELAND

This is honestly one of the, if not THE best Coach training programs out there. I don't think anyone of us knew what we were getting ourselves into. But what a journey it has been! Even if you have no intention to be a Coach, you'd get more than your money worth just doing it for self-improvement. I really appreciate my fellow Coaches-in-Training who were more likeminded than many of my contemporaries in real life. And the trainers, they are simply top notch Coaches and excellent human beings. It was one of the best investments I've made. If you are still on the fence about it, think no more: just do it!!



**JENNA IAIZZO**  
MINNEAPOLIS,  
MINNESOTA

This was more than just a program to gain a coaching certificate. The Human Potential Coaching program opened up many paths and journeys for self-development and growth. The learnings are unending and uplifting; propelling me into an exciting future. The ability to show up and be present is the greatest learning. I am truly grateful to have found this program and make it through.



**SANDRA ALBERTTIS**  
COCONUT CREEK,  
FLORIDA

This has been such an enjoyable and informative course. I signed up with the belief that this course would train me to coach others, but it turned out to be an eye opener for myself. I truly feel empowered by all of the techniques and self growth I have accomplished to practicing as a Human Potential Coach.



**HAILEY ROWE**  
CHICAGO, ILLINOIS

Becoming a Certified Human Potential Coach was one of the best decisions I've ever made. I feel fully equipped and qualified with the skills and knowledge necessary to best serve my Clients. I've helped Clients overcome perfectionism, adrenal fatigue, hormonal imbalances, and addiction to sugar. I've also helped them build long-term feel good habits, like exercising regularly or high intensity interval training. I was surprised to learn so much about myself through the training - the 8 weeks of Mindfulness Training got me into a consistent meditation practice because I finally understood how it could benefit me. I've done other Coach programs and trainings, none of them have the level of integrity that this course does.



**HEATHER FOWEE**  
CINCINNATI, OHIO

When I started HPCT, I had no idea where I wanted to take my coaching business, after a long health-coaching sabbatical. After certifying, I'm crystal clear on where I want to go from here and how I can be a purposeful life-changer!



**KEVIN KENNEDY**  
GLEN ROCK,  
NEW JERSEY

This coaching course is truly a wealth of information that prepares you for coaching and for all social interaction. It has made my marriage better, my relationship with my partner better and overall it has made me a better friend in the process.



**STEVEN J WILLIAMS**  
OLYMPIA, WASHINGTON

This course has not only taught me about helping Clients reach their own human potential, but how I can reach mine as well.



**ALEXIA BJARKAN**  
COSTA RICA

When the Human Potential Coach Training program launched, I jumped at the chance to participate. The Bulletproof Diet saved my life, and I see it as a great honour and mission as a Human Potential Coach to help others reach their potential too. I quit my corporate career in 2016 to pursue this passion. It is incredible to see the same transformation in my Clients. I love watching them shed weight and start feeling great about themselves. And from there, create lives that they truly love!



**KATE BROOKS**  
OSHGOSH, WISCONSIN

The Human Potential Coaching program has literally changed my life! On a professional level, I did not expect to learn so much about my own mindset and be able to apply all the knowledge and tools we learned to transform our lives in such a short period of time!! On a personal level, the HPC community is like NO other! It has introduced me to multiple beloved friends, and has forever changed my view on community and loving others. This lesson, along with everything else HPI has taught me, is priceless!!



**LISA HONEYWELL**  
HOUSTON, TEXAS

After taking the Human Potential Coaching Course, I have tremendous respect and admiration for the graduates that have come before me and those that will follow. The skill and ability to be present while coaching my Clients is truly an inspiring and cherished gift. Peers experienced their own incredible and unexpected breakthroughs during our coaching sessions. My Clients have attested to the powerful impact and effectiveness of genuine mindful coaching. Many thanks to Dave Asprey and the HPI team for the vision, love and for enhancing countless lives around the globe.



**JOEL AYLWORTH**  
SAN FRANCISCO,  
CALIFORNIA

From the 2-day workshop alone, I learned so much about myself and my level of Presence and how I show up in the world. The more I practiced the coaching skills and really actually listening to people instead of always preparing my response, I felt like I was almost living in another dimension of reality. Most people are stumbling along with busy lives and are missing the deeper levels of connection that are out there. Powerful stuff—and for this I will always be grateful.



**BIANCA CAPO**  
CHARLOTTE,  
NORTH CAROLINA

The Human Potential Coach Training is one of the most incredible programs to increase your skillset as a Coach and reach your potential as a human being. The teaching staff is incredible!! Thank you for shifting my consciousness and giving me the tools to help others do the same.



**HONG PHUONG**  
MELBOURNE,  
AUSTRALIA

When I started on this journey, I was completely self-centered. My only aim was to optimise my own health and well-being. I was blown away by the personal shift I experienced from the truly transformative workshop. I believe Dr. Mark Atkinson to be an extraordinary teacher and thought leader in the field of human potential development. Not only did I gain valuable insights from the program, which allowed me to support myself and others live a more conscious, healthier and high-performance life; but more than ever, I feel more connected to the notion of doing my part to help drive positive change in the world.



**EMILY BAKER**  
LOS ANGELES,  
CALIFORNIA

It's not an exaggeration to say that Coach Training transformed my life. I came into training while still in my career as a District Attorney for the County of Los Angeles. That career left me sick and burned out. I chose Coach Training because I was looking for something more, but I didn't have the energy to follow my dreams. The Human Potential Coach Training taught me how to heal from the inside out. After becoming a certified Coach I quit my job, started my own company and have the energy to live the life I was looking for. I have blended coaching with my legal background to help people through legal-ish transitions, everything from getting divorced to starting a company and learning to advocate for yourself in business. I created a life I love and my husband recently said that I finally seem like me again. It's truly incredible the difference coach training has made.



**DARREN PYEFINCH**  
MILTON KEYNES,  
UNITED KINGDOM

This course completely blew me away. I learned so much and enjoyed it immensely. It has been life changing.



**DAYNE BARKLEY**  
MELBOURNE,  
AUSTRALIA

The skills and knowledge I've obtained from this coaching course are unlike any other. I was finally able to effectively implement a daily meditation practice into my life thanks to the 8-week Mindfulness Training, sharpen and improve my skills as a Coach and person, all with an incredibly supportive team and network at my fingertips. I am truly grateful for my experience.



**MELINA VICARIO**  
BUENOS AIRES,  
ARGENTINA

There are three main things that make The Human Potential Institute special and unique: the possibility to learn directly for THE MAN, the father of Biohacking Dave Asprey. He is not only wise and generous, but also kind and a lot of fun! The second is the quality and relentless commitment of the professors of the program. The third is the tribe and community, the possibility to meet the most fabulous people from all around the world and co-create together, share new knowledge. Also, the content I learnt allowed me to deliver the first Biohacking seminar of Argentina, a huge success, and to become a Biohacking Influencer in Latin America. I strongly recommend this program!



**AMANDA CAREY**  
SYDNEY,  
AUSTRALIA

This is one of the best decisions I have made to do this course. I found for me the best way to see it as a training program for myself. Then you walk away with the added bonus of being able to coach people and do what you love. The thing I love most about this course, is it enables you to become a fully embodied Coach. Meaning, you live what you practice. You are what you teach. Clients will feel this through you because you learn how to coach from Presence. Not only has this course changed my life. I am already seeing amazing changes in my Clients. THANK YOU!!!



**CARI ROSNO**  
DES MOINES,  
IOWA

I am often asked my thoughts on the coaching program. My initial response is always "It was not at all what I expected, but so much more than I could have asked for." Through the Presence-based orientation of the program and education around holistic living I not only regained my health, I am a better leader and owner of a marketing firm who has now started a second business.



**MARIA A. PETIT**  
MIAMI, FLORIDA

The Human Potential Coach Certification is an Inner Growth Journey to which I invite anyone who is up for the challenge. Irrespective of whether you are interested in working in the coaching field, you will gain valuable insight about yourself through the process. The course will stretch and move you in ways you didn't know were possible!



**ALEX JAWAD**  
HANDEN, SWEDEN

This course changed my life in ways I never thought possible. I feel such immense gratitude for having participated!



**ANJA EBERSBACH**  
PALMA DE MALLORCA,  
SPAIN

Excellent trainers, very supportive and very experienced, so there was a lot of knowledge to gain. The excellent venue was conducive to learning. There was a great interaction and trust between participants, which was encouraged by the openness / approachability of the facilitators. Trust was quickly established. The environment was very supportive.



**SASHA HANNA**  
SANTA MONICA,  
CALIFORNIA

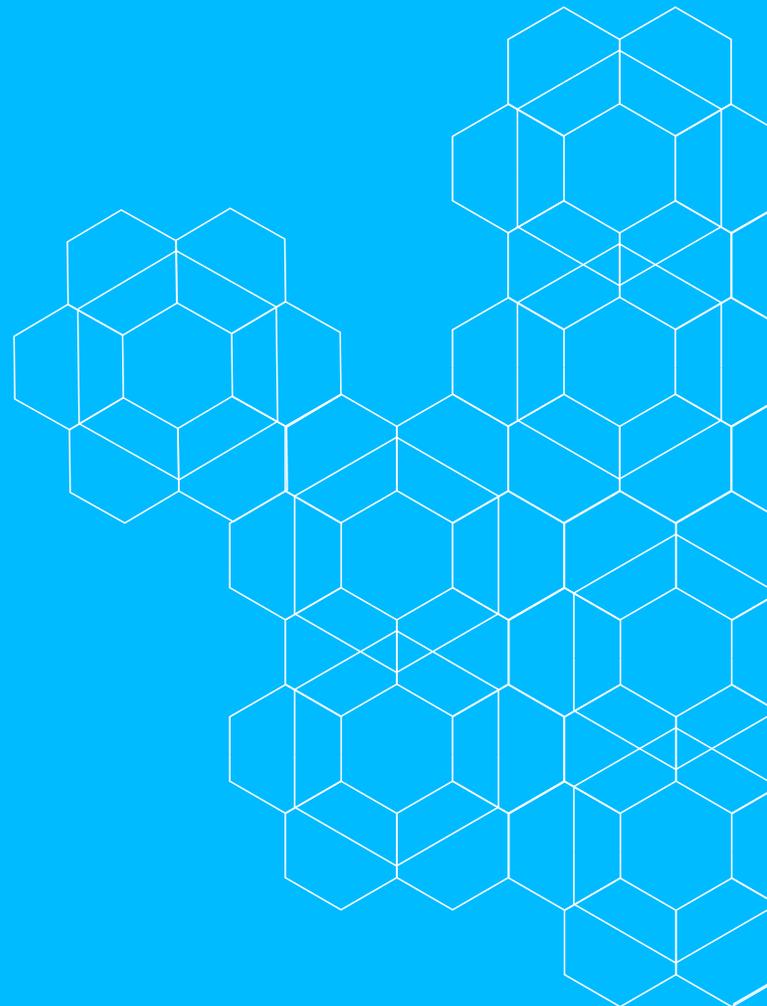
This training program was one of the most transformative experiences that I have done. This taught me how to live in such a way that is masterful with my true "self". Operating from a state of Presence is the truly sane way to live and the way to bring about a new earth, and upgrade humanity. The time is now—Live totally, live intensely, and live dangerously!



**ELISSA KERPEN**  
MELBOURNE,  
AUSTRALIA

This has been one of the most valuable learning experiences I've had. I was able to apply the skills learnt each week to my current work life which has allowed me to excel in performance and rank at the top of my field. I have also opened up a coaching practise concurrently helping people actively work towards their goals. A very rewarding outcome.

# 2022 HUMAN POTENTIAL COACH TRAINING SCHEDULES



# TRAINING SCHEDULES

Our six-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. Please then select a workshop and Mentor Pod (for ICF Track students) that is most convenient. **Detailed schedules can be found on the subsequent pages.**

**CAN'T MAKE EITHER  
2022 COHORT? NOT  
A PROBLEM.**

**EMAIL US FOR OUR  
2023 INTAKE DATES!**

Email us [HERE](#)



## GROUP BORA 2022

**Start date:**  
June 27, 2022

**Certification Deadline:**  
February 15, 2023

### The Outer Game of Coaching

**Coaching Skills and Practice Calls:**  
Mondays @ 7am Pacific / 10am Eastern OR 5pm Pacific / 8pm Eastern (you choose!)

### Workshop Options:

- **July 30-31, 2022**  
9am-2:30pm Pacific /  
11am-4:30pm Eastern each day
- **October 22-23, 2022**  
9am-2:30pm Pacific /  
11am-4:30pm Eastern each day

### The Inner Game of Coaching

(You can attend live or watch the recordings) Wednesdays @ 8am Pacific / 11am Eastern (60 minutes):

- **June 29**
- **July 6**
- **July 27**

## MENTOR POD OPTIONS

- **Option 1** - Thursdays @ 9am Pacific / 12pm Eastern  
Aug 25, Sep 8, Sep 22, Oct 13, Nov 3, Nov 17, Dec 1
- **Option 2** - Thursdays @ 11am Pacific / 2pm Eastern  
Sep 22, Oct 6, Oct 27, Nov 10, Dec 1, Dec 15, Dec 29

## GROUP SIROCCO 2022

**Start Date:**  
September 8, 2022

**Certification Deadline:**  
May 1, 2023

### The Outer Game of Coaching

**Coaching Skills and Practice Calls:**  
Thursdays @ 7am Pacific / 10am Eastern OR 5pm Pacific / 8pm Eastern (you choose!)

### Workshop Options:

- **October 22-23, 2022**  
8am-1:30pm Pacific /  
11am-4:30pm Eastern each day
- **January 21-22, 2023**  
8am-1:30pm Pacific /  
11am-4:30pm Eastern each day

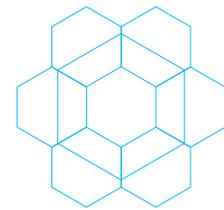
### The Inner Game of Coaching

(You can attend live or watch the recordings) Tuesdays @ 8am Pacific / 11am Eastern (60 minutes)

- **September 13**
- **September 20**
- **September 27**

## MENTOR POD OPTIONS

- **Option 1** - Wednesdays @ 2:30pm Pacific / 5:30pm Eastern  
Nov 2, Nov 16, Nov 30, Dec 14, Jan 11, Jan 25, Feb 8
- **Option 2** - Wednesdays @ 10am Pacific / 1pm Eastern  
Dec 7, Dec 21, Jan 18, Feb 1, Feb 15, Mar 1, Mar 15



# GROUP BORA 2022 ZOOM TRAINING SCHEDULE

## ALL CLASSES RUN FOR UP TO 90 MINUTES

### ORIENTATION CALL

**Mon Jun 27** Mandatory Orientation Call: 7am Pacific / 10am Eastern OR 5pm Pacific / 8pm Eastern

### COACHING SKILLS TRAINING

**Tues Jul 5** Coaching Skills Call 1: 7am Pacific / 10am Eastern OR 5pm Pacific / 8pm Eastern

**Mon Jul 11** Coaching Skills Call 2: 7am Pacific / 10am Eastern OR 5pm Pacific / 8pm Eastern

**Mon Jul 18** Coaching Skills Call 3: 7am Pacific / 10am Eastern OR 5pm Pacific / 8pm Eastern

**Mon Jul 18** Coaching Skills Call 4: 7am Pacific / 10am Eastern OR 5pm Pacific / 8pm Eastern

**Mon Aug 1** Coaching Skills Call 5: 7am Pacific / 10am Eastern OR 5pm Pacific / 8pm Eastern

**Mon Aug 8** Coaching Skills Call 6: 7am Pacific / 10am Eastern OR 5pm Pacific / 8pm Eastern

**Mon Aug 15** Coaching Skills Call 7: 7am Pacific / 10am Eastern OR 5pm Pacific / 8pm Eastern

**Mon Aug 22** Coaching Skills Call 8: 7am Pacific / 10am Eastern OR 5pm Pacific / 8pm Eastern

**Mon Aug 29** Coaching Skills Call 9: 7am Pacific / 10am Eastern OR 5pm Pacific / 8pm Eastern

**Tues Sept 6** Coaching Skills Call 10: 7am Pacific / 10am Eastern OR 5pm Pacific / 8pm Eastern

**Mon Sept 12** Coaching Skills Call 11: 7am Pacific / 10am Eastern OR 5pm Pacific / 8pm Eastern

**Mon Sept 19** Coaching Skills Call 12: 7am Pacific / 10am Eastern OR 5pm Pacific / 8pm Eastern

### COACHING COMPETENCY & PRACTICE TRAINING

**Mon Sept 26** Coaching Competencies & Practice 1: 7am Pacific / 10am Eastern OR 5pm Pacific / 8pm Eastern

**Mon Oct 3** Coaching Competencies & Practice 2: 7am Pacific / 10am Eastern OR 5pm Pacific / 8pm Eastern

**Mon Oct 10** Coaching Competencies & Practice 3: 7am Pacific / 10am Eastern OR 5pm Pacific / 8pm Eastern

**Mon Oct 17** Coaching Competencies & Practice 4: 7am Pacific / 10am Eastern OR 5pm Pacific / 8pm Eastern

**Mon Oct 24** Coaching Competencies & Practice 5: 7am Pacific / 10am Eastern OR 5pm Pacific / 8pm Eastern

**Mon Oct 31** Coaching Competencies & Practice 6: 7am Pacific / 10am Eastern OR 5pm Pacific / 8pm Eastern

**Mon Nov 7** Coaching Competencies & Practice 7: 7am Pacific / 10am Eastern OR 5pm Pacific / 8pm Eastern

**Mon Nov 14** Coaching Competencies & Practice 8: 7am Pacific / 10am Eastern OR 5pm Pacific / 8pm Eastern

**Mon Nov 21** Coaching Competencies & Practice 9: 7am Pacific / 10am Eastern OR 5pm Pacific / 8pm Eastern

**Mon Nov 28** Coaching Competencies & Practice 10: 7am Pacific / 10am Eastern OR 5pm Pacific / 8pm Eastern

**Mon Dec 5** Coaching Competencies & Practice 11: 7am Pacific / 10am Eastern OR 5pm Pacific / 8pm Eastern

**Mon Dec 12** Coaching Competencies & Practice 12: 7am Pacific / 10am Eastern OR 5pm Pacific / 8pm Eastern

### COURSE COMPLETION

**Mon Dec 19** ICF Credentialing Pathway: 7am Pacific / 10am Eastern OR 5pm Pacific / 8pm Eastern (Mandatory)

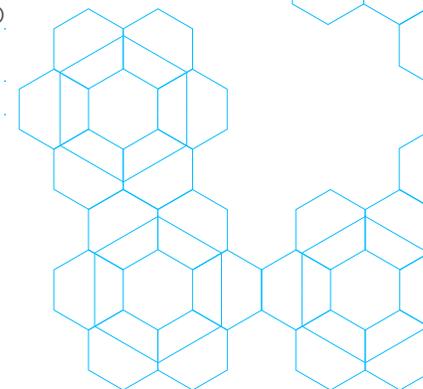
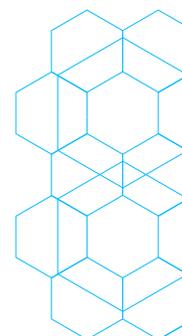
**Mon Jan 9** Course Completion Call: 7am Pacific / 10am Eastern OR 5pm Pacific / 8pm Eastern (non-Mandatory)

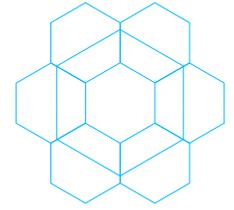
### CERTIFICATION DEADLINE

**Mon Feb 15, 2023**

**PLEASE NOTE:** This schedule may be subject to alteration due to currently unforeseen conflicts. We will formally notify you of any changes as or when they occur.

**All classes are mandatory except for the course completion call**





# GROUP SIROCCO 2022 ZOOM TRAINING SCHEDULE

## ALL CLASSES RUN FOR UP TO 90 MINUTES

### ORIENTATION CALL

**Thurs Sept 8** Mandatory Orientation Call: 7am Pacific / 10am Eastern OR 5pm Pacific / 8pm Eastern

### COACHING SKILLS TRAINING

**Thurs Sept 15** Coaching Skills Call 1: 7am Pacific / 10am Eastern OR 5pm Pacific / 8pm Eastern

**Thurs Sept 22** Coaching Skills Call 2: 7am Pacific / 10am Eastern OR 5pm Pacific / 8pm Eastern

**Thurs Sept 29** Coaching Skills Call 3: 7am Pacific / 10am Eastern OR 5pm Pacific / 8pm Eastern

**Thurs Oct 6** Coaching Skills Call 4: 7am Pacific / 10am Eastern OR 5pm Pacific / 8pm Eastern

**Thurs Oct 13** Coaching Skills Call 5: 7am Pacific / 10am Eastern OR 5pm Pacific / 8pm Eastern

**Thurs Oct 20** Coaching Skills Call 6: 7am Pacific / 10am Eastern OR 5pm Pacific / 8pm Eastern

**Thurs Oct 27** Coaching Skills Call 7: 7am Pacific / 10am Eastern OR 5pm Pacific / 8pm Eastern

**Thurs Nov 3** Coaching Skills Call 8: 7am Pacific / 10am Eastern OR 5pm Pacific / 8pm Eastern

**Thurs Nov 10** Coaching Skills Call 9: 7am Pacific / 10am Eastern OR 5pm Pacific / 8pm Eastern

**Thurs Nov 17** Coaching Skills Call 10: 7am Pacific / 10am Eastern OR 5pm Pacific / 8pm Eastern

**Thurs Dec 1** Coaching Skills Call 11: 7am Pacific / 10am Eastern OR 5pm Pacific / 8pm Eastern

**Thurs Dec 8** Coaching Skills Call 12: 7am Pacific / 10am Eastern OR 5pm Pacific / 8pm Eastern

### COACHING COMPETENCY & PRACTICE TRAINING

**Thurs Dec 15** Coaching Competencies & Practice 1: 7am Pacific / 10am Eastern OR 5pm Pacific / 8pm Eastern

**Thurs Jan 5** Coaching Competencies & Practice 2: 7am Pacific / 10am Eastern OR 5pm Pacific / 8pm Eastern

**Thurs Jan 12** Coaching Competencies & Practice 3: 7am Pacific / 10am Eastern OR 5pm Pacific / 8pm Eastern

**Thurs Jan 19** Coaching Competencies & Practice 4: 7am Pacific / 10am Eastern OR 5pm Pacific / 8pm Eastern

**Thurs Jan 26** Coaching Competencies & Practice 5: 7am Pacific / 10am Eastern OR 5pm Pacific / 8pm Eastern

**Thurs Feb 2** Coaching Competencies & Practice 6: 7am Pacific / 10am Eastern OR 5pm Pacific / 8pm Eastern

**Thurs Feb 9** Coaching Competencies & Practice 7: 7am Pacific / 10am Eastern OR 5pm Pacific / 8pm Eastern

**Thurs Feb 16** Coaching Competencies & Practice 8: 7am Pacific / 10am Eastern OR 5pm Pacific / 8pm Eastern

**Thurs Feb 23** Coaching Competencies & Practice 9: 7am Pacific / 10am Eastern OR 5pm Pacific / 8pm Eastern

**Thurs Mar 2** Coaching Competencies & Practice 10: 7am Pacific / 10am Eastern OR 5pm Pacific / 8pm Eastern

**Thurs Mar 9** Coaching Competencies & Practice 11: 7am Pacific / 10am Eastern OR 5pm Pacific / 8pm Eastern

**Thurs Mar 16** Coaching Competencies & Practice 12: 7am Pacific / 10am Eastern OR 5pm Pacific / 8pm Eastern

### COURSE COMPLETION

**Thurs Mar 23** ICF Credentialing Pathway: 7am Pacific / 10am Eastern OR 5pm Pacific / 8pm Eastern (Mandatory)

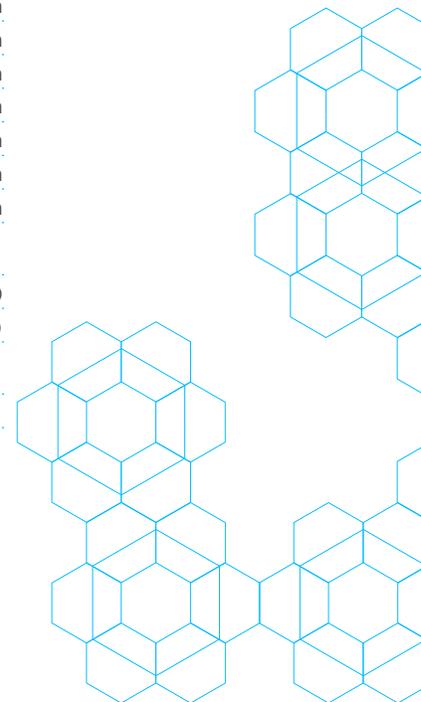
**Thurs Mar 30** Course Completion Call: 7am Pacific / 10am Eastern OR 5pm Pacific / 8pm Eastern (non-Mandatory)

### CERTIFICATION DEADLINE

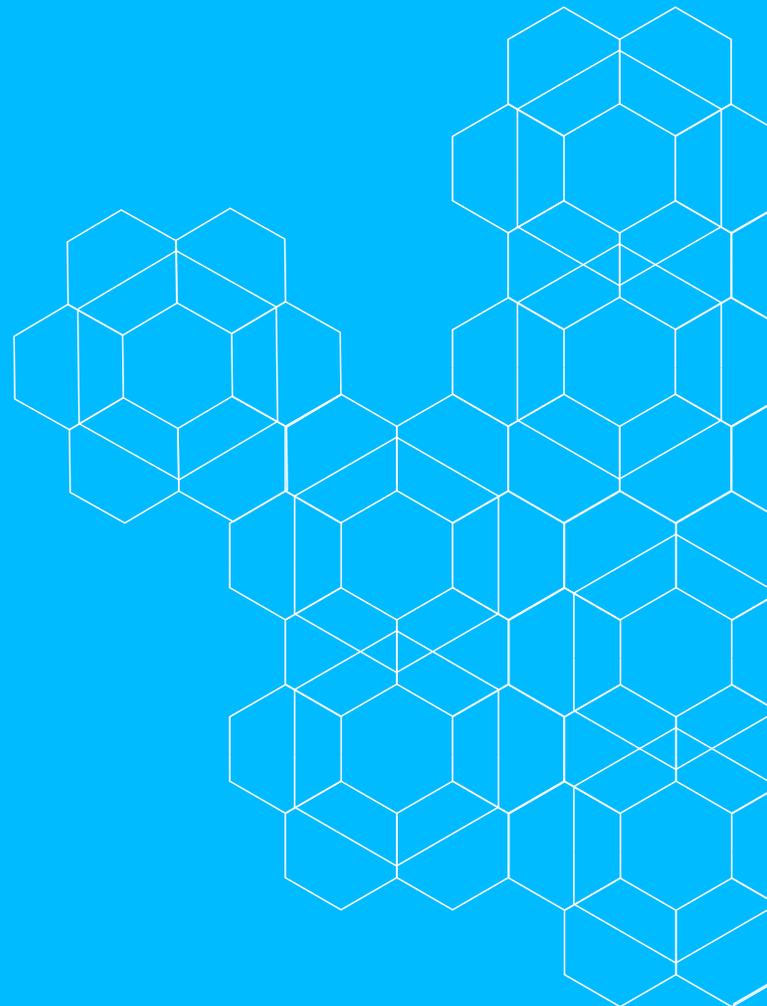
**Thurs May 1 2023**

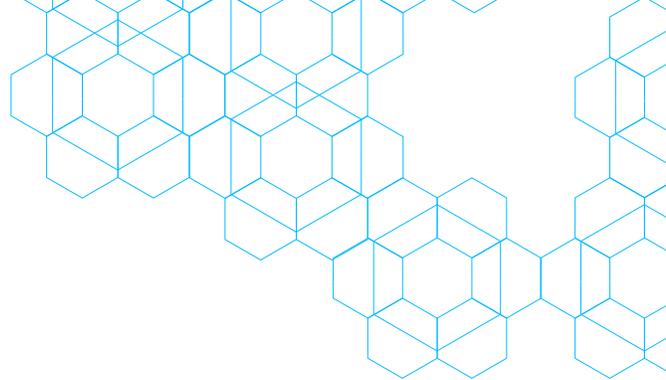
**PLEASE NOTE:** This schedule may be subject to alteration due to currently unforeseen conflicts. We will formally notify you of any changes as or when they occur.

**All classes are mandatory except for the course completion call**



# FREQUENTLY ASKED QUESTIONS





# FAQS

## WHEN CAN I START TRAINING?

Our upcoming courses begin:

- **June 27, 2022**  
Group Bora
- **September 8, 2022**  
Group Sirocco

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](#).

## WHAT WORKSHOP CAN I ATTEND?

The following options are listed by cohort:

### Group Bora 2022

- **July 30-31, 2022** @ 9am-2:30pm Pacific / 11am-4:30pm Eastern each day
- **October 22-23, 2022** @ 9am-2:30pm Pacific / 11am-4:30pm Eastern each day

### Group Sirocco 2022

- **October 22-23, 2022:**  
8am-1:30pm Pacific/  
11am-4:30pm Eastern each day
- **January 21-22, 2023:**  
8am-1:30am Pacific /  
11am-4:30pm Eastern each day

## WHAT MENTOR POD CAN I ATTEND?

### Group Bora 2022

- **Option 1** – Thursdays @ 9am Pacific / 12pm Eastern  
Aug 25, Sep 8, Sep 22, Oct 13, Nov 3, Nov 17, Dec 1
- **Option 2** – Thursdays @ 11am Pacific / 2pm Eastern  
Sep 22, Oct 6, Oct 27, Nov 10, Dec 1, Dec 15, Dec 29

### Group Sirocco 2022

- **Option 1** – Wednesdays @ 2:30pm Pacific / 5:30pm Eastern  
Nov 2, Nov 16, Nov 30, Dec 14, Jan 11, Jan 25, Feb 8
- **Option 2** – Wednesdays @ 10am Pacific / 1pm Eastern  
Dec 7, Dec 21, Jan 18, Feb 1, Feb 15, Mar 1, Mar 15

**Please note:** you may not mix-and-match sessions from different Mentor Pods. For example, if you register for Option 1, you may only attend those sessions.

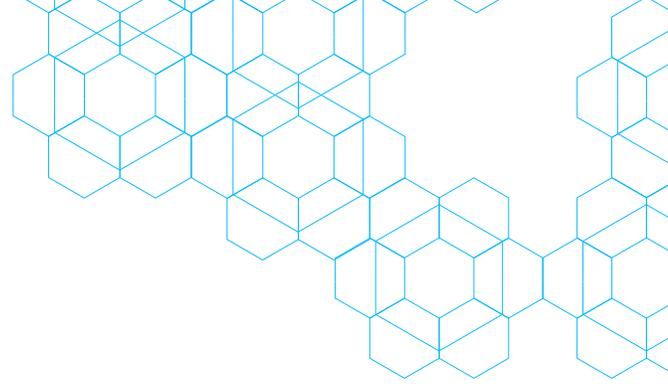
## COURSE WITHDRAWAL, CANCELLATIONS, CHANGES & REFUNDS:

- If you apply for a refund 31+ days before the Mandatory Orientation Call, 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 Mandatory Orientation Call, there is no refund.
- This applies to your original cohort of enrollment into the Coach Training program.

## WHAT IF I MISS A SESSION?

### Call Make-Up Sessions

If you have fallen short of the required live calls for certification or for your ICF Mentor Pod, you may substitute a Mentor Coach 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, provided you missed the same group call. You may make up one missed Mentor Pod call in this way.



# FAQS

## **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.

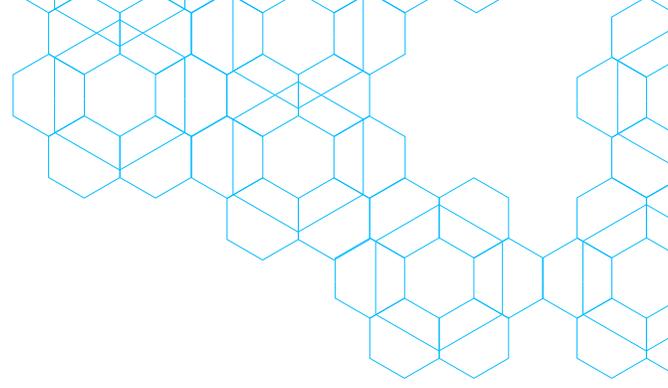
## **WHAT COACHING BODIES ARE YOU AFFILIATED WITH?**

We are accredited to offer CCEUs and contact learning hours. with the International Coaching Federation — [www.coachfederation.org](http://www.coachfederation.org). The International Coaching 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://coachingfederation.org/credentials-and-standards>. 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. Upon successful completion of the Human Potential Coach Training ICF Track, you will then need to complete an additional 60 hours of Client coaching (100 hours total) and pass the ICF Coach Knowledge Assessment.



# REFERENCES

1. 2020 ICF Global Coaching Study. <https://coachingfederation.org/research/global-coaching-study>.
2. 2012 ICF Global Coaching Study. [https://coachingfederation.org/app/uploads/2017/12/2016ICFGlobalCoachingStudy\\_ExecutiveSummary-2.pdf](https://coachingfederation.org/app/uploads/2017/12/2016ICFGlobalCoachingStudy_ExecutiveSummary-2.pdf).
3. The integration of mindfulness training and health coaching: an exploratory Study; Gordon B. Spence\*, Michael J. Cavanagh, and Anthony M. Grant Coaching Psychology Unit, School of Psychology, University of Sydney, Australia Coaching: An International Journal of Theory, Research and Practice Vol. 1, No. 2, September 2008, 144-162.
4. Newnham-Kanas, C., Gorczyński, 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 wellbeing: 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.

