



# LICENSING AGREEMENTS

## CERTIFIED COACH OVERVIEW

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### CHALLENGE

So, you've been through one of our Communication Coaching programs and you are doing back flips. Now, you are looking for a way to share all of this new knowledge and excitement with your own company. Depending on your circumstances, you may be a candidate for Licensing. Our Licensees tend to be larger companies with **multiple needs that remain consistent** over time. When looking at **the cost of bringing in an outside consultant** or taking in to consideration **the time, energy and expense when attempting to create an in-house offering**, the result is often to opt for our Certified Coach solution. **It just makes more sense** to leverage an outside entity's experience, knowledge and deliverables.

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### SOLUTION

Our Certified Coach solution is an opportunity for you to **bring our knowledge, program materials and process in-house** to maximize time, money and resources.

The Certified Coach Program is a three part program.

**Part One:** Your Coaches will initially take part as **'active participants'** in our **2.5 Day Communication Coaching | Open Program**.

**Part Two:** Immediately following our **2.5 Day Communication Coaching | Open Program** your Coaches will receive 2.5 days of **one-to-one facilitator coaching on over 50 modules**. This will provide your coaches with a **behind the curtain perspective** on each learning module. Much more than 'what to say,' they will receive instruction, insight, perspective and understanding about what we are doing and why we are doing it.

**Part Three:** Once Certification is secured **Your Coaches become Our Coaches**. We look at them as **part of Our Team**, a unified group of facilitators on a mission. **A mission to help other people**.

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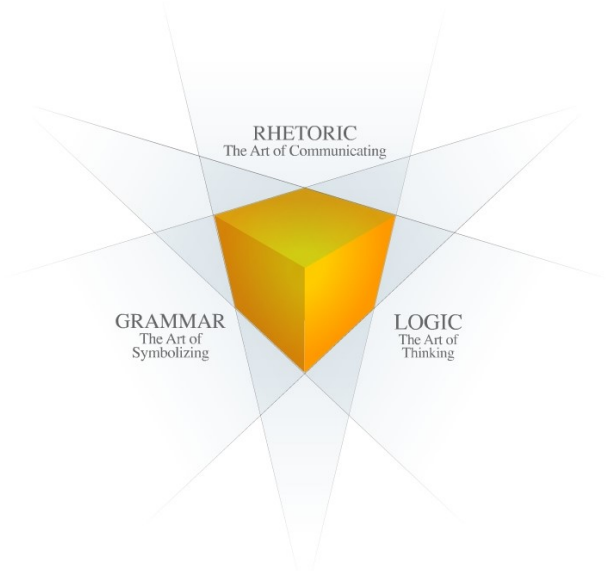
### BENEFITS

At the conclusion of a rigorous **5 day (40+ hours) submersion** into effective communication and our 'constructive coaching' methodology, graduates will be **'Certified'** to teach all of the Trivium Performance Communication Coaching programs within your company.

**Materials:** Facilitator Guide, Participant Guides, Trivium Presentation Planner Padfolios, Worksheets, Evaluations, Add-Ons, Tools, Tips and Resources

**Support:** \*Unlimited Phone and Video Conference Consultation as needed

**\*Certified to teach unlimited Trivium Performance Classes In-House!**



*Think. Create. Communicate.*

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### THE IDEAL CANDIDATE

Beyond having a **higher skill level** in terms of preparing, delivering and getting better results from meetings, presentations and programs, Certified Coaches are people in your company that want to take on more responsibility. Being positioned as **up and coming leaders** in their company, they tend to be more curious, more insightful, and more industrious. **They thrive on helping others succeed.** They love learning new things, new approaches, new exercises. **They take our materials and customize them for your company.**

### THE LOCATION

**The Harbour Town Yacht Club** (Go to [www.htyc.com](http://www.htyc.com)) Located in the heart of Hilton Head Island's Sea Pines Resort, this exclusive club overlooks the Harbour Town Marina & Lighthouse, Calibogue Sound, and famed 18th Green of the Harbour Town Golf Links, home of the annual RBC Heritage Golf Classic, a PGA Event. The club sports **31 luxury suites**, in house dining, bar, conference facilities, and a **spectacular rooftop veranda**. It's the ideal setting for attendees to relax and focus on the task at hand. Enjoy tennis, golf, beach, fine dining and more.

#### 5 - Day Certified Coach Program - Sample Agenda

Day 1	Day 2	Day 3	Day 4	Day 5
<b>Open Program Welcome / Intro</b>	Anxiety/Nervousness	Logos: Handling Questions	Attention	Rhetoric: The Art of Communicating
Initial Presentations	Effective Listening and Probing	Graphic Design 101	Composition Process	Ethos: Exercise
Dynamics of Growth	Executive Interview	Overcoming Objections	The Art of the Segue	Pathos: Exercise
Awareness	Grammar: Art of Symbolizing	Strategic Persuasion	Exercise	Logos: Exercise
Logic: Art of Thinking	Learning Modalities	Final Presentations	Constructive Critique	Handling Questions: Exercise
Outcome Orientation	Executive Presentations	<b>Certified Coach Program Intro</b>	Grammar: Art of Symbolizing	Graphic Design 101: Exercise
A Lesson from Patton	Rhetoric: The Art of Communicating	The Trivium	Learning Modalities Hands, Body	Preparation: Exercise
Strategic Approach	Ethos: Character / Responsibility	Precepts, Rudiments, Protocol	Exercise	Probing: Exercise
The Art of the Segue	Pathos: Openings	Dynamics of Growth	Voice, Visual Aids	Presenting: Exercise
Executive Presentations	Executive Presentations	Constructive Critique	Exercise	Promoting: Exercise



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