

This program is accredited by the International Coach Federation

NLP Institute of California

2004 Coach Certification Training

—with Tim Hallbom, Jeff Staggs, and special guest Robert Dilts



San Francisco / Sacramento Training
The NLP Institute of California

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NLP Institute of California

2004 NLP 20 Day Coach Certification Training

Tim Hallbom, Jeff Staggs, and special guest Robert Dilts

Begins April 14, 2004 in Burlingame, California

The Coach Certification Program is a 20 day, 120 hour, training program, offered in four sessions, for professional coaches, managers, consultants, and others who interact with, influence, and help people achieve their goals.

The mission of this program is to provide you with the finest and most practical coaching skills possible. It offers you multilevel coaching tools that will tremendously enhance your ability to assist others. You will learn to help clients gain clarity in their lives and give them a deeper understanding of “what makes them tick.” You’ll know 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 some of 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



International Coach Federation (ICF) Accreditation*

FINALLY! A program that meets the rigorous quality standards to be approved by 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...

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

*The 20 day Coaching Certification Training Program has been accredited as 120 hours of Approved Coach Specific Training Hours (“ACSTH”) by the International Coach Federation (ICF). The approved Coach Specific Hours designation is awarded to programs that meet professional standards for the coach training programs established by the ICF. Graduation from an ACSTH program will meet the ICF’s requirements for individual coach certification for student contact learning hours for the number of hours of the program. ACSTH 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.

Class size is limited. Reserve your seat today – call 1-800-767-6756

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2004 Coach Certification Training

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You Will Learn:

- **A complete model for the coaching process:** You will get the big picture for 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.
- **Creating the coaching–client relationship:** The coach–client relationship is a special one—you will get clear guidelines for creating a flourishing relationship.
- **Leadership skills in coaching:** Different contexts require different leadership styles to succeed. You will know which approach to use in a given situation.
- **Questioning to promote discovery, acknowledgment, and permission:** Learn what kinds of questions prompt insights and positive action.
- **Belief change processes in coaching:** Learn powerful ways to help clients change the limiting beliefs that govern their behaviors.
- **Coaching on conflict resolution and avoidance:** Coach your client on how to resolve conflicts and create conditions for win (client wins) win (other parties win) win (the whole system benefits) results.
- **Coaching for internal conflict integration and decision making:** Learn how to help clients resolve internal conflicts and make wise decisions that improve their lives and situations.
- **Helping your client to maintain motivation:** Learn specific strategies to help clients move toward their goals even when the going gets tough.
- **Helping your client to deal with difficult people and situations:** Help your client use communication skills that are congruent and positive—these methods work with even the most difficult people.
- **Coaching to help your client avoid burnout:** Identify the five stages of burnout and remedies for each stage, so you can help your client stay more vital, alive, and fully present.
- **Helping your clients align with their values:** Learn how to help your client identify core values and operate in integrity with them.



- **“Intent” and the creation of success:** Learn how to help your client create process goals that attract success.
- **Contracting as a coaching method:** Develop a packet of information based on proven methods to establish a coaching relationship that will truly work, establish client accountability that maintains success motivation, and will last over time.
- **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.
- **Practice opportunities through peer coaching:** You’ll actually practice the process of coaching and receive coaching from a peer in the program.

- **Coaching concepts: challenging, requesting, and dancing in the moment:** Ongoing communication skills that help your client consistently make his/her best effort.

- **Outcome and goal in the coaching context:** Help your clients formulate goals and evidence procedures for achieving what they really want.

- **How to go beyond 360 degree feedback and behavioral feedback:** Learn how to help your client give and receive feedback regarding behaviors and values (and at all logical levels) that will be accepted and used.

- **Model high performance client states and strategies so the client will know his/her own “best practices”:** Discover how to identify the thinking and behavior patterns that your client uses when he/she is most successful, so that they can be used by the clients in any appropriate future situation.

- **How to build a practice—telecoaching and in-person coaching:** You’ll learn proven methods for marketing and promoting your practice.

- **Help your clients make the best decisions:** By eliciting criteria ladders and hierarchies for any context.

- **Coach as sponsor:** Learn how to create the space for your clients to evolve and prosper!

“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

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

Meet Your Trainers:

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’s the coauthor of *Beliefs: Pathways to Health and Well-Being* and *NLP: The New Technology of Achievement* and the co-founder of Wealthy Mind™ International.



Tim Hallbom



Jeff Staggs

Jeff Staggs, MCC, is a founder and senior partner of Entrevis, Inc. and Business Coaching International, Inc. (BCI, Inc.). Widely regarded as one of the leading executive coaches in the U.S., Jeff has over 15 years experience coaching senior level executives in Fortune 500 companies both domestically and abroad in such diverse industries as consumer products, financial services, health care, manufacturing, and high-tech. He is a Master Certified Coach by the International Coach Federation and NLP Master Practitioner, and has a background in clinical psychology.

Special Guest Trainer: Robert Dilts

Robert Dilts is an original developer, author, trainer, and consultant in the field of Neuro-Linguistic Programming (NLP). His personal contributions in behavioral communications development include much of the seminal work on the NLP techniques of strategies and belief systems. He is world renowned for spearheading the applications of NLP to business and life coaching, creativity, health, and leadership. Robert was the keynote speaker for the 2003 International Coach Federation Conference in Europe. His most recent book on coaching is *From Coach to Awakener*.



Our Pledge to You – Total Satisfaction or Your Money Back

The NLP Institute of California offers a 100% satisfaction, no-questions-asked guarantee for all of its training.

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 2, 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!

Kris Hallbom, co-director,
NLP Institute of California



Program Details

Training Dates:

April 14-18, 2004
June 16-20, 2004
July 28-August 1, 2004
September 22-26, 2004

Location:

Hilton Garden Inn
San Francisco Airport
Burlingame, California
1-650-347-7800


Tuition: \$2995.00

We accept: CHECKS  Visa  MasterCard  AmEx

Interest free tuition payment plans are available. For details, call Kris at 1-800-767-6756 or 1-916-447-7609.

Five Easy Ways to Register —  **Phone:** 1-800-767-6756 or 1-916-447-7609

 **Internet:** www.nlpca.com  **Email:** kris@nlpca.com

 **Mail:** The NLP Institute of California, 2618 J Street, Suite 4, Sacramento CA 95816 **Fax:** 1-916-447-7606

Visit our web site for more information: <http://www.nlpca.com>
or pick up the phone and call Kris.

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