BE FULFILLED. MAKE A DIFFERENCE. EARN MONEY.

BECOME A CERTIFIED HUMAN POTENTIAL COACH

CURRICULUM GUIDE
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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 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!

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.

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.
THE HUMAN POTENTIAL COACH TRAINING TAKES PLACE OVER 9 MONTHS

IT CONSISTS OF:

• A 35-week virtual training program

• A 2-day 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

• Dr. Mark Atkinson’s Human Potential Intensive Workshops

• Exclusive live Q&A sessions with Dave Asprey

• An 8-week virtual Mindfulness Training program

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?

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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!**

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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.”

ELZANNE MOODIE
HEARTBEEPSPOORT, 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.

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.”

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.

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.

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
SELFOS, 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.
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!

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.

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.

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.

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!

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.

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.

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.

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 bumbling 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.

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.

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

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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!

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.

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.
9 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:
THE ULTIMATE 4-IN-1 COACH TRAINING PROGRAM

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. Our integrative curriculum covers all of these, plus more! Not only will you receive training in the foundational coaching skills of the International Coaching Federation, we also provide 35 weeks of training on how to help Clients achieve their goals, upgrade their body and mind and actualize their higher potentials. Imagine having the confidence and know-how to support your Clients in making positive changes within any area of their life. This will be you as a newly Certified Human Potential Coach!

ACCREDITED BY THE BEST – THE INTERNATIONAL COACHING FEDERATION

If you aspire to promote yourself as a Professional Coach and want to charge a premium rate, an International Coaching Federation (ICF)-Accredited training is a must. Ours is! Human Potential Coach Training has gone through a rigorous assessment by the ICF and is approved for 70+ “Approved Coach Specific Training Hours” (ACSTH). You need a minimum of 60 hours to apply for credentialing as an ICF Associate Certified Coach (ACC). Human Potential Coach Training is accredited by the most respected Coach membership organization in the World and provides you with credibility to establish yourself as a truly professional Coach.

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 Coaching 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.
We want you to succeed as a Coach! That's why in addition to the entire Certified Human Potential Coach Training program (including the 35-week virtual training course, 30+ live calls, two-day workshop, weekly Coaching Clinic, access to private FB group, personalized feedback from the Coaching Faculty and support from the HPI Coach team) [$5,997 Value] you will also receive $12,500 worth of high-value extras, bonuses and courses, including:

- Two business and marketing courses from the highest paid marketing consultant in the world, Jay Abraham. [$10,000 Value]
- Exclusive access to The Human Potential Intensive – a fast-track training in how to choose your experience of reality (and access greater freedom and joy). [$750 Value]
- Exclusive live Q&A webinars with Dave Asprey, the Father of Biohacking. [$500 value]
- 8-week self-paced Mindfulness Training program. [$297 Value]
- Access to our incredible flagship online personal development course, Be Unlimited. [$197 Value]
- Discounts on future Human Potential Institute offerings, the Annual Biohacking Conference and continuing education opportunities (this is beneficial for re-credentialing with the ICF down the line!). [$500+ Value]
- One-year listing on the Human Potential Institute website following your certification. [$500 Value]

We will support you in becoming the best version of you, in living from a way of being that is conscious and free, more joyful, Present and connected.

Your capacity as a future Human Potential Coach to facilitate deep insight and transformation with your coaching Clients emerges from this. Many of our graduates write about their surprise and deep gratitude for the profound inner transformation that many of them experience because of our training. This is by design. The combination of our pioneering coaching methodology, training process and community, two extraordinary personal development courses, Be Unlimited (5 weeks) and Mindfulness Training (8 weeks), regular live personal development teaching sessions from HPI founder Dr. Mark Atkinson and your willingness to wholeheartedly engage with these create a potent recipe for transformation and wellbeing.
Most coaching is head-based, ego-focused and oriented to chasing goals that arise from programmed conditioning, what our conditioned mind tells us we should be doing. There is a role for this, particularly when it comes to addressing and fixing issues outside of us, however it doesn’t bring lasting fulfillment, contact the real issues of the person being coached or utilize an ever-present source of inner wisdom and insight.

At the Human Potential Institute, we teach another way — an integrative, Presence-centered, somatically oriented coaching methodology. Okay, that might sound complicated. Let me explain! Beyond your thinking, conceptual mind is a dimension of you called Presence. When you relate to the world solely from the conceptual mind you will experience a ‘separate-sense-of-me’ centered in the region of your forehead. Most people are identified with (imprisoned by) their egoic, me-focused conceptual mind and unconsciously perceiving the reality through its filters, biases and assumptions. It’s easy to know whether this is true for you.

Does your mind spend a lot of time judging, comparing, worrying, making up stories, creating drama, getting distracted, compulsively avoiding, medicating or resisting your inner experience and recycling unhelpful, harmful and/or unwanted addictive thinking/behavioral patterns. Do you feel separate from life, sensing you are not enough or don’t have enough? Does this sound familiar? This is the default for most human beings. It is the number one cause of unnecessary psychological suffering and failure to realize our unlimited potential.

When you live from your conditioning you are not in charge of your life, your conditioning is! There is an alternative way of being and living (and coaching) and this is to be Presence-centered, not ego-centered. Have you ever experience a moment when time stopped and you felt present and open, totally aware, connected, vital, at peace. Yes? This was probably you being Presence. If you haven’t tasted this, you are in for a life-changing insight!

You are not your egoic-conditioned mind. You are not your body. You are Presence. Inherent to Presence are the qualities we human beings seek — wholeness, wisdom, wellbeing, connection, safety, joy, love, ease — FREEDOM. From Presence, wiser more creative solutions arise. From Presence we see clearly. Knowing how to develop, live and coach consciously from and as Presence is truly a game-changer. It will be our privilege to teach you how!

Our students (and their Clients) are often astonished at the power, simplicity and elegance of the Human Potential Coaching process. As you learn to attune to aware Presence and relate to the movements within you (your direct inner experience) from the inherently open and allowing Awareness, liberation of stuck conditioning, energy patterns, pain and suffering happens. This focus on the experience arising within the interior space of the body is somatically oriented dimension to Human Potential Coaching. It is truly remarkable. It releases all manner of creativity, insights powers and potentials. This way of being is a revelation. It has the potential to change you and your life forever.

And then as a Presence-centered Certified Human Potential Coach you support your Clients in not only living and relating from Presence, but also guiding them in shaping a mind, body and energy system that works for them, not against them. This is the key to flourishing as a conscious, self-actualizing human being! We teach a truly whole-person approach grounded in science, one that integrates contemporary insights and practices from the fields of cognitive science, developmental theory, positive psychology, biohacking, neuroscience and behavioral change. Becoming a Certified Human Potential Coach will transform your life and provide you with a professional vehicle for being paid well to help your Clients achieve their true goals and transform their lives. It is profoundly fulfilling work.
FLEXIBLE, HOME-BASED TRAINING

Our flexible, modular training format allows you to start your course online (we have an intake every few months) and attend the online 2-day workshop at a date convenient to you. We appreciate how busy you are and that is why we have worked hard to provide a balance between live, experiential online sessions and providing you with recorded videos and audios you can access at your convenience. Throughout the training program you will connect with your peers and Faculty, and personally experience the extraordinary power of the Human Potential Coaching process. From start to finish and based on allocating 4 to 6 hours per week to your training, you can be a Certified Human Potential Coach in just nine months!

BE TAUGHT BY MASTER TEACHERS

Our faculty are some of the most respected and experienced teachers of Presence-centered Coaching skills in the world. Committed to walking their talk and facilitating your development as a Human Potential Coach, they will do what they can to ensure you become the best Coach you can be. You will receive personalized mentor feedback on your coaching, and our faculty interact directly with participants in small breakouts on the training calls to enhance your learning. Sherry Trebes is our Senior Coaching Faculty. She is a graduate of Human Potential Coach Training (as are all of our faculty) and a highly experienced Coach and teacher. Also included within the training are invitations to attend my Human Potential Intensive seminar, plus exclusive live Q&A sessions with Dave Asprey. Our students absolutely love these opportunities and have found them to enhance and support their own personal development.

FREE COACHING WITH HUMAN POTENTIAL COACHES

The best Coaches have a lot of experience in being coached by others. Not only do you learn loads from the more experienced Coach, but they support you in your own process of transformation and outer change. When you join the Human Potential Coach Training program you can apply to receive coaching from a Certified Human Potential Coach at no cost to you! This will usually be a minimum of 6 sessions of no fewer than 30 minutes each. Our graduate Coaches are primed and ready to help you succeed!
AMAZING SUPPORT

We have an incredible community of over 1500 students and Coaches who are just like you, passionate about making a difference in the world. When you join the Human Potential Coach Training program, you will be welcomed into our private Facebook community, allocated a Buddy group and be personally supported in every step of your learning journey by our dedicated support team.

Our Faculty offer weekly open office hours, so you can drop in with any questions you have. The free Coaching, as we mentioned before, is also available to you. Many students start friendships and even businesses together after meeting each other at the workshop or within the Buddy group. Your tribe 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 coaching workshop, and our 8-week virtual Mindfulness Training.

As part of your training program, you will have two opportunities to attend my live, online Human Potential Intensive – a fast-track training in how to choose your experience of reality (and access greater freedom and joy). This is an incredible opportunity to learn a methodology for choosing your experience of reality. It has been a game changer for many of our students.

**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.

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:

- **April 6, 2022:**
  - Group Chinook

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 36-40.
THE LIVE CLASS CALLS
Whilst we strongly prefer you attend all of the live class calls, we do understand that due to unforeseen circumstances you might not be able to attend every class. We do allow for a maximum of 2 missed calls in each category (i.e. 2 missed Skills Calls and 2 missed Practice Calls). 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 online workshop. This is one of the highlights for many of our 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.
• 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 online workshop dates for 2022 are:
• May 14-15, 2022 3pm-8:30pm Pacific / 6pm-11:30pm Eastern each day
• July 30-31, 2022 6am-11:30am Pacific / 9am-2:30pm Eastern each day
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 serve you well in making sense of the myriad claims and messages that we are exposed to daily. This awareness will also 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:

- 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.
SECTION ONE: HUMAN POTENTIAL FUNDAMENTALS

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.

Coaching for Nutrition

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

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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, wellbeing and performance.
• Have practical strategies for managing stress, de-activating 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 wellbeing 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 wellbeing, 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 wellbeing.
• 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.).
While you’re building on the practical skills taught in the live Coaching Skills classes, you will also going 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.
I mentioned previously that you will have regular live Coaching Skills sessions 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 regular live 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 are allowed to miss a maximum of 2 Coaching Skills sessions and a maximum of 2 Coaching Competencies & Practice sessions. You must attend all other live calls, have a minimum of 10 Buddy coaching sessions and complete a minimum of 40 Client coaching hours to become certified as a Human Potential Coach.
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. It’s all you need to set up your public storefront! 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.
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 the Mandatory Orientation Call.
• Attended all sessions of our 2-day workshop.
• Missed a maximum of 2 live Coaching Skills sessions. Whilst attending all of them 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.
• Missed a maximum of 2 live Coaching Competencies & Practice sessions. Whilst attending all of them 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 Log and Missed Call 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 one month 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 entire Certified Human Potential Coach Training program, including the 35-week virtual training course, 30+ live calls, two-day workshop, weekly Coaching Clinic, access to private FB group, personalized feedback from the Coaching Faculty and support from the HPI Coach team. [$5,997 Value]

2. Two business and marketing courses from the highest-paid marketing consultant in the world, Jay Abraham. [$10,000 Value]

3. Exclusive access to The Human Potential Intensive – a fast-track training in how to choose your experience of reality (and access greater freedom and joy). [$750 Value]

4. Exclusive Q&A webinars with Dave Asprey, the Father of Biohacking. [$500 value]

5. 8-week self-paced Mindfulness Training program. [$297 Value]

6. Access to our incredible flagship online personal development course, Be Unlimited. [$197 Value]

7. Discounts on future Human Potential Institute offerings, the Annual Biohacking Conference and continuing education opportunities (this is beneficial for re-credentialing with the ICF down the line!). [$500+]

8. One-year listing on the Human Potential Institute website following your certification. [$500 Value]

9. Access to our wonderful community of 1500+ people. Find your tribe or next business partner! [$Priceless]

10. Upon certification you will be awarded the prestigious accolade: Certified Human Potential Coach (CHPC). [$Priceless]

11. Eligibility for membership with the International Coaching Federation (ICF), the world’s largest, most prestigious membership association for professional Coaches. [$Priceless]

RECEIVE A WORLD-CLASS ICF-ACCREDITED COACH TRAINING PACKAGE VALUED AT $18,000

ENROLL NOW
Payment plans also available at checkout

humanpotentialinstitute.com
FREQUENTLY ASKED QUESTIONS
FAQS

WHEN CAN I START TRAINING?
Our upcoming courses begin:
• April 6, 2022
  Group Chinook
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:
  Eastern each day
Group Chinook 2022
• May 14-15, 2022
  3pm-8:30pm Pacific / 6pm-11:30pm Eastern each day
• July 30-31, 2022
  6am-11:30am Pacific / 9am-2:30pm Eastern each day

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 Coaching 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) will be provided.

• If you apply within 30 days of your online/Virtual Coach Training commencing, or if your online training has commenced, there is no refund.

• This applies to your original date of enrollment into the Coach Training program.

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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 ACSTH (Approved Coach Specific Training Hours) with the International Coaching Federation — 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 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 70+), 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 Coaching 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-credentialled 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-credentialled 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 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. You may make up one missed Mentor Pod call in this way.

Sessions with a Mentor Coach

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 Mentor Coach 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.
2022 HUMAN POTENTIAL COACH TRAINING SCHEDULES
Our 9-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 on the subsequent pages.*

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**GROUP CHINOOK 2022**

**Start Date:**
April 6, 2022

**Certification Deadline:**
January 9, 2023

**Coaching Skills and Practice Calls:**
Wednesdays @ 8am Pacific / 11am Eastern OR 5pm Pacific / 8pm Eastern (you choose!)

**Workshop Options:**
- **May 14-15, 2022**
  3pm-8:30pm Pacific / 6pm-11:30pm Eastern each day
- **July 30-31, 2022**
  6am-11:30am Pacific / 9am-2:30pm Eastern each day
GROUP CHINOOK 2022
ZOOM TRAINING SCHEDULE

ALL CLASSES RUN FOR UP TO 90 MINUTES

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<tr>
<th>COURSE COMPLETION</th>
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<td>Wed Nov 2</td>
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<th>CERTIFICATION DEADLINE</th>
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<td>Mon Jan 9, 2022</td>
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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 for certification except for the course completion call.
CODE OF ETHICS
1. INTRODUCTION

The ICF Code of Ethics describes the core values of the International Coaching Federation (ICF Core Values), and ethical principles and ethical standards of behavior for all ICF Professionals (see definitions). Meeting these ICF ethical standards of behavior is the first of the eleven ICF core coaching competencies (ICF Core Competencies). That is “understanding coaching ethics and standards and applying them appropriately to all coaching and coaching related situations.”

The ICF Code of Ethics serves to uphold the integrity of ICF and the global coaching profession by:

- Setting standards of conduct consistent with ICF core values and ethical principles.
- Guiding ethical reflection, education, and decision-making.
- Adjudicating and preserving ICF Coach standards through the ICF Ethical Conduct Review (ECR) process.
- Providing the basis for ICF ethics training in ICF-accredited programs.

The ICF Code of Ethics applies when ICF Professionals represent themselves as such, in any kind of coaching-related interaction. This is regardless of whether a coaching Relationship (see definitions) has been established. This Code articulates the ethical obligations of ICF Professionals who are acting in their different roles as Coach, Coach supervisor, Mentor Coach, trainer or student Coach-in-training, or serving in an ICF Leadership role, as well as Support Personnel (see definitions).

Although the Ethical Conduct Review (ECR) process is only applicable to ICF Professionals, as is the Pledge, the ICF Staff are also committed to ethical conduct and the Core Values and Ethical Principles that underpin this ICF code of ethics.

The challenge of working ethically means that members will inevitably encounter situations that require responses to unexpected issues, resolution of dilemmas and solutions to problems. This Code of Ethics is intended to assist those persons subject to the Code by directing them to the variety of ethical factors that may need to be taken into consideration and helping to identify alternative ways of approaching ethical behavior.

ICF Professionals who accept the Code of Ethics strive to be ethical, even when doing so involves making difficult decisions or acting courageously.
2. KEY DEFINITIONS

- **“Client”** — the individual or team/group being coached, the Coach being mentored or supervised, or the Coach or the student Coach being trained.

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

- **“Coaching Relationship”** — a relationship that is established by the ICF Professional and the Client(s)/Sponsor(s) under an agreement or a contract that defines the responsibilities and expectations of each party.

- **“Code”** — ICF Code of Ethics

- **“Confidentiality”** — protection of any information obtained around the coaching engagement unless consent to release is given.

- **“Conflict of Interest”** — a situation in which an ICF Professional is involved in multiple interests where serving one interest could work against or be in conflict with another. This could be financial, personal or otherwise.

- **“Equality”** — a situation in which all people experience inclusion, access to resources and opportunity, regardless of their race, ethnicity, national origin, color, gender, sexual orientation, gender identity, age, religion, immigration status, mental or physical disability, and other areas of human difference.

- **“ICF Professional”** — individuals who represent themselves as an ICF Member or ICF Credential-holder, in roles including but not limited to Coach, Coach Supervisor, Mentor Coach, Coach Trainer, and Student of Coaching.

- **“ICF Staff”** — the ICF support personnel who are contracted by the managing company that provides professional management and administrative services on behalf of ICF.

- **“Internal Coach”** — an individual who is employed within an organization and coaches either part-time or full-time the employees of that organization.

- **“Sponsor”** — the entity (including its representatives) paying for and/or arranging or defining the coaching services to be provided.

- **“Support Personnel”** — the people who work for ICF Professionals in support of their Clients.

- **“Systemic equality”** — gender equality, race equality and other forms of equality that are institutionalized in the ethics, core values, policies, structures, and cultures of communities, organizations, nations and society.

3. ICF CORE VALUES AND ETHICAL PRINCIPLES

The ICF Code of Ethics is based on the ICF Core Values (link) and the actions that flow from them. All values are equally important and support one another. These values are aspirational and should be used as a way to understand and interpret the standards. All ICF Professionals are expected to showcase and propagate these Values in all their interactions.
CODE OF ETHICS

4. ETHICAL STANDARDS
The following ethical standards are applied to the professional activities of ICF Professionals:

Section I - Responsibility to clients
As an ICF Professional, I:

1. Explain and ensure that, prior to or at the initial meeting, my coaching Client(s) and Sponsor(s) understand the nature and potential value of coaching, the nature and limits of confidentiality, financial arrangements, and any other terms of the coaching agreement.

2. Create an agreement/contract regarding the roles, responsibilities and rights of all parties involved with my Client(s) and Sponsor(s) prior to the commencement of services.

3. Maintain the strictest levels of confidentiality with all parties as agreed upon. I am aware of and agree to comply with all applicable laws that pertain to personal data and communications.

4. Have a clear understanding about how information is exchanged among all parties involved during all coaching interactions.

5. Have a clear understanding with both Clients and Sponsors or interested parties about the conditions under which information will not be kept confidential (e.g., illegal activity, if required by law, pursuant to valid court order or subpoena; imminent or likely risk of danger to self or to others; etc.). Where I reasonably believe one of the above circumstances is applicable, I may need to inform appropriate authorities.

6. When working as an Internal Coach, manage conflicts of interest or potential conflicts of interest with my coaching Clients and Sponsor(s) through coaching agreement(s) and ongoing dialogue. This should include addressing organizational roles, responsibilities, relationships, records, confidentiality and other reporting requirements.

7. Maintain, store and dispose of any records, including electronic files and communications, created during my professional interactions in a manner that promotes confidentiality, security and privacy and complies with any applicable laws and agreements. Furthermore, I seek to make proper use of emerging and growing technological developments that are being used in coaching services (technology-assisted coaching services) and be aware how various ethical standards apply to them.

8. Remain alert to indications that there might be a shift in the value received from the coaching relationship. If so, make a change in the relationship or encourage the Client(s)/Sponsor(s) to seek another coach, seek another professional or use a different resource.

9. Respect all parties’ right to terminate the coaching relationship at any point for any reason during the coaching process subject to the provisions of the agreement.

10. Am sensitive to the implications of having multiple contracts and relationships with the same Client(s) and Sponsor(s) at the same time in order to avoid conflict of interest situations.

11. Am aware of and actively manage any power or status difference between the Client and me that may be caused by cultural, relational, psychological or contextual issues.

12. Disclose to my Clients the potential receipt of compensation, and other benefits I may receive for referring my Clients to third parties.

13. Assure consistent quality of coaching regardless of the amount or form of agreed compensation in any relationship.
Section II - Responsibility to practice and performance

As an ICF Professional, I:

14. Adhere to the ICF Code of Ethics in all my interactions. When I become aware of a possible breach of the Code by myself or I recognize unethical behavior in another ICF Professional, I respectfully raise the matter with those involved. If this does not resolve the matter, I refer it to a formal authority (e.g., ICF Global) for resolution.


16. Commit to excellence through continued personal, professional and ethical development.

17. Recognize my personal limitations or circumstances that may impair, conflict with or interfere with my coaching performance or my professional coaching relationships. I will reach out for support to determine the action to be taken and, if necessary, promptly seek relevant professional guidance. This may include suspending or terminating my coaching relationship(s).

18. Resolve any conflict of interest or potential conflict of interest by working through the issue with relevant parties, seeking professional assistance, or suspending temporarily or ending the professional relationship.

19. Maintain the privacy of ICF Members and use the ICF Member contact information (email addresses, telephone numbers, and so on) only as authorized by ICF or the ICF Member.

Section III – Responsibility to professionalism

As an ICF Professional, I:

20. Identify accurately my coaching qualifications, my level of coaching competency, expertise, experience, training, certifications and ICF Credentials.

21. Make verbal and written statements that are true and accurate about what I offer as an ICF Professional, what is offered by ICF, the coaching profession, and the potential value of coaching.

22. Communicate and create awareness with those who need to be informed of the ethical responsibilities established by this Code.

23. Hold responsibility for being aware of and setting clear, appropriate and culturally sensitive boundaries that govern interactions, physical or otherwise.

24. Do not participate in any sexual or romantic engagement with Client(s) or Sponsor(s). I will be ever mindful of the level of intimacy appropriate for the relationship. I take the appropriate action to address the issue or cancel the engagement.

Section IV - Responsibility to society

As an ICF Professional, I:

25. Avoid discrimination by maintaining fairness and equality in all activities and operations, while respecting local rules and cultural practices. This includes, but is not limited to, discrimination on the basis of age, race, gender expression, ethnicity, sexual orientation, religion, national origin, disability or military status.

26. Recognize and honor the contributions and intellectual property of others, only claiming ownership of my own material. I understand that a breach of this standard may subject me to legal remedy by a third party.

27. Am honest and work within recognized scientific standards, applicable subject guidelines and boundaries of my competence when conducting and reporting research.

28. Am aware of my and my Clients’ impact on society. I adhere to the philosophy of “doing good,” versus “avoiding bad.”
5. THE PLEDGE OF ETHICS OF THE ICF PROFESSIONAL:

As an ICF Professional, in accordance with the Standards of the ICF Code of Ethics, I acknowledge and agree to fulfill my ethical and legal obligations to my coaching Client(s), Sponsor(s), colleagues and to the public at large.

If I breach any part of the ICF Code of Ethics, I agree that the ICF in its sole discretion may hold me accountable for so doing. I further agree that my accountability to the ICF for any breach may include sanctions, such as mandatory additional coach training or other education or loss of my ICF Membership and/or my ICF Credentials.

Adopted by the ICF Global Board of Directors September 2019

REFERENCES

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.