

Developing World-Class Business & Executive Coaches

B \ COACH

.com

“Integrating Personal Freedom & Business Reality”

An Integrated Systems Approach to Learning

Business Coach Training • Management & Leadership Development
Executive Coach Training • Executive Development • CoachMBA™ Curriculum
Scientific Marketing Systems for Professionals • Virtual CEO & Emotional Intelligence

If you're interested in coach training, or need to add coaching skills to your current skill set, then this experiential system of strategy focused developmental coaching could be the solution.

Learn the Secrets of Effective Coaching

Why B\Coach?

Business coaching occurs at the intersection of personal freedom and business reality. Globally, business has become a driver of social change. In almost any arena, getting results in business is key to improving the human condition. In B\Coach, alignment of personal, business and network domains is the focal point of coaching.

With a focus on integral coaching, we co-generate synergy among many perspectives through integration. Clearly, what's required for success in life and business is integration.

"The program is leadership based. An amazing amount of resources are provided in the program to help you become extremely valuable to your clients."

KM, San Diego, CA

"The classes utilized best practices in adult learning methods--applying practical applications to the subject matter."

CG, Atlanta, GA

"I am particularly grateful for how this B\Coach journey has already connected me to strength, integrity and appreciation within myself."

RV, Monterey, CA

"B\Coach has added professional clarity, confidence and a supportive, learning community to my life."

EM, St. Louis, MO

CERTIFIED BUSINESS COACH™

This program is designed for the new or experienced coach who is on a journey of development and wishes to grow their business coaching practice rapidly.

The program of development includes four distinct, yet integrated programs:

- COACH2 Level 1 experiential training over 26 weeks meeting 1.5 hrs/week
- Strategy Focused Leadership Development over 24 weeks for 1.5 hrs/week
- CoachMBA™ - a program designed to help you learn business strategies
- MAP\$: Marketing 4 Attractive Professionals—a systems approach to marketing

This program is highlighted by facilitated coaching practice and feedback each-week of the program. Six months of weekly coaching and six months of monthly coaching models for each participant development through performance, change and transformation.

Learning Opportunities include:

- Experience with reliable and valid assessments
- A referent group while experiencing training
- Increased Emotional Intelligence
- Enhanced performance capability as a coach
- Opportunity to gain career enhancing skills
- Learn a world-class coaching methodology
- Low cost development in virtual environment
- Six months of instruction provided through spaced repetition
- Valuable networking opportunities with other participants
- Credentialing opportunity as "Certified Business Coach™"
- License our Coach & Leadership training upon graduation
- Dozens of optional training opportunities interspersed during program

When: New Programs begin about every 6 weeks.

For more information check out: www.b-coach.com/quick.htm

How: Teledevelopment Bridge [Phone conferencing] & Face to Face Retreat

Cost*: Current Tuition \$4995/5995 Payment Plans available

Early entry discount (paid up-front in full): 45 days prior \$1000

Frequency: Meets two times per week for 1.5 hours over telephone (Required);

[Some outside work required with CoachMBA™ and MAP\$]

Average 5 hours/week total

Coaching: 20 min/per week of coaching included in tuition for six months;
20 min/month for six months after coaching.

*Includes all four programs, lifetime subscription to materials and coaching for 12 months! More than 200 hours of training available! Visit: www.b-coach.com.

Course Descriptions

A STRATEGY FOCUSED COACH AND LEADERSHIP TRAINING SYSTEM

Coach2™ System

This Strategy Focused Developmental Coaching System is integrated with leadership, business strategy and practice to create an integral approach to coach training. You'll learn and practice coaching using:

- 4 effective coaching outcomes
- 3 core competencies of business coaching
- our OPPORTUNITY coaching interaction model
- 5 key abilities that differentiate the successful coach
- 5 methods of delivering coaching effectively
- more than 200 strategic business terms

Leadership Foundation System™ (LFS)

The LFS provides training in strategy focused leadership development. You'll design your own developmental coaching plan as you learn how to use a strategy to guarantee coaching effectiveness.

- understand 5 core competencies of leadership
- learn the secrets of generati with integrated leadership training
- apply leadership and coaching to business challenges
- integrate multiple perspectives with strategy focused leadership
- learn the power of an Integrated Strategic Intention System (ISIS)

CoachMBA™ Curriculum

The CoachMBA™ program is designed to acquaint participants with critical business strategies. Participants with no business experience or extensive business training and knowledge will gain insights and benefits from this program.

Here are a few of more than 50 topics:

- Balanced Scorecard
- New Economy Strategies
- Branding & Marketing
- Business Contingency Planning
- Organizational Life Cycles
- Customer Relationship Management

MAP\$: Scientific Marketing System™ *Now included in Basic Curriculum!*

The integration of old and new marketing principles providing each participant to walk away from the program with an automated, online, Internet marketing system is our latest cutting edge innovation. We set this system up for you, no technology background needed!

Included in this state-of-the-state system:

- mini website
- automated lead generation system
- customer attraction marketing system
- conversion system
- service system
- ecommerce system

NO OTHER COACH TRAINING PROVIDES THIS MUCH VALUE THIS FAST!

"What I have learned from B\Coach has personally allowed me to create a six-figure coaching practice in one years time, all referral based clients."

Kelli McCauley
MK Performance Group

B\Coach is Simply Better because...

Our training and development system is based on proven personal and organizational learning principles established by Argyris, Schon, Kegan, Senge, Drucker to name a few. B\Coach training is updated continuously to reflect the evolution of business and social systems.

We use simple, yet scalable models to enhance each learning opportunity. B\Coach has integrated personal and organizational development into all modules of the program with emotional intelligence and business practices.

Our graduation rates are the highest in the industry. Unlike other programs that have piecemeal curriculums, high travel costs and inefficient systems of instruction, our accredited program leads to coach certification that is based on coaching effectiveness, not on a prescribed process—ineffective with all styles.

Instead of paying for coaching, marketing and leadership programs that are "tacked" on to popular coaching programs, our entire system is seamlessly integrated to produce an effective business and executive coach training system by design—not in reaction to competition.

Summary of Benefits You Receive

Experiential training with feedback each week of the program with certified facilitators who help you integrate the material faster.

Weekly teledevelopment classes designed to create action learning opportunities through interactivity.

Intranet membership with continuously updated elearning modules and supporting material integrated to support the program of learning.

Lifetime membership in a learning community designed for support, growth and knowledge sharing.

Low cost live virtual training supported by face to face retreat to integrate program experience.

- ☑ Your own business coach to support and guide you at no extra charge.
- ☑ Personal development through our Leadership Foundation System™ [6 assessments].
- ☑ Complete system of coach training and a license to use it when you graduate.
- ☑ A professional marketing system integrated into your training!
- ☑ Access to business strategies through our CoachMBA™ program.
- ☑ Access to successful community members and third party referrals.
- ☑ Train with a group of people who go through training together.
- ☑ Opportunity to certify as a business coach if you meet the qualifications.
- ☑ Learn and experience a structured learning approach using a developmental plan.
- ☑ Enjoy the lowest facilitator to student ratio in the industry: 3 to 1 for training.
- ☑ No outside class assignments required, just attend your teleconference calls.
- ☑ Weekly online competency reviews deepen learning over time through spaced repetition.
- ☑ 3-day retreat to close program provides "live" video-taped coaching with feedback.
- ☑ Lifetime membership to B\Coach Community with regular free training opportunities
- ☑ Experience the power of global collaboration with international members.
- ☑ Master our strategy focused developmental coaching with INTEGRAL COACHING!
- ☑ Enjoy commissions on coaches you refer to B\Coach with our unique affiliate program.

Need more info? *A program starts soon!*



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