



THE
coaches academy[™]

TRANSFORMATIONAL LIFE COACH TRAINING



“ Humanity is at a
crossroads
and **enlightened**
leadership is essential.

Never in human history has this type of leadership been more important. As we usher in a new era of peace, creativity, and prosperity, our future leaders, healers, and coaches, will be required to possess a deeper understanding of the nature of reality and how we can change the shape of that reality.





What Starts Here Can Change the World!

You are considering making an important investment in your career and life, and we want to help you make the best choice possible when considering the many coach training programs available to you. We believe you've been called to this profession and it's important to find a training school that fits your values, your vision, and your goals.

We put together this guide to help you with your decision. This is a big step you are taking and you should feel completely secure in your decision to invest your time and money in a commitment such as this. We truly hope this helps you feel confident in choosing The Coaches Academy™. Welcome!

Our underlying philosophy is that every human being is unique and valuable with potential for greatness. We are driven by the belief that true change must come from the deepest levels of consciousness.

Our curriculum is cutting-edge in the coaching industry. We strive to offer the most powerful transformational tools available and we are constantly updating our material to meet the ever-changing needs of our current and future clients.

Integrity, Connection, Passion, and Service



Our mission is to support you in reaching your fullest potential, in your own personal growth, but also as a future coach.

While most coaching schools focus on transactional coaching methods which are designed to help individuals create action plans and hold clients accountable, that model doesn't necessarily support long-term benefits and lasting change. The traditional method of coaching doesn't get to the underlying issues and causes that are responsible for keeping one from achieving sustainable success.

Without getting to the root cause of our limitations, one will likely return to old habits and patterns of thought and behaviors.

The Coaches Academy™ teaches cutting-edge transformational techniques with our unique, 4-phase, Transformation by Design™ coaching process.

The Coaches Academy Transformation By Design™ is a transformative coaching methodology that focuses on supporting deep and lasting change by helping our clients transform the way they think and behave. Our graduates are trained in techniques and skills to identify and resolve the deeply held challenges and beliefs that could keep them from reaching their goals and realizing their dreams.

The Transformation By Design™ process is the essence of The Coaches Academy's philosophy and is designed to empower others to take control of their lives and then live by design rather than by defaulting to conditioned behaviors.

20 Years of Research

“I spent 7 years looking for the perfect coach training program. One that would offer a good coaching model, great educational content, and marketing and business training. Here is what I found: There are a lot of good coaching programs out there, but there was something missing. I didn’t find any program that was training future healers and coaches how to transform their clients on a deeper level. With almost twenty years of education and experience in personal development and teaching the spiritual laws of success and healing, I realized that I already had all that I needed, so I decided to create what I was searching for; a transformative coaching system, and then, to train others in this system. My desire to help inspire, empower, and heal others ignited a new passion in me to help train a new generation of transformational leaders, coaches, and healers.”

—*Suzanne Norman*

We believe that we are providing the most comprehensive transformational training available anywhere. Our coaches are powerfully changing the lives of the people they work with because they are using a proven and deeply effective system.

The Coaches Academy training material and methodology is based on the 20 years of research and application of the work of our founder, Suzanne Norman, a healthy lifestyle educator and personal development expert.

The material and training is continually being updated based on the latest research in neurosciences, scientific research, and cultural changes.

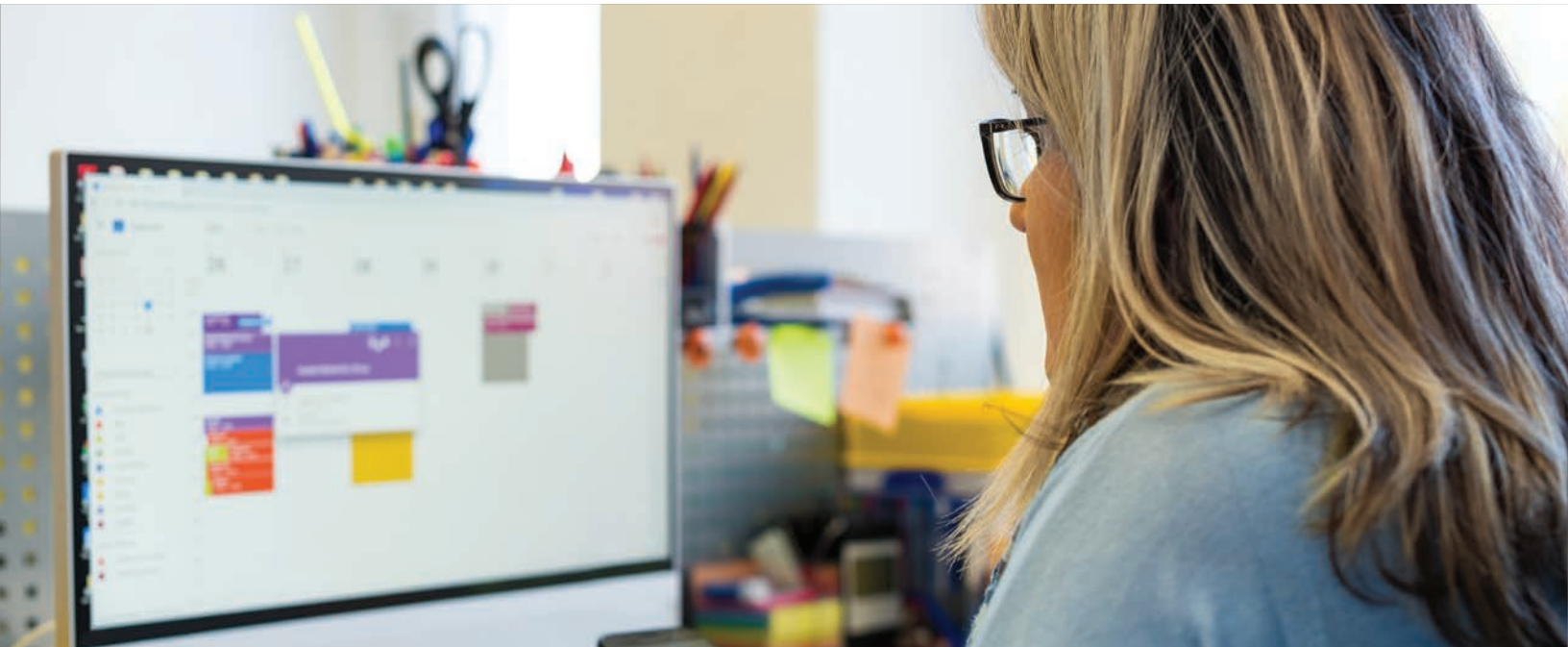




Changing Lives Through the Art & Science of Transformative Coaching

This is more than life coaching. This program is a quantum leap in the coaching field. Transformational Coaching is helping people evolve toward a bigger, better, healthier, and more meaningful life. Yes, it is empowering others to reach their full potential, but it's more than that.

Transformational coaching is a highly effective and rapid means of discovering the hidden potential in people.



Program Length

Coaching programs vary in the length of time required for completion. Some offer certifications in as little as 8 hours. It goes without saying that if you want to truly make a difference in someone's life through coaching, and want to make the most impact and grow a thriving business with raving fans, you need to be an excellent coach. This is only possible if you are properly prepared to stand out and feel confident in your skills, abilities, and techniques.

We feel that our 280-hour training program over-delivers, to ensure you get the very best training available, to become the very best coach you can be.

We recognize that many who come to our training are currently working in full-time careers and need to have flexibility in their schooling demands. While most of the program is self-directed through reading, research, and workbook exercises, there are just a few hours each week that require a committed time for live training.

We feel our sequential, step-by-step process helps you learn as a coach and leader in a very natural way.



● Impact

Take your impact to the next level and make a difference while doing what you love. Learn a proven system and methodology for helping others truly change and move toward their goals and dreams.

Transform your life and your career—join the 2019 Transformational Coach Training Certification Program!

You will be personally taught how to unlock people's potential and help them create the results they want in their lives.

The Transformational Coach Certification Program is an advanced 10-month training and mentorship program for people who want to learn how to increase their impact and monetize their message while helping others become their best selves.

You'll learn a proven methodology for teaching people how to overcome their blockages and limiting-beliefs, how to set and achieve big goals, shift their mindset, and create the life of their dreams.

The Process

The 4-phase Transformation By Design Coaching Process is the “secret sauce” of our success. This process supports a deep and lasting shift in the awareness and consciousness of the clients our coaches work with. It’s a systematic process of inside-out coaching that was developed after discovering there is a very clear process that happens in every transformation.

The Coaches Academy™ training will take you through 2 modules over a ten month period.

- Transformation By Design™—Months 1-4
- Transformation By Design™ Mastery—Months 5-10

MODULE I

Transformation By Design™
has two phases of training:

- LifeDesign™
- Essential Force Alignment™

LifeDesign™ is the coaching program you will be trained to deliver. This is a systematic process of transformation which includes clarifying goals, clearing obstacles that hinder growth, and traversing the gap between where your clients are and where they want to be. You will usher them into the process of actually stepping into their dream life.

Essential Force Alignment™ is all about getting in the flow of universal and spiritual principles that govern our life, and decoding and utilizing these laws to actualize our dreams.

At the end of **Module I**, having met all proficiency requirements, you will be certified as a **Transformational Life Coach**.

MODULE II

Transformation By Design™ Mastery
has two phases of training:

- Core Transformation™
- 7Hz Therapy™

Core Transformation™ is understanding the holistic nature of your client and the science of change. Here we study the mind-body connection and enhance your powers of intuition and listening.

7Hz Therapy™ is a deep study of the theta mindstate. This training is focused on deeper consciousness using guided imagery and hypnosis to create real and lasting change. The alpha/theta border is the optimal range for visualization, mind programming, and where using the creative power of the mind begins. It is the mental state in which you consciously create your reality.

At the end of **Module II**, having met all proficiency requirements, you will be certified as a **Mind Body Intervention Specialist**.



This Certification Program is for...

teachers **parents** corporate managers
psychologists **yoga instructors**
sports coaches **HR professionals**
fitness professionals **medical professionals**

...and more

Everything You Need to Become a World-Class Transformational Leader

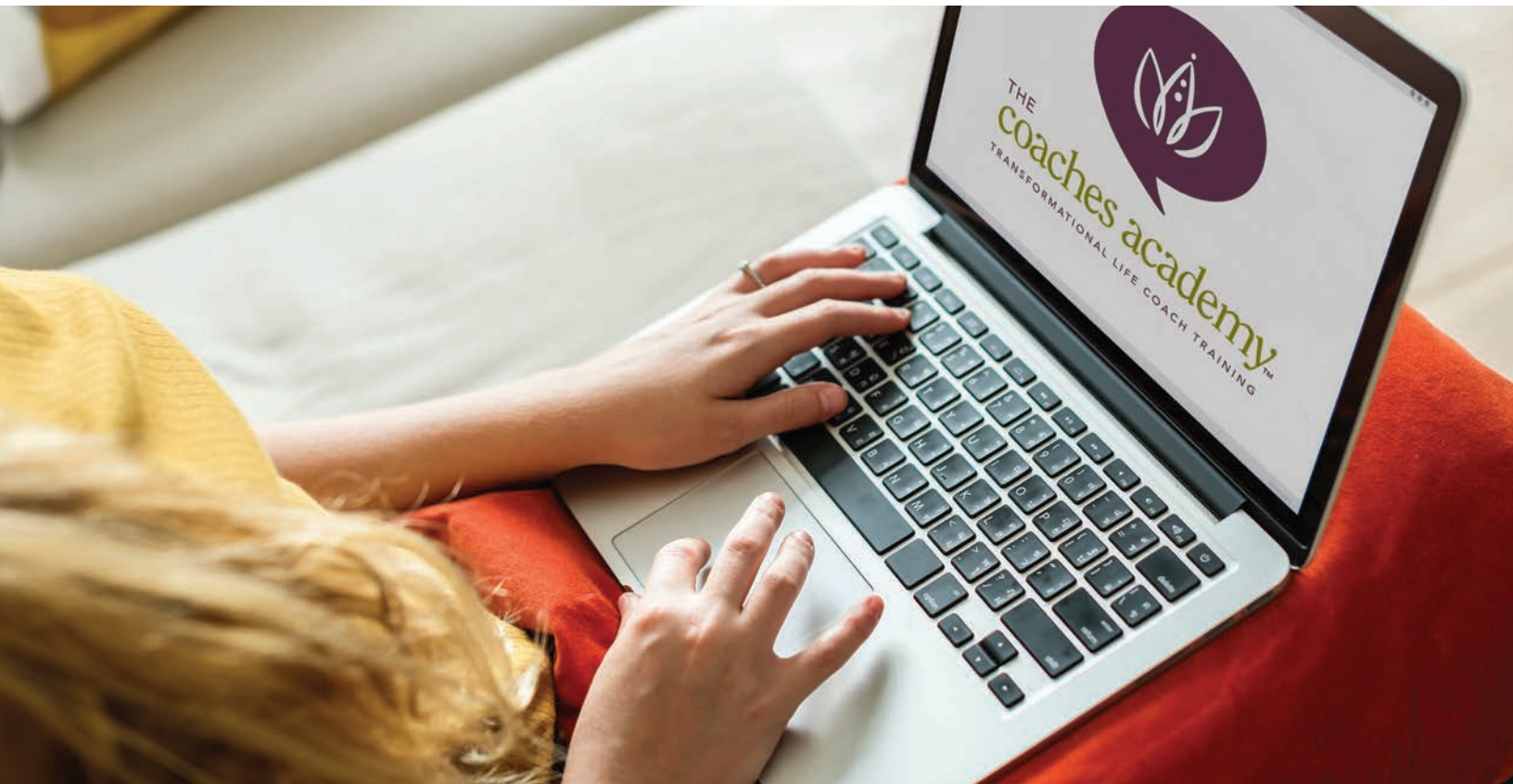
The program begins four weeks after we open enrollment. Once you register, you will receive your program packet with complete instructions on training, homework, and practices. You will receive instructions on how to access the training portal where you will download the manual, workbook and audio lessons. We will meet via video conference for 60 minutes once a week, and additional video training throughout the course will be distributed.

You'll also receive two, weekend intensives (over 60 hours), which includes personal training with Suzanne Norman and her team, in an interactive small-group classroom setting. The live training offers you all the in-person coaching, feedback, and accountability you need to hone your skills and become a world-class transformational leader.

We are proud to be an accredited training course through both the International Institute for Complementary Therapists (IICT) and The International Association for Counselors & Therapists (IACT).

And when you complete the program, you will have two certifications—Transformation Coach and Certified Hypnotherapist.





How is the Program Delivered?

You will receive 280 hours of Training.

MODULE I

Transformation By Design™

- 16 Group Training Calls via Zoom Video: Includes Live Q&A and Laser Coaching
- 24 Hours of Video Instruction
- Workbooks & Handouts
- Access to a Library of Resources (Trainings and Workshops)
- Business Building Skills to Help Grow Your Business
- Access to Private, Facebook Group with Continued Tips, Tools, and Trainings
- All the Tools You Need to Start Using the Content in as Early as 4 Months



MODULE II

Transformation By Design™ Mastery

- 24 Group Training Calls via Zoom Video; Includes Live Q&A and Laser Coaching
- 220 Hours of Training
- 188 Hours Online; Includes Recorded Video, Required Reading, Homework, Research, and Independent Study
- 32 Hours Live
- Workbooks & Handouts
- Access to a Library of Resources (Trainings and Workshops)

Our programs are structured around live classroom training which are delivered via live video sessions as well as two separate weekend modules (Friday through Monday).

We feel that live, in-person training is integral to your success as a coach. In between these in-person intensives, you will be engaged in live video training, recorded video training, webinars, and peer work.

How Important is Accreditation?

Not all schools and training institutes are accredited and that's because the coaching industry is non-regulated, and accreditation isn't necessary or required. But we feel that aligning with an organization with high standards and ethics, and getting their seal of approval, shows that we have gone above and beyond in designing and delivering the very best training available.

You will find organizations claiming to be the coaching industry's governing body who sets standards for coaching and training schools. The coaching industry does not have a governing body, and while some may claim to be the gold standard, that is a self-proclaimed designation. It's more important that you research schools and find one that is thorough, meets your vision and mission, and aligns with your core values.

The Coaches Academy™ believes that we have put together a rigorous program while going above and beyond what most programs offer and require. We feel it important to walk our talk.

We searched for accrediting agencies that we felt covered our holistic model, and those that understood and scrutinized the level of mind/body training our coaches were receiving. These training standards ensure that we graduate only the best coaches and transformational leaders.

The Coaching Academy's curriculum and programs are ever-evolving as we stay up-to-date on transformational leadership trends. We adjust our program to continually incorporate the latest findings and research.

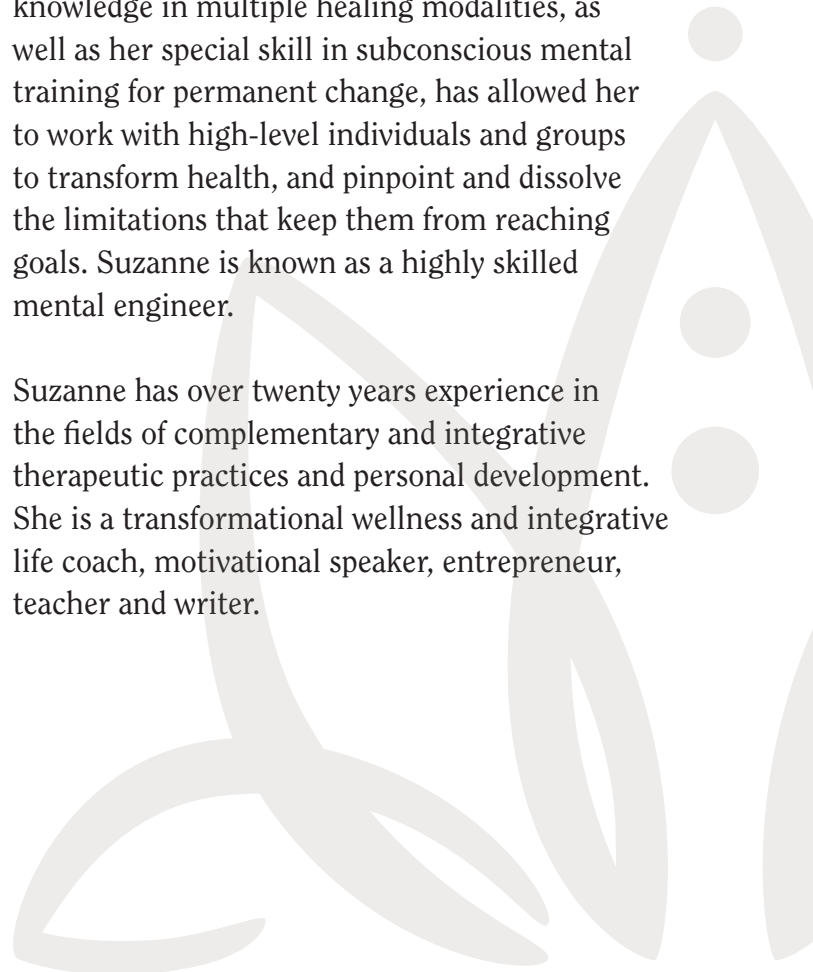


About Suzanne Norman

Suzanne Norman is the founder and director of The Coaches Academy™. She has built a number of lifestyle businesses, most notably, Enlightened Living LLC, a digital educational product company creating courses and programs to help enlighten the mind and heal the body, The Mind Body Institute, a personal development training company, and Rebel Wellness, a physical products business.

Suzanne is a healthy lifestyle expert and unconventional game changer in the field of transformational coaching and personal development. Her extensive experience and knowledge in multiple healing modalities, as well as her special skill in subconscious mental training for permanent change, has allowed her to work with high-level individuals and groups to transform health, and pinpoint and dissolve the limitations that keep them from reaching goals. Suzanne is known as a highly skilled mental engineer.

Suzanne has over twenty years experience in the fields of complementary and integrative therapeutic practices and personal development. She is a transformational wellness and integrative life coach, motivational speaker, entrepreneur, teacher and writer.



How to Enroll

Because we believe in training THE BEST coaches in the world, each enrollment period is limited. Only 50 professionals will qualify because we want to ensure every participant receives personal attention. This allows for more personalized and focused training to ensure you get the attention you deserve, so that you are fully prepared to meet the certification standards we have developed. Because of the limited number of people we train each year, there is often a waiting list. Fast action rewards! Hesitation will have you waiting another whole year to reach your dreams.

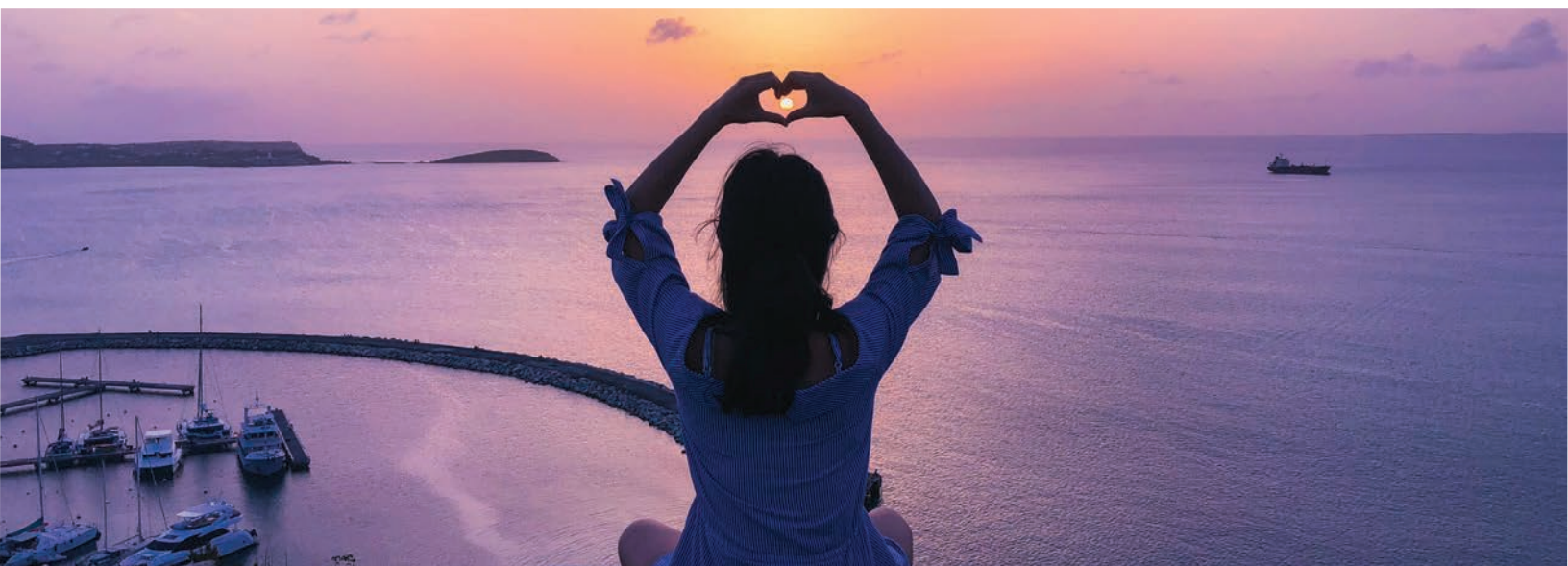
Because there is a limited number of enrollees, there is an application and interview processes for acceptance into the program. We start with a phone interview. This allows you to ask questions about the program, it allows us to get to know you and your background, and for both of us to see if we're a good fit. You are joining a family and you want to be sure it feels right for you.

We welcome you to apply today so that you can begin transforming your career with the world-class materials and ongoing resources we provide with this program. Of course, this innovative training program is designed to do more than just build your skills and give you a training curriculum. It is a journey where you will find yourself opening up to newer aspects of yourself, building lifelong relationships, getting personalized feedback, and being held accountable for living these principles in your own life, just as you'll be coaching your clients to do.

A background in the healing arts or previous coaching is helpful but not necessary. It is more important that you have an interest and passion in the practice and principles of transformation, and that you believe in the potential in each person you meet.

Let's connect! Click on e-mail link below and we will forward a link to schedule a call.

info@enlightenedlivingonline.com





Investment

Coaches training programs vary significantly in price, with some online, 20-hour programs starting as low as \$2,000, and other accredited programs charging anywhere from \$15,000-\$30,000 or more.

Some programs appear less expensive on the surface but upon further investigation you may find hidden fees and required curriculum. While other programs charge exorbitant fees simply based on being developed by someone with fame or notoriety.

The key to a good training program is the content, the level of personal contact with the training staff, continued support and access to future training. You want to align yourself with the philosophies and values of that company and you want to connect with the program mission and know you will be valued and treated with respect.

Our mission is to operate with integrity and transparency. We believe that **The Coaches Academy™** offers more than any other program in the coaching industry. We are here to answer all questions you might have so that you can make an informed decision about your investment.

Tuition for the complete Coaches Academy Certification Program includes: access to three complete training programs, a proven system for coaching your clients, exercises, workbook, manual, audio training, and coaching calls. You will have access to a library of additional programs and training that help enhance your skills as a coach and further assist you with your clients. Upon completion of the 10-month program, you will receive two certifications—Certified Transformational Coach and Certified Hypnotherapist. All required exam fees are included.

The Coaches Academy recognizes that enrolling in a coach training program is a significant investment in your future. The number of hours in our program are more hours than are required to earn a bachelor degree, at less than the cost of one semester at a state university!





Let's Connect

We are excited to offer our students tuition payment options, including payment plans, and early enrollment reductions.

Click [here](#) to request a one-on-one appointment with an admission coach.

Our admission coaches are available to discuss your vision for your future, and answer questions you have about the program, or about your specific financial situation. Schedule a call today, we're happy to address any specific questions you have about the program.

The Coaches Academy coach training program is 10 months long, and it may help you to know that you can begin working with paying clients after only 4 months. This means you can start earning your return before you even finish the program.



Is the Coaches Academy the Best Choice for You?

Our training program is a passionate community where everyone involved truly lives the principles and mission. Our intention is to raise the consciousness of the world and help empower people toward reaching their highest potential.

We want that for you as well. If you're here, it means that you won't be satisfied with a limited education that brings you limited success. It's important to all of us at **The Coaches Academy** that you have the opportunity and resources to reach your fullest potential.

Now is the time to take action! This is a lifelong investment in yourself and your career and if you have the desire to inspire, and the passion to serve, then we look forward to welcoming you to The Coaches Academy.