

*Approved by the International Coach Federation*

# The Academy of Coaching and NLP 2011 Coach Certification Training

SAN FRANCISCO, CALIFORNIA



*The Academy of Coaching and NLP*

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The Academy of Coaching and NLP

# 2011 Coach Certification Training

**Same Powerful Content  
in an All New Format  
to make it easier  
for you to attend!**



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# The Academy of Coaching and NLP

## 2011 ICF Approved NLP Coach Certification Training

### Trainings Begin:

**May 20 -22**  
(First Session)  
San Francisco  
Six–Session  
Extended Program

**July 16 - Aug 6**  
San Francisco  
Summer Intensive

*If you miss a training session, you are welcome to make it up at another time.*

**The Coach Certification Program** is a 125–hour training program that is conveniently offered in six weekend sessions over the course of six months. This program is also available in a 20–day, 125–hour summer intensive format.

**The mission of this program** is to provide you with the finest and most practical coaching skills possible. This training offers you a variety of coaching tools that will tremendously enhance your ability to assist others. You will learn how to help clients gain clarity in their lives and give them a deeper understanding of “what makes them tick.” You will also learn how to help them access the qualities they need to move beyond blocks to their success and develop the competency to fulfill their dreams. These skills are highly sought after and are definitely rewarding.

This program combines traditional coaching practices with the clear how–to’s of NLP. It includes the latest innovations in the field of coaching and personal consulting that take you way beyond the procedural methods offered in most coaching trainings. You will gain the necessary skills to build a professional and/or life coaching practice, as well as enhancing your current practice.

### Who should attend?

*This program is for you if you want to:*

- Become a personal (life) or professional coach
- Grow your existing coaching practice
- Improve your coaching skills as a manager or corporate executive
- Simplify and streamline the business side of your practice
- Learn how to effectively market yourself



**NLP and coaching can’t be learned through lecture alone. This training will use live demonstration, discussion, small–group processes, simulations, role plays, and practice coaching sessions.**

### INTERNATIONAL COACH FEDERATION (ICF) APPROVED



*NOW, a program that meets the rigorous quality standards of the International Coach Federation (ICF) and includes the clear “how to” skills of NLP—a must for anyone serious about joining an extraordinary training and gaining the skills for consistent success.*



*The Academy of Coaching Program has been approved as an Accredited Coach Training Programs (ACTP) by the International Coach Federation (ICF). The Approved Coach Specific Training Hours designation is awarded to programs that meet professional standards for the coach training programs established by the ICF. Training on all ICF Core Competencies and the ICF Code of Ethics are included. ACTP approval does not warrant or guarantee the effectiveness of the training or the student’s ability to build a successful coaching practice. The individual applicant must take the ICF’s portfolio exam to obtain their credential. This program is offered solely for personal enrichment, recreational, and vocational purposes.*

# Meet Your Trainers

*A training staff with vast experience training as well as coaching*

## Helen Attridge



**Helen Attridge** is the president and training director and has more than 20 years experience in the personal development field. She is a Certified Professional Co-active Coach and she holds the highly regarded Master Certified Coach (MCC) credential through the International Coach Federation. Helen was a Director, Facilitator, and Coach for the Hoffman Institute and she is one of the 75 personal/professional life coaches trained in the proven tools and techniques of Anthony Robbins. Helen is also a Facilitator/Coach for Womensquest Outdoor Adventure company. Helen's international and varied life experience enables her to have an open-minded approach that supports the goal of assisting others to reach their utmost potential.

## Jan Elfline



**Jan Elfline** began coaching in 1993 and has been a full-time coach since 1995. She is a Certified Professional/Personal Coach (CPPC) and an NLP Master Practitioner and Trainer. In 1998 she was recognized as a Master Certified Coach (MCC) by the International Coach Federation, one of the first coaches to achieve this status. She is an experienced educator. She holds a doctorate in Education and taught at the university level for over 10 years. She loves teaching and infuses the training environment with a dynamic blend of insight and humor. She maintains an active private coaching practice.

## Tim Hallbom



**Tim Hallbom** trains on five continents and is known for his ability to make learning communication and change skills both fun and easy. He has coached individuals and groups for many years and has coaching clients who visit him from around the world. He is a recognized expert on how to identify limiting beliefs and change them to useful ones. He is the coauthor of *Beliefs: Pathways to Health and Well-Being* and *NLP: The New Technology of Achievement*, and the cofounder of *WealthyMind™ International*.

## Suzi Smith



**Suzi Smith** brings over 20 years of experience to her training and coaching practice. Suzi's work takes her to many parts of the world, including Asia, Europe, Mexico and South America. She coauthored *Beliefs: Pathways to Health and Well-Being* and *NLP: The New Technology of Achievement* and has produced a series of audio products. Suzi is known for quality and excellence in providing real world skills that are practical and useful in both the training and coaching contexts.

## Nick LeForce



**Nick LeForce** has over 20 years experience teaching people throughout the world how to be highly effective as communicators and coaches. His expertise and engaging training style have made him highly sought after by business organizations and NLP institutes throughout the United States, Europe, and Asia. He maintains a busy coaching practice and is a Certified NLP Trainer. He is the author of several articles and two books, including *Healing the Hurts of the Heart: Breaking the Shackles of Emotional Debt*. (1998).

## Kate Miller



**Kate Miller** began coaching in 1993. She is a certified coach (PCC) through the International Coaching Federation, an NLP Master and Health Practitioner, and an international trainer and facilitator for her business clients and the Academy of coaching and NLP. Kate holds a doctorate in Educational Foundations. She is energized to see the people with whom she works discover, manifest, and embody the dreams of their life. Kate's coaching and consulting focuses on development of individuals, teams and organizations that expand and create opportunities for bettering individual lives, their businesses and our world.

"Thank you so much for the fantastic learning opportunity. Each instructor had a unique approach from which I took many insights and saw options and possibilities. I certainly encourage people who seek an intense learning experience as they practice and test their skills to attend your NLP Coach Certification Training Program. For me, as an individual, my learning went deeper than I imagined it could. I discovered a space where my distinct talents can be a contribution to the world. Thank you for giving me the place, tools, and opportunity to acknowledge what I have to offer. What Joy!"

—Jean Russell

*\* Each program features a different combination of trainers.*

**Class size is limited. Reserve your seat today – call 1-866-383-4333 or 1-530-477-0314**

# San Francisco Bay Area Coach Training

## San Francisco Bay Area

### Extended Training Program Six 3-Day Sessions

#### Dates:

May 20-22, 2011  
June 17-19, 2011  
July 15-17, 2011  
August 19-21, 2011  
September 16-18, 2011  
October 14-16, 2011



#### Times:

Friday–Sunday 10 am – 6 pm

**Location:** Corte Madera Inn  
56 Madera Blvd.

Corte Madera, California  
Call (415)924-1502 for room reservations

**Tuition: \$3995.00**

## San Francisco Bay Area

### Summer Intensive 20 Days plus 3 Days off

#### Dates:

July 16–Aug 6, 2011

Days off: TBA



#### Times:

Classes are from 10 am to 5:30 pm. Start day and everyday after a day off is 1-6 pm

**Location:** Corte Madera Inn  
56 Madera Blvd.

Corte Madera, California  
Call (415)924-1502 for room reservations

**Tuition: \$3995.00**

## Our Pledge to You

### Total Satisfaction or Your Money Back

The Academy of Coaching and NLP offers a 100% satisfaction, no-questions-asked guarantee for all of its Certification trainings.

Here is how it works: come and attend the first two days of the Coach Certification Program.

If, at the end of the first two days, you decide that the training isn't for you (for any reason), just let one of us know by the end of day two, and we'll refund 100% of your registration fee. No questions asked... and no hard feelings.

You will be completely delighted with your Coach Certification Training—we promise!

Helen Attridge, The Academy of Coaching and NLP



## Four Easy Ways to Register:



**Phone:** 1-866-383-4333 or 1-530-477-0314

**Fax:** 1-530-687-6494

**Email:** [helen@nlpcacoach.com](mailto:helen@nlpcacoach.com)

**Internet:** [www.nlpcacoach.com](http://www.nlpcacoach.com)



*Register online  
directly with  
your credit card  
or pay via  
PayPal or  
Google  
Checkout*

We accept:     as well as checks and money orders.

Interest free tuition payment plans are available. For details, call Helen at 1-866-383-4333

Visit our web site for more information: <http://www.nlpcacoach.com> or pick up the phone and call 1-866-383-4333

**For more information pick up the phone now and call Helen at 1-866-383-4333**

# You Will Learn

- *Understanding international standards, practices, and ethics in the field of coaching: Study with the only NLP Institute in the United States approved by the International Coach Federation.*
- *A complete model for the coaching process: You will get the big picture of what to do to be successful as a coach – from A to Z!*
- *Life coaching and executive/corporate coaching approaches: Learn a straightforward strategy for coaching in the business context and in the life coaching situation; and how these coaching styles differ from counseling and consulting.*
- *Leadership skills in coaching: Different contexts require different leadership styles to succeed. You will know which approach to use in any given situation.*
- *Establishing trust and rapport with your clients: Discover how to create a supportive and structured environment and give constructive, meaningful feedback.*
- *Questioning to promote discovery, acknowledgment, and permission with your clients: Learn what kinds of questions prompt insights and positive action.*
- *Belief change processes in coaching: Learn powerful ways to help clients change limiting beliefs that govern their behaviors.*
- *Coaching on conflict avoidance and resolution, even with difficult people and situations: Coach clients on how to resolve conflicts and create win-win results with even the most difficult cases.*
- *Coaching for internal conflict integration and decision making: Help clients resolve internal conflicts and make wise decisions that improve their overall lives and situations.*
- *Helping your clients stay motivated: Learn specific strategies to help clients move toward their goals even when the going gets tough.*
- *Coaching your clients to avoid burnout: Identify the five stages of burnout and remedies for each stage, so you can help your clients stay more vital, alive, and fully present.*
- *Helping your clients align with their values: Learn how to help your clients identify core values and operate in integrity with them.*
- *The power of “Intent” and the creation of success: Learn how to help your clients create process oriented goals that attract success.*
- *Contracting as a coaching method: Develop an information profile based on proven methods to establish a coaching relationship that truly works, maintains success motivation that lasts over time, and establishes client accountability.*
- *Assessment processes and instruments for coaching: Learn how to use personality assessments that help your client to know and understand their own style of moving through the world.*
- *Coaching concepts such as challenging, requesting, and dancing in the moment: Learn ongoing communication skills to help your clients consistently make their best effort.*
- *Outcomes in the coaching context: Help your clients formulate evidence procedures for achieving the goals they want.*
- *Modeling high performance client states and strategies so your clients will know their own “best practices”: Discover how to identify the thinking and behavior patterns that your clients use when they are most successful, so that they can be used by the client in any appropriate future situation.*
- *How to help your clients make the best decisions: By eliciting criteria ladders and hierarchies for any context.*
- *How to work successfully with “problem” clients: A proven five-stage process for helping clients who repeatedly fail to fulfill their commitments.*
- *Coach as Sponsor: Learn how to create the space for your clients to evolve and prosper!*
- *The Universal Cycles of Change: How to help clients identify in which of the seven stages they are, in all aspects of their lives.*
- *How to make the best use of your NLP skills: How to adapt the NLP techniques you have already mastered to the coaching environment.*
- *Speak to your clients’ model of the world: Learn three models to help you determine the way clients collect, filter, and process information.*
- *Why not to give advice in a coaching relationship: Learn how to give feedback to your clients that is supportive, constructive, and honest.*
- *Valuable secrets from experienced coaches: Why successful coaches recommend making mistakes and keeping secrets.*
- *How to build a practice—telecoaching and in-person coaching: Learn proven methods for marketing and promoting your practice.*



# What Our Graduates Are Saying

*The Coach Training offered by The Academy of Coaching and NLP was brilliant! The training model was very thorough and effective and one with much opportunity for the observation of demonstrations, questions, and lot of practice. Initially the question was: Is this program worth my having to travel from Trinidad to California four times over a six month period? In the end, the answer is a resounding yes it was and more. I look forward to working again with Tim Halbom, Suzi Smith, Helen Attridge and Nick LeForce, they were great. It was a lot of fun!!*

—Brian Cameron, Cameron and Associates, Trinidad, West Indies

*With the balance of NLP & Coaching in this program, you will leave knowing you have the finest coach training available today, period. When you are with other coaches, it shows. I can't imagine having trained anywhere else, with anyone else.*

—Erol Fox, Inherent Excellence, Santa Monica, CA

*In the Coaching Training, the variety of highly skilled instructors, with substantially different perspectives, coaching experiences and teaching methodologies created a rich learning environment. Powerful concepts and skills that lead to masterful coaching were introduced and developed. The framework for coaching brought a new perspective for using NLP skills that emphasize the resources within the client. A particularly useful part of the Training was pairing up with other students for coaching, where the exchange of detailed feedback was especially valuable. I learned a way of being with clients that is highly effective and deeply rewarding.*

—Noemi Bolvary, Coach, San Jose, CA

*This is a course that will expedite your own personal growth as well as give you a comprehensive set of tools to empower people to create the life they want to live.*

—Judith Nelson, M.A., Teacher/Life Coach, Fresno, CA

*What makes this training both unique and impactful is that it is taught by world-class instructors who are passionate about their work and live what they teach. Combining the powerful technology of NLP with the practical, outcome-oriented process of coaching has allowed me to provide a much greater range of service to my clients.*

—Victor Rozek, Rozek & Daggett, Coaching and Consulting, Springfield, OR

*Taking the Coaching Training was beyond being very informative and enlightening, it was deeply moving. It has broadened my skills and capacities to help other people to grow, to discover new possibilities, to awaken their creativity, and to achieve a richer and more rewarding life. Now I am ready to face the challenges to get into my new career path. Thank you Academy of Coaching and NLP!!!*

—Jaime Rodriguez, Director, NLP Institute of Peru