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# **BULLETPROOF COACH TRAINING**

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**Help People. Make a Difference.  
BE FINANCIALLY REWARDED.  
Become a Certified Bulletproof Coach.**

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Imagine this.

One year from now you are a **Certified Bulletproof 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 his or her current level of energy and health.

As a Bulletproof 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.

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

1. **Performance**—reaching a destination. For example: reducing weight and body fat percentage, running a marathon, enhancing psychological well-being, achieving work or sales targets.
2. **Skills**—developing new skills and abilities. For example: managing stress, accessing creativity, becoming assertive, applying emotional intelligence, improving communication and developing leadership.
3. **Personal development**—transforming consciousness, perceptions, values,

beliefs and meaning. For example: enhancing self-awareness, becoming kinder and more patient, getting clarity on life purpose, cultivating a meaningful spiritual life and developing a mature self-confidence.

You charge a premium hourly rate because of your success in guiding clients to achieving their goals and realizing their fullest potential. People actively seek you out to do so.

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

**This could become your reality.**

We are opening the doors of our Bulletproof Coach Training Course to motivated people who want to feel their best, perform their best and help others do the same.

### **Is This You?**

The Bulletproof Coach Training is the first in its class: **The Premier Coach Training Program for High-Performance and Human Potential Development.**

Okay, maybe we're biased. We created the course. But we know this coach training is unlike anything else out there!

Why? Because it integrates cutting-edge discoveries from the worlds of nutrition science, biohacking, neuroscience, positive psychology, developmental coaching, somatic intelligence, resilience training and personal development, combined with our own extensive personal and professional experience.

My name is Rod Francis and I am the Head Coach of the Bulletproof Training Institute. I am a highly experienced coach, teacher and Mindfulness trainer. Alongside my colleagues I will be guiding you through the entire training program. I love my work, and can't wait to get started!

My colleague of ten years is Dr. Mark Atkinson. He is the Head of the Bulletproof Training Institute and an internationally-renowned mind-body medicine physician and Self-leadership teacher. Marks expertise and passion is mind/body health and the unfolding of human potential.

Together with Dave Asprey the founder of Bulletproof, we have created a training that reflects our combined knowledge, the insights of pioneers within the field of human performance and coaching with our own powerful, intuitive coaching process. The feedback from the students in the Bulletproof Coach Training Course has been phenomenal. Why? Because it is deeply illuminating, and personally and professionally transformational.

The Bulletproof Coach Training Course takes place over nine months. It consists of:

- ✓ A 2-day in-person workshop.
- ✓ A 35-week Virtual Training Program.
- ✓ An 8-week Virtual Mindfulness Training Program.
- ✓ Exclusive Live Webinars with Dave Asprey, Founder of Bulletproof.
- ✓ Up to 30 sessions of guided coaching practice & skills development.

We 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 are valued most.

Ensure that by the time you graduate, you will be clear on how to create a thriving coaching practice and/or 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.

Once you have successfully completed our training program, and the certification process you will:

- ✓ Receive a professional credential from us, the Bulletproof Training Institute (BTI). We are becoming a worldwide, leading authority in high-performance and human potential training.
- ✓ Be awarded the prestigious accolade: Bulletproof Coach (BPC).
- ✓ Be eligible for membership of the Association for Coaching (AC). The AC is a leading membership association for Professional Coaches.
- ✓ Have the possibility of gaining over 60 ICF ACSTH hours and a pathway to full ICF credentialing as an Associate Certified Coach (ACC) (additional fees and conditions apply).
- ✓ Be provided with a free listing on our training institute website for three years.
- ✓ Be invited to take part in our exclusive Bulletproof Coach Continuing Education (CE) program.
- ✓ Belong to an influential network of highly motivated professional colleagues and Bulletproof Coaches.

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?

## THE OPPORTUNITY

You might be new to coaching so I will share some illuminating information about coaching, the coaching market and the opportunity for you as a coach. This is a real eye-opener. In a 2016 report [1], the estimated 53,300 coaches worldwide generated over \$2.3 billion (USD) in annual revenues.

The greatest concentration of coaches, and highest paid coaches, are in 'high income areas' like North America, Western Europe and Oceania (Australia and New Zealand).

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

The 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 enables them to achieve meaningful goals more effectively and efficiently. The process of personal transformation and achievement is 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: 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, vision, goal setting, planning, accountability, reflection and feedback).

**It's a formula that works, and one you will learn in the Bulletproof Coach Training Course.**

As graduate of our Bulletproof Coach Training Course how will you put your qualification and skills to use?

Will you choose to:

- Develop a new career as a Bulletproof 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 Bulletproof Coach?
- Increase your hourly rate to reflect your expanded coaching skill set and knowledge base?

**The world is your oyster.**

## COURSE STRUCTURE

Our 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.

Our training is divided into three parts.

- |         |                          |            |
|---------|--------------------------|------------|
| Part 1. | In-Person Workshop       | (2 days)   |
| Part 2. | Virtual Training Program | (35 weeks) |
| Part 3. | Certification Program    | (8 weeks+) |

## Part 1. Two-Day Workshop

This in-person workshop is the most important part of the training. It is here that you will meet your fellow students and be taught the core foundations of the Bulletproof coaching process.

It's a pretty intensive process, but the experience will pay off immediately. We will share with you the foundational principles and practices for taking charge of your psychology and state of consciousness. At the heart of this is discovering how to shift from identification with the egoic-state of consciousness to being centered in what we refer to as Presence. Presence is the creative, aware intelligence that is always available to us when we come out of our 'head' and into the present moment in a way that is open and allowing. Presence is both a resource, and the wellspring from which inspiration, wisdom and resilience arises. In Bulletproof Coaching, we coach from Presence. It is a game-changer and a potent way to facilitate deep insight and transformation in clients. Our students are often blown away by this part of the training. You will also learn how to help clients discover what they *really* want and know how to coach, using the Bulletproof coaching process, by the end of day two!

Bring your curiosity and be ready to work hard!

## Part 2. Virtual Training Program (35 weeks)

The Virtual Training Program dives deep into the core Bulletproof Coaching knowledge, skills, tools and practices. In addition to the material created by myself, Dr. Mark and Dave Asprey we also have contributions from several world-class experts including: Professor Guy Claxton (Emeritus Professor of the Learning Sciences at the University of Winchester); Professor Sonja Lyubomirsky (Positive Psychology); Professor Dale Bredeesen (Brain Health); Professor Ellen J Langer (Psychology/Aging); Roy Palmer (Peak Performance); Robert Waggoner (Lucid Dreaming); Gregory Caremans (Neurocognitive & Behavioral Expert); John White (Heart Coherence Training); Doug Silsbee (Presence-Based Coaching); Dr. Les Fehmi (Open Focus Training); Professor Todd Kashdan (Psychology/Brain Training) and Stuart Haden (Coachability). You are in for a treat!

The training material will be released to you on a week-by-week basis. Additionally, every two weeks you will have your **live Coaching Skills Training** via Zoom teleconferencing. During these 90-minute sessions you will be taught, and get to practice, in small groups the core Bulletproof Coaching Skills.

Whilst you have to attend **a minimum of six live sessions** (minimum of 10 for ICF credentialing), we do understand that you might not be able to attend every session so they will be recorded and available for you to listen to at your convenience. *We will require you to submit a brief summary of each missed call.*

The Bulletproof Virtual Training program consists of five sections:

1. **Bulletproof Fundamentals**–Bulletproof knowledge, tools and practices.
2. **Bulletproof Coaching**–learning the Bulletproof Coaching process.
3. **Coaching Practice Intensive**–practicing the Bulletproof Coaching process.
4. **Transforming Passion into Profit**–creating a plan for utilizing your Bulletproof Coaching skills and services.
5. **Certification Overview**–getting you ready for certification.

## SECTION ONE: BULLETPROOF FUNDAMENTALS

Most coach training programs teach their students about the importance of not telling clients what to do. This is based on the principle that a coach's role is to enable clients into their own solutions and insights. This approach is a wise one. As coaches, we can't guarantee we know what's best for our clients. However, our experience as coaches is that unless clients have a certain degree of understanding of the nature of their mind, and have attained a level of self-awareness, often many of the messages and insights that arise can be misunderstood and may be potentially distorted in unhelpful ways. We will

unpack this statement in the training.

During the Bulletproof Coach Training process, you will acquire a lot of insightful knowledge that, when delivered skillfully and appropriately, has the potential to help facilitate deep transformation. We will teach you how to masterfully coach resources—how to put that knowledge to work while keeping the client empowered. Your future clients will be able to use you as an information and accountability resource while they learn to do it for themselves. Many clients will want to understand how to achieve their goals and improve their energy and performance. They will often appreciate being offered precise, personalized information, appropriate guidance, support and feedback when it's delivered skillfully as a coach.

As a Bulletproof Coach, you will be trained to know how and when to offer information, and how and when to recognize the moments that facilitating your client into his or her own wisdom and understanding is the right thing to do. This is the beauty of Bulletproof Coaching; you are trained to do both approaches. It is deeply fulfilling work and a privilege to facilitate.

The focus of this section, Bulletproof Fundamentals, is on developing a sound understanding of the knowledge, tools, practices and principles to maximize performance, actualize potential, enhance energy and help people become healthier, happier and more effective. Included in this section is a teaching on how to understand risk and health statistics. Being able to see through hype,

exaggerated importance and statistical deception will stand you well in making sense of the myriad claims and messages that we are exposed to on a daily basis. This awareness will serve you well, and help you to accurately communicate the benefit of a product or approach to your clients.

Throughout the training you will also be invited to upgrade your own body and mind, and self-experiment with what you are discovering. This is such an important aspect of becoming a Bulletproof Coach. We invite you to walk your talk and be a source of inspiration, as well as instruction, to your future clients.

Bulletproof Fundamentals consists of:

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

## 1–THE BULLETPROOF LIFE

The Bulletproof 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 Bulletproof Life, you will be able to:

- ✓ Provide an overview of the physical, emotional, mental and transpersonal aspects of the Bulletproof Coaching 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 Bulletproof Life, you will be able to:

- ✓ Explain the terms self-actualization and self-transcendence.
- ✓ Articulate the benefits to self and society of committing to human potential development.
- ✓ Teach clients how to access the high-performance state of Presence.
- ✓ Have a biohacking map and process for developing the physical, emotional, mental and spiritual potentials of your clients.

- ✓ Start developing mastery of your perceptions, emotions and thinking process.
- ✓ Understand how and why addressing personal kryptonite is integral to high performance.
- ✓ Teach clients about the High-Performance Zone and how to live from it.
- ✓ Explain the profound benefits of living in alignment with reality and welcoming our inner experience.
- ✓ Explain the hallmarks of the unhealthy, immature ego versus a healthy, mature high-functioning ego.
- ✓ Use and teach clients a powerful reflective practice that accelerates self-awareness and human potential development.

## BUILDING BETTER HABITS

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

- ✓ Explain what habits are, how they form and how they impact on every aspect of our life.
- ✓ Help yourself and your clients identify the specific habits that 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 Bulletproof Life, you will be able to:

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

## COACHING FOR NUTRITION

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

- ✓ Apply key insights from the Bulletproof Diet and Bulletproof Intermittent Fasting to your own life and that of your clients.
- ✓ Use the coaching for nutrition principles to educate and support your clients in achieving their goals.
- ✓ Help create an energy and performance focused, LCHF (low carb-high fat) eating plan for your clients.
- ✓ Support clients in eating with mindfulness, and creating a healthy, positive relationship with food and their body.

- ✓ Describe the main sources of nutritional kryptonite, foods, drinks and cooking styles that undermine health and performance.
- ✓ Support clients in reducing their body fat percentage, using an integrative approach.
- ✓ Advise clients on how to track and monitor their weight, and adapt their diet accordingly.

## COACHING FOR SUPPLEMENTS

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

- ✓ Use the six principles of Coaching for Supplements to help clients build and take charge of their own supplement program.
- ✓ Identify the key factors to look for when choosing a high-quality supplement.
- ✓ Hear Dave Asprey talk about supplements and the use of nootropics.
- ✓ Know where to refer clients to access authoritative information on supplements.
- ✓ Help your clients increase compliance in taking their supplements.

## COACHING FOR PHYSICAL ACTIVITY

On completing this aspect of The Bulletproof 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.

- ✓ Advise clients on how best to track and monitor their progress.
- ✓ Advise 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 Bulletproof 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 Bulletproof Life, you will be able to:

- ✓ Apply key insights from the Bulletproof approach to stress and resilience to your own life and that of your clients.
- ✓ Describe what stress is, and help your clients become aware of their personal somatic, behavioral, cognitive and emotional stress indicators.

- ✓ Facilitate your clients' awareness of the contributing factors that are giving rise to their experience of pressure and stress.
- ✓ Provide a neuroscience-based explanation of how stress and pressure can either diminish or enhance health, well-being and performance.
- ✓ Have practical strategies for managing stress, de-activating sympathetic system arousal, performing under pressure and building resilience.
- ✓ Integrate the Bulletproof approach to resilience into your personal and professional life.
- ✓ Develop a plan for clients that enable them to integrate stress management and resilience-building skills into their daily routines.

## COACHING FOR ENERGY

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

- ✓ Apply key insights from the Bulletproof approach to energy enhancement to 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 guidance and information to support their return to health.
- ✓ Help clients understand the costs of their current energy management behaviors and identify sources of energy depletion (including diet and toxins).

- ✓ Teach clients how to mobilize, focus and renew their energy with a systematic set of strategies and practices to build more capacity.

## COACHING FOR COGNITIVE PERFORMANCE

On completing this aspect of The Bulletproof 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 the Bulletproof approach to enhancing cognitive performance.
- ✓ Guide your clients to resources, apps and books that will support cognitive performance.

## 2-HACKING HAPPINESS

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

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

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

Running parallel to the Bulletproof Life, is our 8-week Bulletproof Mindfulness Training 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’, ‘the five hindrances’ and how they relate to the cultivation of a stable practice.
- ✓ Offer basic instructions to clients in the foundational practices (body scan, awareness of breath, mindfulness of feelings etc.).
- ✓ Practice mindful eating and mindfulness of daily activities and teach clients how to do these.
- ✓ Engage in Lovingkindness (Metta) practice, know how to employ it skillfully and understand some of the key research on its benefits.
- ✓ Integrate mindfulness practice into your client sessions either as a way of holding and containing the session dynamics, developing and sustaining Presence or as a powerful resource to teach your clients.

## SECTION TWO: BULLETPROOF COACHING

Building on the Coaching Skills taught in the two-day workshop, in the Live Coaching Competencies & Practice calls you are now going to start mastering the Bulletproof Coaching process.

Upon completion of this section you will:

- ✓ Know about the evidence-base for coaching as exemplified in the ICF Core Coaching Competencies.
- ✓ Have a clear understanding of the flow and structure of a Bulletproof

Coaching session.

- ✓ Know the core attributes of an effective Bulletproof 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 to powerfully reframe 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 the client's 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 the client's awareness.
- ✓ Appropriately utilize bottom-lining, interrupting and refocusing for the sake of the client's goals and agenda.

- ✓ Be familiar with the Bulletproof forms, coaching agreements and checklists.
- ✓ Know and agree to the Bulletproof (ICF) Code of Ethics, agreements and standards of practice.
- ✓ Be clear on what to do if your client needs 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.
- ✓ Be able to help clients to create personalized plans with goals that are attainable, measurable, specific, and have target dates.
- ✓ Know the top Bulletproof strategies for sustainable behavioral change.

## SECTION THREE: COACHING PRACTICE INTENSIVE

I mentioned previously that you will have **Live Coaching Skills Sessions** via Zoom teleconferencing. During these sessions, you will be taught, and get to practice in small groups, the core Bulletproof Coaching Skills.

In the Coaching Competencies & Coaching Practice section of the training we step things up a notch, with twice-weekly **Coaching Practice Training Calls**. In addition to these, at the 2-day 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.

The purpose of these Coaching Competencies & Practice sessions is to consolidate your understanding of the ICF competencies and prepare you to coach with confidence. **You will need to attend a minimum of 6 Coaching Skills sessions, 8 Coaching Competencies & Practice sessions and have a minimum of 10 'buddy coaching' sessions in order to become certified as a Bulletproof Coach.** If you are attending for ICF credentialing we request you attend all, but you must attend a minimum of 10 Skills calls & 14 Competencies & Practice calls.

## SECTION FOUR: TRANSFORMING PASSION INTO PROFIT

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

Upon completion of this section you will:

- ✓ Be able to describe the five key building blocks of every successful coaching business.
- ✓ Have clarity about your target market and their needs.
- ✓ Be clear about what 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 you.
- ✓ Have access to our unique Bulletproof Coach Marketing pack which will give you an immediate route to a professional looking public profile. This will include preferential access to our 3<sup>rd</sup> party providers who will offer you a tailored, professional-looking Bulletproof Coach web package and card design. All you need to set up your public store front! This helps take away the stress associated with the technical and design aspects of establishing your coaching business. There will also be a self-guided option for those wishing to create their own material at very low cost.
- ✓ Be guided through our instructional video series on how further build and develop your business. Topics include: What Content Do I Need & Why?; How to Create Powerful Marketing Content; How to Create a Podcast; How to Create a Videocast.

## SECTION FIVE: CERTIFICATION OVERVIEW

This is the final part of the training program. In this section, we will be clarifying the certification process and exploring how to maintain personal and professional excellence as a Bulletproof Coach.

To become a Bulletproof Coach, you will need to complete the two levels of the Certification Process.

### Level One. Certificate of Completion

A Certificate of Completion is awarded once you have:

- ✓ Attended **all of the sessions** in the 2-day workshop.
- ✓ Attended **at least 6 of the live Coaching Skills sessions**. For missed skills calls we require a summary of the recorded class, how these skills can apply to your coaching & when you practiced them. A call log will be provided for your use.
- ✓ Attended **at least 8 of the Coaching Competency & Practice sessions**. For missed sessions we require a summary of the class, how these skills can apply to your coaching & when you practiced them. A call log & missed call 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.

- ✓ Completed the 8-week Mindfulness Training Program.
- ✓ Completed the 35-week Virtual Training Platform
- ✓ Have no outstanding financial obligations to the Bulletproof Training Institute.

## Level Two. The Assessment Process

Now it's time to put everything you have learned into practice, get more experience and demonstrate your competency. The Assessment Process involves:

- ✓ Coaching a minimum of 5 different clients gratis, however if you have indemnity insurance you may provide paid client sessions. As a guide, each client may be provided with 8, once-weekly coaching sessions.
- ✓ Submitting a log (provided) providing evidence of a minimum of 40 hours of coaching with a minimum of 5 different clients.
- ✓ Receiving a pass mark following your submission of an audio (mp3, m4a audio, AAC or wav – in English) recording of a 30-minute coaching session. This will be reviewed and assessed according to criteria that will be shared with you in the training.
- ✓ Submitting a statement of competence whereby you describe how you intend to incorporate your new skills into your professional work, the competencies that enable you to do this and areas of work you are qualified for.
- ✓ Submitting a signed copy of Bulletproof Trademark License Agreement, Trademark Guidelines and Code of Ethics.

- ✓ Have no outstanding financial obligations to the Bulletproof Training Institute.

You have **two months** to complete the requirements for certification. If you are on the Pasadena 2017 training you must complete the certification process by certified by **August 27<sup>th</sup> 2018**. If you are on the Australia 2017 training you must complete the certification process by **September 24<sup>th</sup>, 2018**. If you are on the Toronto or New York 2018 training you must complete the certification process by **December 23<sup>rd</sup> 2018**.

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

## **YOUR INVESTMENT INCLUDES:**

- ✓ The complete Bulletproof Coach Training program.
- ✓ 2-Day workshop
- ✓ 35-week Virtual Training Program.
- ✓ 8-week Mindfulness Training Program.
- ✓ Access to weekly Coaching Clinic with faculty.
- ✓ Exclusive Live Webinars with Dave Asprey, Founder of Bulletproof.
- ✓ A comprehensive certification process.
- ✓ Being awarded the prestigious accolade: Bulletproof Coach (BPC).
- ✓ Discount on selected Bulletproof products.
- ✓ Discounted access to the Annual Bulletproof Conference

- ✓ All course materials.
- ✓ Eligibility for membership of the Association for Coaching (AC). The AC is a leading membership association for Professional Coaches.
- ✓ Free listing on our training institute website for three years.
- ✓ Invitation to take part in our exclusive Bulletproof Coach Continuing Education program.
- ✓ Belonging to an influential network of highly motivated professional colleagues and Bulletproof Coaches.

## ICF-ACCREDITED TRACK

If you intend to coach executives, work in companies or want to have the highest level of credentialing, then you should consider the ICF track. This upgraded training option offers sufficient Approved Coach Specific Training Hours (ACSTH) for full certification with the prestigious International Coach Federation (ICF).

The International Coach Federation (ICF) is the leading global organization dedicated to advancing the coaching profession and the world's largest organization of professionally trained coaches. The ICF also offers the only globally recognized, independent credentialing program for coach practitioners.

While holding the title Bulletproof Coach is regarded as being a mark of training rigor and stature both within the coaching industry and the wider world, adding an ICF 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. To date the ICF have only credentialed 22,000 coaches since its inception, so clearly you would 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 [1]. The same study reported that an ICF credentialed coach was also sought by most individual clients when procuring a personal coach.

Our ICF-accredited track is of course more rigorous, but if you intend to work as a coach and especially if you aspire to work with executives, companies or be a leader within your field, this is the recommended training for you. The main differences between this track and our foundation Bulletproof Coach Training is that you are required to attend the majority of the live calls in person, plus you will receive personalized assessment, mentoring and feedback for all five (four extra!) of your session audio recordings, a process which is designed to consolidate and enhance your growing professional skill set. You will need to have:

- ✓ Attended **all of the sessions** in the 2-day workshop.
- ✓ Attended **a minimum of 10 of the 12 live Coaching Skills sessions**. Whilst

attending all 12 is the preference, if you miss 1 or 2 of the calls, you will need to submit a summary of the class, overview of how the skills taught will be applied to your coaching and when you practiced them. *A call log & missed call form will be provided for your use.*

- ✓ Attended **a minimum of 14 of the 16 live Coaching Practice & Competencies sessions**. Whilst attending all 16 is the preference, if you miss 1 or 2 of the calls, you will need to submit a summary of the class, overview of how the skills taught will be applied to your coaching and when you practiced them. *A call log & missed call form will be provided for your use.*
- ✓ Had **a minimum of 10 sessions with your coaching buddy**. *A session log will be provided.*
- ✓ Completed the 8-week Mindfulness Training Program.
- ✓ Completed the 35-week Virtual Training Program.
- ✓ Attended the Preparing for ICF Credentialing mentor call.
- ✓ Have no outstanding financial obligations to the Bulletproof Training Institute.

In addition to these the Assessment Process involves:

- ✓ Coaching a minimum of 5 different clients (gratis, however if you have suitable insurance you may provide paid client sessions), and providing each with a suggested 8, once-weekly coaching sessions.
- ✓ Submitting a log (provided) providing evidence of a minimum of 40 hours of coaching with a minimum of 5 different clients.

- ✓ Submitting 4 15-minute audio (mp3, m4a audio, AAC or wav – in English) recordings of coaching sessions. These will be reviewed, assessed and professionally responded to according to 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.
- ✓ Submitting and earning a passing mark on an audio (mp3, m4a audio, AAC or wav – in English) recording of a 30-minute coaching session. This will be reviewed, assessed and professionally responded to according to criteria that will be shared with you in the training.
- ✓ Submitting a statement of competence whereby you describe how you intend to incorporate your new skills into your professional work, the competencies that enable you to do this and areas of work you are qualified for.
- ✓ Submitting a signed copy of Bulletproof Trademark License Agreement, Trademark Guidelines and Code of Ethics.
- ✓ Have no outstanding financial obligations to the Bulletproof Training Institute.

Once you have completed this rigorous certification phase, congratulations are in order – you are now a Bulletproof Coach and one large step closer to being ready to apply for credentialing as a ICF Associate Certified Coach (ACC). See page 40 for details of the full requirements.

**Your investment includes:**

- ✓ The complete Bulletproof Coach Training program.

- ✓ 2-Day workshop
- ✓ 35-week Virtual Training Program.
- ✓ 8-week Mindfulness Training Program.
- ✓ Access to weekly Coaching Clinic with faculty.
- ✓ Exclusive Live Webinars with Dave Asprey, Founder of Bulletproof.
- ✓ A comprehensive certification process.
- ✓ Being awarded the prestigious accolade: Bulletproof Coach (BPC).
- ✓ Discount on selected Bulletproof products.
- ✓ Discounted access to the Annual Bulletproof Conference
- ✓ All course materials.
- ✓ Eligibility for membership of the International Coach Federation (ICF). The ICF is the world's largest and most prestigious membership association for Professional Coaches.
- ✓ Free listing on our training institute website for three years.
- ✓ Invitation to take part in our exclusive Bulletproof Coach Continuing Education program.
- ✓ Belonging to an influential network of highly motivated professional colleagues and Bulletproof Coaches.

## **PLUS**

- ✓ 5 coaching reviews with professional, personalized, mentor coach feedback.
- ✓ Live Mentor Call regarding Accreditation Pathways.

## Frequently Asked Questions

### How Do I Apply & Pay?

You can pay through <http://www.bulletprooftraininginstitute.com/coachtraining>

### If I can't pay the full amount up front, what are my options?

You could consider taking out a loan. For example, you could apply for a line of credit with [\*Paypal Credit\*](#).

### Where and when do the workshops take place?

**Pasadena (Oct 11-12, 2017):** Pasadena Convention Center, 300 E Green St, Pasadena, CA 91101, USA.

**Surfers Paradise (Nov 11-12, 2017):** Surfers Paradise Marriott Resort & Spa, 158 Ferny Ave, Surfers Paradise QLD 4217, Australia.

**Toronto (Feb 17-18, 2018): Hyatt Regency Toronto, 370 King Street West,**  
Toronto, Ontario, Canada, M5V 1J9

**New York (Feb 24 – 25, 2018): New York Marriott at the Brooklyn Bridge, 333**  
Adams St, Brooklyn, NY 11201, USA

### **Course Withdrawal, Cancellations & Refunds**

If you withdraw from our training, the following policy will decide the level of re-compensation due to you. Please note repayment amounts are entirely dependent upon the notice period prior to the commencement date of your training. The training commences with the two-day workshop.

- 31+ days before the start of the training—a full refund (minus a \$250 non-refundable registration fee and any financial transaction costs e.g. PayPal, card or bank transfer fees) will be provided.
- 15-30 days—a 50% refund (minus any financial transaction costs e.g. PayPal, card or bank transfer fees) will be provided.
- 14 days or fewer—no refund provided.

### **What coaching bodies are you affiliated with?**

We are accredited to offer ICF CEU's and ACSTH (Approved Coach Specific Training Hours) with the International Coach Federation—

[www.coachfederation.org](http://www.coachfederation.org). The International Coach Federation (ICF) is the leading global organization dedicated to advancing the coaching profession and the world's largest organization of professionally trained coaches. The ICF offers the only globally recognized, independent credentialing program for coach practitioners. We are also organizational members of The Association for Coaching—[www.associationforcoaching.com](http://www.associationforcoaching.com).

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

It will vary but on average you will need to set aside four to six hours per week.

### **Who will deliver the training program?**

The in-person workshop is delivered by myself, Head Coach Trainer Rod Francis and Assistant Coach Trainer, Ronit leMon Drobey.

### **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:

<http://coachfederation.org/credential/landing.cfm?ItemNumber=2199>

You will be eligible for the ACSTH path. Additional fees apply for membership and application for credentialing to the ICF.

## ZOOM TRAINING SCHEDULE – Pasadena 2017

### COACHING SKILLS TRAINING (12)

Mon Oct 23	Coaching Skills Training 1: 6pm Pasadena Time
Mon Nov 13	Coaching Skills Training 2: 6pm Pasadena Time
Mon Nov 27	Coaching Skills Training 3: 6pm Pasadena Time
Mon Dec 11	Coaching Skills Training 4: 6pm Pasadena Time
Mon Dec 18	Coaching Skills Training 5: 6pm Pasadena Time

**Note: Changed to accommodate winter holidays**

Mon Jan 8	Coaching Skills Training 6: 6pm Pasadena Time
Mon Jan 22	Coaching Skills Training 7: 6pm Pasadena Time
Mon Feb 12	Coaching Skills Training 8: 6pm Pasadena Time
Mon Feb 26	Coaching Skills Training 9: 6pm Pasadena Time
Mon Mar 12	Coaching Skills Training 10: 6pm Pasadena Time
Mon Mar 26	Coaching Skills Training 11: 6pm Pasadena Time
Mon April 9	Coaching Skills Training 12: 6pm Pasadena Time

### MINDFULNESS SKILLS TRAINING (8)

Wed Jan 10	Mindfulness Training 1: 8am Pasadena Time
Wed Jan 17	Mindfulness Training 2: 8am Pasadena Time
Wed Jan 24	Mindfulness Training 3: 8am Pasadena Time
Wed Jan 31	Mindfulness Training 4: 8am Pasadena Time

Wed Feb 7	Mindfulness Training 5: 8am Pasadena Time
Wed Feb 14	Mindfulness Training 6: 8am Pasadena Time
Wed Feb 21	Mindfulness Training 7: 8am Pasadena Time
Wed Feb 28	Mindfulness Training 8: 8am Pasadena Time

### COACHING COMPETENCY & PRACTICE TRAINING (16)

Mon Apr 16	Coaching Competencies & Practice 1: 6pm Pasadena Time
Wed Apr 18	Coaching Competencies & Practice 2: 8am Pasadena Time
Mon April 23	Coaching Competencies & Practice 3: 6pm Pasadena Time
Wed April 25	Coaching Competencies & Practice 4: 8am Pasadena Time
Mon April 30	Coaching Competencies & Practice 5: 6pm Pasadena Time
Wed May 2	Coaching Competencies & Practice 6: 8am Pasadena Time
Mon May 7	Coaching Competencies & Practice 7: 6pm Pasadena Time
Wed May 9	Coaching Competencies & Practice 8: 8am Pasadena Time
Mon May 14	Coaching Competencies & Practice 9: 6pm Pasadena Time
Wed May 16	Coaching Competencies & Practice 10: 8am Pasadena Time
Mon May 21	Coaching Competencies & Practice 11: 6pm Pasadena Time
Wed May 23	Coaching Competencies & Practice 12: 8am Pasadena Time
Tues May 29	Coaching Competencies & Practice 13: 6pm Pasadena Time

**NOTE: Changed to accommodate Memorial Day**

Wed May 30	Coaching Competencies & Practice 14: 8am Pasadena Time
Mon June 4	Coaching Competencies & Practice 15: 6pm Pasadena Time

Wed June 6 Coaching Competencies & Practice 16: 8am Pasadena Time

### MARKETING & CERTIFICATION

Mon Jun 11 Marketing Live Q&A: 6pm Pasadena Time

Mon June 18 ICF Credentialing Pathway: 6pm Pasadena Time

Mon June 25 Completion Call: 8am Pasadena Time

You have **two months** to complete the requirements for certification. You must complete the certification process by **August 27<sup>th</sup>, 2018**.

**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.

## ZOOM TRAINING SCHEDULE – AUSTRALIA 2017

### COACHING SKILLS TRAINING (12)

Sat Nov 25 Coaching Skills Training 1: 8am Sydney Time

Sat Dec 9 Coaching Skills Training 2: 8am Sydney Time

Sat Dec 16 Coaching Skills Training 3: 8am Sydney Time

#### **NOTE: Changed to accommodate winter holidays**

Sat Jan 6 Coaching Skills Training 4: 8am Sydney Time

Sat Jan 20 Coaching Skills Training 5: 8am Sydney Time

Sat Feb 10 Coaching Skills Training 6: 8am Sydney Time

Sat Feb 24 Coaching Skills Training 7: 8am Sydney Time

Sat Mar 10 Coaching Skills Training 8: 8am Sydney Time

Sat Mar 24 Coaching Skills Training 9: 8am Sydney Time

#### **NOTE: Daylight Savings time starts on April 1<sup>st</sup>, 2018**

Sat Apr 7 Coaching Skills Training 10: 8am Sydney Time

Sat Apr 21 Coaching Skills Training 11: 8am Sydney Time

Sat May 5 Coaching Skills Training 12: 8am Sydney Time

### MINDFULNESS SKILLS TRAINING (8)

Fri Mar 9 Mindfulness Training 1: 8am Sydney Time

Fri Mar 16 Mindfulness Training 2: 8am Sydney Time

Fri Mar 23 Mindfulness Training 3: 8am Sydney Time

Fri Mar 30 Mindfulness Training 4: 8am Sydney Time

Fri Apr 6	Mindfulness Training 5: 8am Sydney Time
Fri Apr 13	Mindfulness Training 6: 8am Sydney Time
Fri Apr 20	Mindfulness Training 7: 8am Sydney Time
Fri Apr 27	Mindfulness Training 8: 8am Sydney Time

### COACHING COMPETENCY & PRACTICE TRAINING (16)

Wed May 9	Coaching Competencies & Practice 1: 8am Sydney Time
Sat May 12	Coaching Competencies & Practice 2: 8am Sydney Time
Wed May 16	Coaching Competencies & Practice 3: 8am Sydney Time
Sat May 19	Coaching Competencies & Practice 4: 8am Sydney Time
Wed May 23	Coaching Competencies & Practice 5: 8am Sydney Time
Sat May 26	Coaching Competencies & Practice 6: 8am Sydney Time
Wed May 30	Coaching Competencies & Practice 7: 8am Sydney Time
Sat Jun 2	Coaching Competencies & Practice 8: 8am Sydney Time
Wed Jun 6	Coaching Competencies & Practice 9: 8am Sydney Time
Sat Jun 9	Coaching Competencies & Practice 10: 8am Sydney Time
Wed Jun 13	Coaching Competencies & Practice 11: 8am Sydney Time
Sat Jun 16	Coaching Competencies & Practice 12: 8am Sydney Time
Wed Jun 20	Coaching Competencies & Practice 13: 8am Sydney Time
Sat Jun 23	Coaching Competencies & Practice 14: 8am Sydney Time
Wed Jun 27	Coaching Competencies & Practice 15: 8am Sydney Time
Sat Jun 30	Coaching Competencies & Practice 16: 8am Sydney Time

## MARKETING & CERTIFICATION

Wed July 4	Marketing Live Q&A: 8am Sydney Time
Wed July 11	ICF Credentialing Pathway: 8am Sydney Time
Wed July 18	Completion Call: 8am Sydney Time

You have **two months** to complete the requirements for certification. You must complete the certification process by **September 24<sup>th</sup>, 2018**.

**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.

## ZOOM TRAINING SCHEDULE – TORONTO / NEW YORK 2018

### COACHING SKILLS TRAINING

Mon March 5	Coaching Skills Training 1: 6pm Toronto/NY Time
Mon March 19	Coaching Skills Training 2: 6pm Toronto/NY Time
Mon April 2	Coaching Skills Training 3: 6pm Toronto/NY Time
Mon April 16	Coaching Skills Training 4: 6pm Toronto/NY Time
Mon April 30	Coaching Skills Training 5: 6pm Toronto/NY Time
Mon May 14	Coaching Skills Training 6: 6pm Toronto/NY Time
Mon May 21	Coaching Skills Training 7: 6pm Toronto/NY Time

### NOTE SHIFT IN SCHEDULE TO ACCOMMODATE US MEMORIAL DAY

Mon June 4	Coaching Skills Training 8: 6pm Toronto/NY Time
Mon June 18	Coaching Skills Training 9: 6pm Toronto/NY Time
Tues July 2	Coaching Skills Training 10: 6pm Toronto/NY Time
Mon July 16	Coaching Skills Training 11: 6pm Toronto/NY Time
Mon July 23	Coaching Skills Training 12: 6pm Toronto/NY Time

### MINDFULNESS TRAINING

Wed April 4	Mindfulness Training 1: 6pm Toronto/NY Time
Wed April 11	Mindfulness Training 2: 6pm Toronto/NY Time
Wed April 18	Mindfulness Training 3: 6pm Toronto/NY Time
Wed Aug 25	Mindfulness Training 4: 6pm Toronto/NY Time
Wed May 2	Mindfulness Training 5: 6pm Toronto/NY Time

Wed May 9	Mindfulness Training 6: 6pm Toronto/NY Time
Wed May 16	Mindfulness Training 7: 6pm Toronto/NY Time
Wed May 23	Mindfulness Training 8: 6pm Toronto/NY Time

### COACHING COMPETENCY & PRACTICE TRAINING

Tues July 31	Coaching Competencies & Practice 1: 12pm Toronto/NY Time
Thurs Aug 2	Coaching Competencies & Practice 2: 6pm Toronto/NY Time
Mon Aug 7	Coaching Competencies & Practice 3: 12pm Toronto/NY Time
Tues Aug 9	Coaching Competencies & Practice 4: 6pm Toronto/NY Time
Tues Aug 14	Coaching Competencies & Practice 5: 12pm Toronto/NY Time
Thurs Aug 16	Coaching Competencies & Practice 6: 6pm Toronto/NY Time
Tues Aug 21	Coaching Competencies & Practice 7: 12pm Toronto/NY Time
Thurs Aug 23	Coaching Competencies & Practice 8: 6pm Toronto/NY Time
Tues Aug 28	Coaching Competencies & Practice 9: 12pm Toronto/NY Time
Thurs Aug 30	Coaching Competencies & Practice 10: 6pm Toronto/NY Time
Tues Sept 4	Coaching Competencies & Practice 11: 12pm Toronto/NY Time
Thurs Sept 6	Coaching Competencies & Practice 12: 6pm Toronto/NY Time
Wed Sept 12	Coaching Competencies & Practice 13: 12pm Toronto/NY Time

### NOTE SHIFT IN SCHEDULE TO ACCOMMODATE ROSH HA'SHANAH

Thurs Sept 13	Coaching Competencies & Practice 14: 6pm Toronto/NY Time
Mon Sept 17	Coaching Competencies & Practice 15: 12pm Toronto/NY Time

### NOTE SHIFT IN SCHEDULE TO ACCOMMODATE YOM KIPPUR

Thurs Sept 20	Coaching Competencies & Practice 16: 6pm Toronto/NY Time
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## MARKETING & CERTIFICATION

Tues Oct 9	Marketing Live Q&A: 6pm Toronto/NY Time
Tues Oct 16	ICF Certification Pathway 6pm Toronto/NY Time
Tues Oct 30	Course Review/Completion Call Live Q&A: 6pm Toronto/NY Time

**You have two months to complete the requirements for certification. You must complete the certification process by Dec 23rd 2018.**

**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.

## REFERENCES

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9. Moen, F. & Skaalvik, E.(2009). The Effect from Executive Coaching on Performance Psychology. *International Journal of Evidence Based Coaching and Mentoring, 7 (2), 31-49.*