



HOW TO CHOOSE A

# COACH

TRAINING PROGRAM



*9 FACTORS TO LOOK FOR*  
**IN ANY COACH TRAINING PROGRAM**





# Becoming a coach

is a rewarding, fulfilling career! And to create the most meaningful experience (for you AND your future clients) it's important to attend a coach training program for your certification. Understandably, it can be challenging—and a little overwhelming—to find the best training program for you. In this easy-to-follow guide, you'll learn the key factors to consider when evaluating any coach training program so you can feel confident in your choice.

You'll also gain valuable insight into iPEC's ICF-accredited coach training program and what makes our philosophy, curriculum, and approach renowned in the industry.

**“iPEC was there to help me open my eyes to things I never would have seen. iPEC created a safe and encouraging space for me to have profound personal breakthroughs, which was integral to me learning how to create that same transformational space for others.” ~ Andrea Kao, iPEC Graduate**

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## AREA #1

# Underlying Philosophy of the School

## Why it matters:

The best coaches are highly developed personally and they continue to grow and stretch so they can partner with clients to do the same. When you feel fully connected to a training school's mission and underlying philosophy, you're setting yourself up not only for continued growth but also to reach your full potential as a coach.

You'll want a school's underlying philosophy to top your list of important factors to consider because when you're excited by what you're learning, you'll be passionate about incorporating the philosophy into your daily life and using it with not only your clients, but to uplift all your interactions and relationships. This is how people step into new versions of themselves, affect meaningful change, and increase joy and fulfillment in every aspect of their lives.

By finding a school that's rooted in a research-backed methodology and philosophy with field-tested, proven results, you're more likely to become a successful coach who enables others (and themselves) to be the agent of change in their own lives.

### *Key questions to ask any coach training program:*

- Does your program have a unique philosophy that you could share with me?
- Follow-up question: How will that help me thrive as a coach?

**"Happiness** is legitimately one of the best kept secrets and it shouldn't be."

**~ Morgan Field, author**





## Our Unique Core Energy Coaching™ Process

iPEC goes beyond traditional coaching techniques with our unique Core Energy Coaching™ process.

This is the heart of iPEC's exclusive Core Energy Coaching™ process, which empowers you to consciously choose your actions, create the results you most want to experience in life, and help others do the same for themselves.

This transformative coaching methodology focuses on delivering sustainable and lasting change by helping people transform the way they think and feel. Our graduates are equipped with skills, tools, and techniques to dig deep for the underlying causes of their client's challenges and empower them to create the results they desire—ultimately helping them to feel more connected to their inner purpose and passion.

[The Core Energy Coaching™](#) process is the foundation of iPEC's philosophy and practice intended to help people be the agent of change in their own lives instead of simply dealing with unintended outcomes. This process gives individuals the opportunity to consciously choose their actions and create what they most want to experience in life.

# What Are iPEC'S Philosophy, Mission, and Values?

## We're not your ordinary coach training company.

Here's the truth about accredited coach training companies: we all have an excellent approach with proven methodologies, techniques, and tools that deliver effective results.

## Here's the difference at iPEC: *our philosophy.*

**Our philosophy is born out of an essential truth about human beings: there's vast, unrealized potential inside every one of us.** The key to awakening that potential is to access deeper self-awareness and higher levels of consciousness.

## It's more than coach training. It's life transforming.

Our proprietary framework is embedded in our methodology and will guide you on a fully immersive and experiential journey of self-discovery that is both enlightening and thrilling.

This in-depth exploration of self will have you at the edge of your comfort zone—challenging accepted self-narratives, identifying and breaking through stifling fears and hurdles, and uncovering new possibilities.

In doing so, you'll be energized by becoming the creator of your world in every moment. You'll be **free**:

- to live with intention
- to confidently create your way forward to the life you want to live
- to be open to healthy change and alive to possibility
- to know *without* a doubt that you're on your exciting self-determined path to success, in whatever way you define it





*Training at iPEC will give you the ability to access higher levels of consciousness and confidently draw upon it as a powerful force in your life.*

Whether you want to start your own coaching practice, become a more effective leader in your organization, or simply experience the unbridled enthusiasm that comes from living authentically and being the conscious creator of your life, iPEC is here for you.

And as we've witnessed in the lives of the 20,000+ people who've been trained in our profoundly revealing approach of coaching rooted in consciousness, it's nearly impossible to not experience the same transformation for yourself.



*"My role and gift in life is not to teach, preach, or convince anyone of anything. I am here to empower others to get their own answers, access their true dreams, and overcome anything that gets in the way of making those dreams a reality."*

**~ Bruce D Schneider, MCC | Founder of iPEC**



## AREA #2

# The Learning Experience and How It's Designed

## Why it matters:

Adults learn differently than kids do. So it's important that any school you're considering has structured their curriculum to include proven elements that drive success for adult learners. Every component of your training—the trainers, learning environment, methods of practice and integration, and actionable takeaways—should all come together to create a cohesive learning experience for you, the adult student.

It's also important the program you choose is invested in your continued success so you'll want to make sure they offer continuing education options that allow (and encourage!) you to continue growing and evolving—even after you've completed your training.

### *Key questions to ask any coach training program:*

- What learning methods does your curriculum use to help me, an adult student, fully retain and apply what I'm learning?
- What ongoing education opportunities do you offer after I complete the program and are they included in the cost of tuition?
- What is an example of something I might learn related to 'real-life' that I could start using immediately with my clients?

### **At iPEC, we recognize that everyone learns a little differently.**

Our goal is to maximize your success—therefore, we incorporate a variety of training methods in order to engage all types of learning preferences:

- **Visual (seeing)**
- **Auditory (hearing)**
- **Kinesthetic (hands-on)**

Our curriculum includes live, real-time instruction and practice, self-paced activities, independent projects, and social learning and peer support. Material is presented both in the live classroom and on pre-recorded webinars—and you'll also have the opportunity to strengthen and tone your coaching muscles during your one-on-one mentoring and coach-client sessions. Every aspect of the program is designed to give you multiple ways to absorb, experience, and integrate the lessons.





# Our Coach Training Program Accommodates Every Learning Type



## LIVE CLIENT HOURS

You'll coach and be coached by your peers—giving you the opportunity to learn and experience both sides of the coaching relationship.



## WEBINARS

Our weekly, interactive live webinars are approximately 90 minutes each and are offered at two different times of the day so you can fit it into your schedule at a time that works best for you. You'll also have easy access to the recordings if you wish to revisit or review the material at a later time.



## ONE-ON-ONE MENTOR COACHING FOR SKILL DEVELOPMENT

You'll receive individualized coaching feedback by an ICF-credentialed coach who will offer strategies and suggestions to improve your coaching ability.



## ONE-ON-ONE COACHING FOR SUCCESS

Your Success Coach will help you gain clarity about what success looks like to you as a coach and guide you to the many resources that iPEC makes available to our students.



# iPEC's Unique Training Structure

Our program is structured around live classroom trainings, either in-person or online, which are delivered in three separate modules positioned about twelve weeks apart. **Our live trainings are NOT a dull classroom experience;** rather, they provide you with an opportunity to practice your skills in a supportive environment, get immediate feedback, and build invaluable relationships with other students in the program.

You may find other coach training programs downplay the importance of live trainings—reducing or even eliminating classroom time altogether to cut costs or reduce the overall training time. At iPEC, we believe that training is integral to your success as a student and later as a coach. Learning in our program is done in a holistic, supportive environment, rather than sending you off to learn the material on your own.

In between these live trainings, you'll apply and integrate what you've learned with webinars that introduce new material and expand on previously learned concepts. **You will also work with others as a peer coach, a peer client, and as part of a peer group, on a weekly basis.** Additionally, we offer a niche specialty training to help you target and develop skills in your chosen area of expertise. In-between modules, you'll also have plenty of opportunity for self-study, which provides you with yet another component of our robust training, in a way that fits your lifestyle.

**Additionally, all of our in-classroom trainers go through a rigorous, iPEC-specific, train-the-trainer program and have obtained PCC-level credentials (500+ hours of coaching) through the International Coaching Federation.** So you can expect a seamless experience and the same quality instruction no matter where you take your live training modules, whether it's online in the comfort of your own home or in person in the city of your choosing.



## AREA #3

# Niche-Specific Tracks With Advanced Training

## Why it matters:

While foundational coaching skills are an important tool in your belt as a coach, there are huge benefits to receiving advanced specialized training, designed to position you as an expert in your niche of choice, where you actually plan to leverage your coaching skills.

By choosing a specialty, you'll deepen your ability to recognize and shift common stress factors, energy drains, and challenges for your ideal client. Plus, having specialized training in your niche of choice signals to your potential clients and organizations that you're truly a leader in your field.

The coaching industry is about *"who knows you—and for what reason?"* In other words, the best way to become a go-to coach is to become known for your expertise in a specific area which increases your effectiveness and helps attract the exact types of people who will want to work with you (and who you're most excited to work with).

### *Key questions to ask any coach training program:*

- Do you offer niche-specific training as part of your curriculum?
- How will your program help me launch a successful coaching business and become known for my specific area of expertise?





*When you're evaluating potential schools, it's important to ask yourself whether they offer specialized coach training.*

## iPEC's Specialty Training Tracks

All students start with training in Core Energy Coaching™ and Energy Leadership™, which provide you with a solid foundation of coaching skills, systems, and processes, enabling you to **coach anyone, on anything, at any time**. As you progress through the program, you can choose a specialty: an area in which you'd like to focus your coaching and acquire more specific knowledge, skills, and tools.

### Specialty-Track Training includes:

- Life Coaching
- Relationship Coaching
- Transitions Coaching
- Health and Wellness Coaching
- Group Coaching
- Small Business & Professionals Coaching
- Parents & Teens Coaching
- Couples Coaching
- Sports Performance Coaching



## Advanced Training With iPEC's Proprietary COR.E Dynamics™

# COR.E

You'll also learn COR.E Dynamics™—a comprehensive approach for raising energy and maximizing performance in four specific areas:

- Executive and Leadership Development Coaching
- Performance Coaching
- Health and Wellness Coaching
- Life Coaching

When used with clients, this advanced method facilitates significant and efficient energy shifts, both in the moment and after the fact. These energy shifts have a major impact on the client's overall performance at home, at work, at play, and in any and all aspects of their life.

*Once you've completed the Core Dynamics™ program, you'll gain access to the many resources available to you in COR.E Dynamics™, including hundreds of predesigned client exercises and assignments, backend access to the SCOPE™ assessment app, and numerous marketing materials.*

**“The iPEC coach training program has been a life-changing experience.**

If I were to have a choice between every self-help book, seminar, course, or tape I own, I would have to say this course has been the biggest influence for positive change, multiplied by 100, compared to anything I have tried personally and/or professionally.”

**~ Luanne M, iPEC Graduate**





## AREA #4

# Resources and Support That Set You Up for Success

## Why it matters:

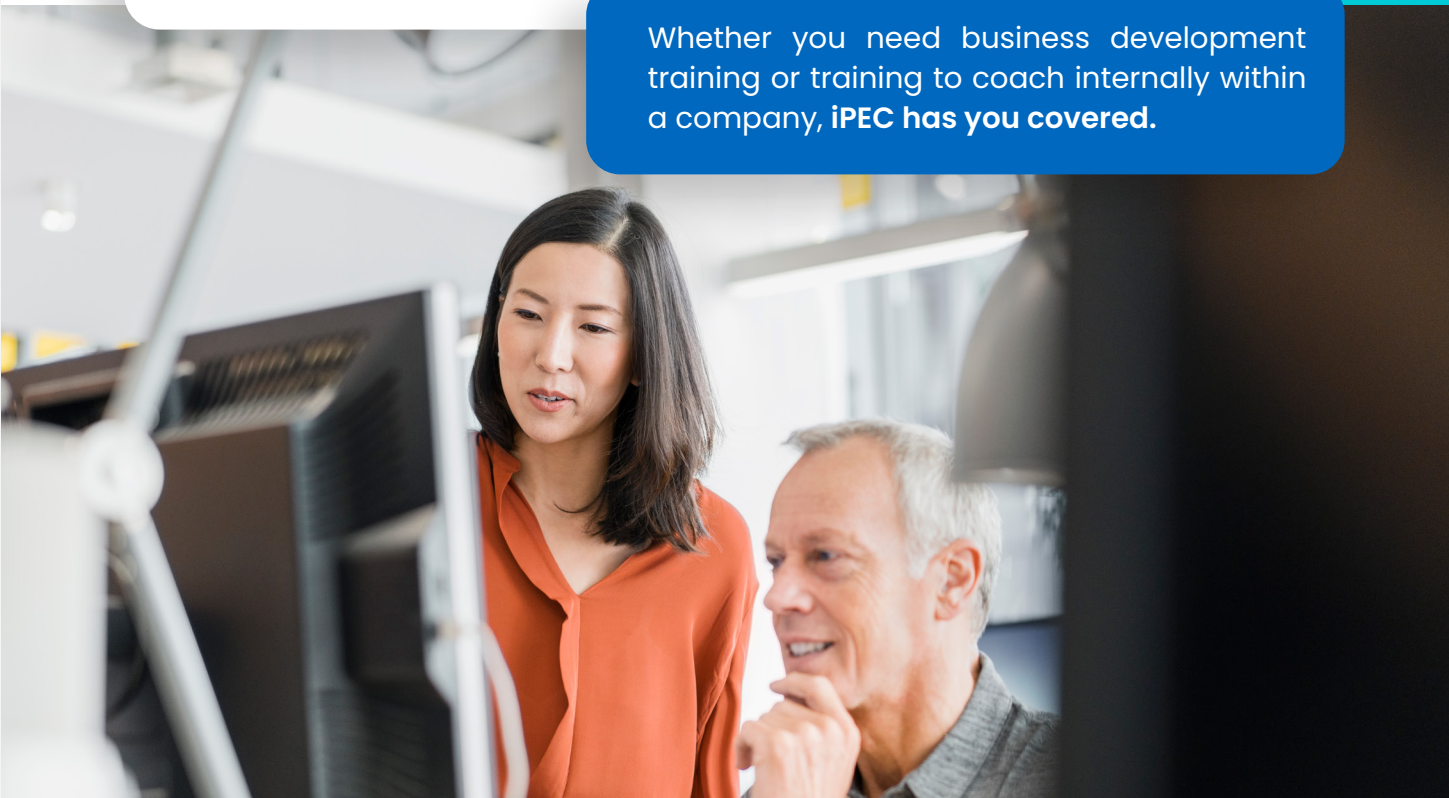
When comparing coach training schools, it's crucial to determine how each school supports their students during *and* after the program. After all, you've set out to invest in your growth, build your dream career, and to make a difference in the world.

You'll want the school you choose to provide the support and resources needed to retain and implement what you've learned, and leverage it to build a thriving coaching business.

### *Key questions to ask any coach training program:*

- Do you provide a mentor coach to help students with skill development (and if so, is there an added cost)?
- What professional support do you provide that'll help me launch a successful coaching business?
- Do you offer a resource library with ongoing access, even after I graduate? What does that include?

Whether you need business development training or training to coach internally within a company, **iPEC has you covered.**



# iPEC's Unique Professional Development Support

We want you to succeed. Not only do we want to empower you with life-changing coaching skills, we also want you to achieve the professional and financial success you desire.

## Business Support

If you're planning to start a business as a professional coach, you're not just learning how to become a coach, you're also learning to become an entrepreneur. Learning how to be a successful entrepreneur should be integrated into any program you consider.

## Professional Support

If you're planning on being an internal coach at an organization, you're not just learning how to become a coach, you're also learning how to navigate organizations, employee relations, and be an effective leader. Learning how to successfully navigate this internal landscape should be integrated into any program you consider.

**"I decided to enroll in iPEC because being from an athletic background, I thought this program could be something people can use to improve performance.** However, it is much broader than just athletics. It can be applied to many areas of one's life. I like the idea of looking at performance, slowing it down, and seeing what might be hindering it. I found this to be especially good with sole performance athletes, such as golfers, tennis players, baseball players, and basketball players working on a specific skill."

*~ Telecia Ellis, iPEC Graduate*

**"If iPEC had a magic sauce, it would be composed (or concocted) from this idea of energy.** In fact, energy is the common language that graduates learn to speak. And that's the language that is changing the world, one conscious choice at a time."

*~ Michael Timmes, iPEC Graduate*



# Your Additional Resources

*When You Enroll With iPEC, You Also Gain  
Access to Numerous Professional  
Development Resources*

**Additionally, you'll be further supported for success with the below:**

## **The Success Coach Program**

The Success Coach program prepares participants for coaching success—however they define it—through the application of iPEC's own coaching tools and principles. The program includes three, 30-minute, one-on-one sessions with a dedicated Success Coach, and a private forum where you can connect with other students and share your experiences. (You won't find this offered anywhere else!)

## **The Business Toolbox**

The Toolbox is available to all iPEC participants and contains a variety of templates to get your business up and running. It includes documents such as sample coaching agreements and questionnaires, scripts for complimentary sessions and coaching call prep forms, coaching tools and worksheets, surveys and centering activities, and business development and marketing tools. Tools and resources become available as students move deeper into the iPEC training. Even if you're not launching your own business, the tools can be adapted and applied internally.

## **CORE Dynamics™ Resources**

Completion of the CORE Dynamics™ Program gives you access to hundreds of predesigned client exercises and assignments, backend access to the SCOPE™ assessment app, continuing education learning opportunities, and marketing materials.







## Three Certifications

Whether you decide to bring coaching skills back to your organization or home, iPEC's renowned program and outstanding training team fully supports you. You not only earn three certifications but also become a specialist in our two research-backed, proprietary assessment tools, designed to give your coaching clients an immediate glimpse into their habits and behaviors. (Learn more about these certifications later in this PDF, under Area #7!)

## The SCOPE™ Assessment App

Your skills and ability don't change from day to day—but your energy level does. And more importantly, your energy level affects how well you'll perform in everything from public speaking or meeting with a client, to working with a team and communicating policy changes.

The SCOPE™ app is an assessment that provides you and your clients with a "Performance Factor" which rates your potential to perform to the best of your ability. It's designed to be taken before you undertake any kind of task so you can implement strategies to shift your energy and increase your likelihood of success. So the next time you prepare to speak in front of an audience, head to the gym, or tackle a project, you'll be able to consult the SCOPE™ app for a quick energy check-in.

## SCOPE™

And most importantly, SCOPE™ is an effective tool for working with your clients in an easy-to-use mobile format.



## AREA #5

# Reputation and Integrity

## Why it matters:

Whether the school you're considering offers an accredited training program or not can be an important clue about the quality of its training; it also affects the credibility of the certifications you earn through their programs. Not all coach training programs are accredited (and not all accreditations are equal!)—which makes this an important question to explore as you do your research.

The International Coaching Federation (ICF) is the coaching industry's most widely accepted governing body and sets standards, core competencies, and a code of ethics for coaching and training schools alike. While all accredited programs should follow these standards, the training methodologies, number of contact learning hours offered, and quality of instruction can vary greatly from one school to another.

Beyond accreditation, another great way to determine the quality of a coach training program is to talk to former students, read about their experience in the program, and research the school's industry standing. A school that has a broad range of successful graduates who speak enthusiastically about the program is likely the kind of school you'll want to consider for yourself, too.

### *Key questions to ask any coach training program:*

- Is your program accredited by the ICF?
- How long has your program been around and how many coaches have you trained?
- How can I find graduates to speak to or hear their stories? (Example: For iPEC, you can search #iPECChangedMyLife on social media.)





## iPEC's Accreditations

iPEC has been an ICF-Accredited Coach Training Program since 2002. When you graduate from our program, you'll become a Certified Professional Coach (CPC) recognized by the ICF. We're also approved as a Board Certified Coach (BCC) program through the Center for Credentialing and Education—another independent body that sets standards for coach competencies. (It's rare to find a program approved by both bodies and we're proud that our training program qualifies for both accreditations!)

*Our commitment to graduating masterful and successful coaches means we often exceed many of the ICF and BCC requirements.*

Upon completion of iPEC's program, you'll be one of the most thoroughly trained and well-rounded coaches in the world.

In addition to our accreditation, iPEC is proud to partner with other educational institutions such as Florida International University to offer educational opportunities for their students.



*We've also partnered with a variety of state and private organizations to offer continuing education credits for professionals seeking qualified classes to maintain their professional licenses. Here are a few but our list keeps growing.*



Please ask your Admissions Coach if your organization qualifies.

## **iPEC's Reputation, Testimonials, and Case Studies**

As one of the largest coach training schools in the world that offers ICF-accredited coach training programs, iPEC has a proven track record of success.

*We have helped over 20,000 graduates launch careers as Certified Professional Coaches in 44 countries and we offer one of the most comprehensive accredited coach training programs in the industry (and the world!)*

**[At iPEC.com](https://www.ipec.com)**, you'll find dozens of testimonials and case studies from recent graduates. (And did you know? When you speak with an Admissions Coach at iPEC, you're speaking with a graduate. 🎓 Feel free to ask them about their experience!)





"By giving talks at post-divorce singles groups, I quickly realized that coaching tools could make a huge difference for people. **Through iPEC's program, I not only healed tremendously myself, but also developed my coaching practice to powerfully serve others.**"

**~ Martin Salama, iPEC Graduate**

**"Through iPEC, I learned how to apply coaching techniques** to my organization's leadership development training, helping me cultivate stronger leaders and drive meaningful change."

**~ Pasquale Bisecco, iPEC Graduate | Training & Development  
Consultant New York Presbyterian Hospital**

*"Coaches can move you forward because you feel that accountability."*



## AREA #6

# “Walking Their Talk”

## Why it matters:

Coach training requires a serious investment of your time, energy, and money—so it’s important to consider whether the program takes its mission and the curriculum it teaches as seriously as you do. In other words, do they “walk their talk”?

Comparing the school’s public-facing mission and values with the lesson content, ongoing student support, and the coaching provided can help you decide if the school delivers on their promises (and ultimately equips you with the skills and assistance you need to be successful).

### *Key questions to ask any coach training program:*

- How do you “walk your talk” when it comes to coaching? (In other words, if your school believes in the power of coaching, do you give students opportunities to experience the power of coaching and *be coached* by experienced coaches?)
- In what ways does your curriculum embody your coaching philosophy?

At iPEC, we’ve witnessed the impactful results of our coach training first-hand. **Our curriculum and skills training can transform your life** and help you change the lives of others. Every bit of our program, communications, and organizational structure is devoted to continually increasing the effectiveness of our training and helping you fulfill your unique potential.

### **iPEC’s curriculum and programs are constantly evolving as we:**

- Stay up to date on coaching industry trends
- Enhance our trainings by incorporating new findings and [research](#)
- Adjust our program to meet and exceed our students’ and graduates’ needs

All of us at iPEC firmly believe that we should go above and beyond the promises we make when you enroll. We’re not content to merely teach you “how to coach” and then turn you loose. You’ll benefit from the same coaching skills you’ll learn in our program when we employ them on your behalf to support you through your training, growing your practice, and encouraging you as a fully-fledged coach.





## Success Coach Program

Whether you're planning to open your own coaching practice, become an internal coach at your organization, or implement your coaching skills in your current career, iPEC walks its talk by including three one-on-one coaching sessions with a Success Coach so you can solidify your goals and take action.

Your Success Coach is an experienced iPEC graduate who will support you as you create a clear vision of who you want to be and what you want to accomplish as a coach.

*This individually tailored process will draw out your inner wisdom and normalize what your career transition may look and feel like for you.*

Through this program, you'll create tangible next steps, as well as an overall roadmap so you can stay connected, focused, and accountable to your long-term goals.

Many students report that the transformational coaching they received through the Success Coach Program dramatically sped up their progress and helped them feel even more excited, energized, and confident as they step into this new path in their career.



# SUCCESS COACH TESTIMONIAL

*"This program helps me stay focused and on track, even with my busy, stressful life."*

"I'm a mom of three and I work full time in a corporate office setting. I had a vision for what I wanted coaching to be in my life, but I didn't really have a plan for how I was going to get there. I figured I'd take it one step at a time.

My Success Coach helped me set up a tangible roadmap from where I am today to my goal of becoming a full-time coach. That roadmap helped ground me, and alleviated some of the anxiety from having such a big goal. She was also so intuitive to ask about me and my personal life. Through that conversation, we found some balance in my health and exercise habits that'll help me be successful in general."

**"The success coach program makes me feel supported. Having a successful, experienced coach as a resource helps keep me centered in where I am now, as well as on track and connected to my longer term goals."**

*~ Dana Wright, iPEC Graduate*



## AREA #7

# Time Commitment, Thoroughness, and Flexibility

## Why it matters:

Coach training programs vary tremendously in the amount of time they require for completion and how they have you spend that time—ranging from just 30 hours of training over a few days, to more than 300 hours over the course of several months. It's important that any program you choose includes a good mix of live contact hours for real time questions and supervised practice, combined with self-study for long lasting application.

These are important factors to consider because as a coach, the people you serve will be relying on your skills and expertise. You'll want to be sure that you're not only properly prepared to stand in those important shoes, but that the quality AND quantity of training you receive leaves you feeling confident in your coaching skills and abilities.

We recommend looking beyond the question "How long will the program take?" and asking yourself "How thorough and long-lasting is the training I'll receive and how can I fit the training program into my life?"

### *Key questions to ask any coach training program:*

- How many hours of training does your program provide and what's covered in those hours?
- Is your program flexible enough that I can fit it into my life, even if I (work full time/ homeschool my kids/etc.)?
- Do you include ongoing learning opportunities and access to free resources, even after I graduate from the program?

## iPEC's Program and Time Requirements

At iPEC, we use a research-backed, step-by-step approach to learning so you learn and grow as a coach and as a leader, in an easy, natural, and transformative way. Much of our program is self-scheduled which makes it flexible and manageable, and allows the majority of our students to complete the program while also working full time (and managing a full-time life).

We've had many graduates from other coach training programs come to iPEC for additional training and they all say the same thing: It's amazing how well our program works and how much progress can be made within just a few months.



***“The next rung up for me was VP, but nothing about that lit me up.”***

*“With iPEC, I learned I could be happy and successful. I followed my gut and started a coaching business to help children of super-educated immigrants discover their own version of success.”*

***~ Natasha Lindor, iPEC Graduate***



## Phase One: Core Energy Coaching™ and Energy Leadership™

Our students begin with the Core Energy Coaching™ curriculum which gives them a firm foundation in both traditional and transformative coaching skills. This is combined with Energy Leadership™, a process that supports deeper shifts in awareness and consciousness. (More on these below!)

These methodologies are taught through three, three-day modules, as well as online training, webinars, and group calls. During this time, you'll also become a peer coach and a peer client so you can experience the coaching process from all angles. Most students, on average, spend 6-8 hours per week on coursework and can earn their first two certifications (CPC and ELI-MP) in about eight months. (In fact, you can begin accepting clients after Module I and those experience hours can be applied to your ICF certification.)

While it may be tempting to try and complete the training even faster, learning does take time. Our program doesn't just teach you how to 'do' coaching; instead, we guide you through the process of 'becoming' a coach. The processes and techniques you'll learn will also transform you—from the inside out—enabling you to show up differently in your life and more effectively for your coaching clients.

**During Phase One**, you will also gain access to coach specialty trainings. We encourage you to choose a specialty and develop a deeper expertise—or even mix and match different specialties to create your own unique specialty. iPEC's specialty tracks include:

- Life Coaching
- Relationship Coaching
- Transitions Coaching
- Health and Wellness Coaching
- Group Coaching
- Small Business & Professionals Coaching
- Leadership: Executive & Management Coaching
- Parents & Teens Coaching
- Couples Coaching
- Sports Performance Coaching



## Phase Two: COR.E Dynamics™

Our students deserve the highest level in coach training and look for an even deeper and more precise level of development so they can continue to coach at the highest level in the industry. COR.E Dynamics™ brings the most elite curriculum of world-class coaching skills to our students and is where you'll earn your third certification.

**COR.E Dynamics™ is a proprietary process created by iPEC that seeks to raise energy and maximize performance in these key areas:**

- Leadership
- Performance
- Transitions
- Wellbeing

Once you've completed COR.E Dynamics™, which takes approximately three months, you'll gain access to even more resources, including hundreds of predesigned client exercises and assignments, the backend of the SCOPE™ assessment app, advanced learning opportunities, and marketing materials.

### Lifetime Access and ICF Continuing Education Credits

Other coach training programs end after you've earned one certification but iPEC doesn't stop even after you've earned your three certifications. Coaching is a way of being and our students are dedicated, lifelong learners who have asked for ongoing learning opportunities.

Your access to our content, the Hub Student Portal, specialty track training, and encouraging coach community is guaranteed for life. And not only that—graduates who participate in iPEC's monthly educational webinars (included in tuition!) can receive Continuing Coach Education Units (CCEUs) towards ICF credentialing.

"This program has been transformational on so many levels in my life. I don't believe anyone else teaches these principles, and so effectively."

~ **Connie E., iPEC Graduate**

"Through iPEC's powerful Energy Leadership Certification program, I discovered what true leadership is all about, and now I am my own boss who gets to go out into the world to help others develop into strong, passionate leaders. This course completely changed my life, my career, and my future."

~ **Kerri Myers, CPC, ELI-MP**

## AREA #8

# Tools You Can Use

## Why it matters:

Having a solid foundation of coaching skills is one thing. (*And it's an important thing!*) But having actual tools you can draw on and use in concert with those skills can help you take your impact as a coach-centric leader to the next level.

Being able to incorporate tangible, research-backed ROI data and reports on how team members are showing up in their day-to-day work life, including when they're experiencing stress, gives you a major boost in credibility as a leader within your organization.

It's important that whatever coach training program you choose provides you with a robust set of tools you can use—which may include things like assessments, apps, and/or a resource library.

### *Key questions to ask any coach training program:*

- What tools do you provide that I can bring back to my coaching business and use with my clients right away?
- What research do you have to demonstrate the effectiveness of those tools?
- Do you have an app I can use with my clients?





# Does the School Provide Tools for You to Use With Your Clients?

During the third live module of iPEC's ICF-accredited Coach Training Program, you'll learn our research-backed assessment tool, the [Energy Leadership™ Index](#), or ELI, for short. The ELI is an online assessment that measures how an individual perceives and approaches work and life. It's an attitudinal assessment, not a personality-based one, that measures mindset and energy in areas such as:

- Financial Success
- Leadership Ability
- Working Relationships
- Family Relationships
- Work/Life Balance
- Health & Wellness
- Spiritual Connection
- Communication Skills
- Productivity

The ELI assessment is a powerful business and credibility-building tool because it provides your clients with visual data. The assessment takes something intangible—the client's current attitude toward their life—and assigns a metric to it, something your clients can see, measure, and reevaluate in the future to measure their progress.

When your clients can hold a report telling them how they are showing up in their "normal" day-to-day life and under stress, it's much easier for them to see where to make the changes necessary to get the results they want. It's also easier for you, as their coach, to explain how your work together will make a tremendous difference, if not all the difference, in how they experience life and navigate toward their goals.



*We believe so strongly in the power of the ELI assessment that we've had it independently studied over the years. The results show that people with **higher E-Factors** are statistically more satisfied with all aspects of their lives and are able to engage in all areas of their lives with more energy, enthusiasm, and passion.*



## The SCOPE™ Assessment App

Unlike the ELLI, which measures overall energy, the SCOPE™ app measures energy in the moment. Designed to be taken before playing, practicing, competing, or engaging in any area of life, the app gives the client a “Performance Factor” that lets them know how energetically engaged they are regarding the task they’re rating. The higher their Performance Factor, the more likely they’ll perform to the best of their ability.

The SCOPE™ assessment allows you, as a coach, to understand what your clients need to shift/adjust to increase the likelihood of performing to their potential. Monitored over time, this assessment will reveal the patterns and tendencies that promote optimal performance. It’s yet another powerful tool for you to use with your clients to be a more effective coach.

You can actually download the client version of the app and test it yourself ([Download from the Apple Store or Google Play](#)). During CORE Dynamics™, you will receive training on how to support your clients using SCOPE™ and will gain access to the coach access of the app where you can view your clients assessments.





## “iPEC’s Energy Leadership™ Coaching makes a positive impact ... Even in a bank!”



“The finance department was having some difficulties with engagement and our CFO approached me for ideas. I invited him take iPEC’s proprietary Energy Leadership Index (ELI) assessment, and he fell in love with it. I’ve since done the ELI with nearly 100 support staff members on our finance and audit teams—from new college grads to the executive suite.

**Almost immediately, we have seen positive shifts in individuals and in the overall awareness and mindset of the teams.** A new language around Energy has taken hold around the office. Not only are people noticing their energy levels, but they’re talking about it, and they’re seeking solutions on how to raise themselves to an even more positive, energetic place. The principles taught by iPEC have enhanced our Change Management programs and have also drastically shifted the culture and engagement in our support departments.”

~ Pasquale Ferrara, JR., iPEC Graduate Executive Director Human Resources at Rabobank



## AREA #9

# Value: Comprehensiveness of the Program and Tuition

## Why it matters:

Coach training programs vary significantly in price, with unaccredited programs starting as low as \$2,000–\$3,000 and accredited programs ranging anywhere from \$5,000–\$20,000 or more.

The key to understanding the price of a program is to make sure that you know exactly what's included in the cost, how comprehensive an experience you'll be getting for that price, and what doors that program's reputation can open for you professionally.

In other words: it's important you feel confident in the school you've chosen and how that choice will serve you and your career over the long term.

Some programs might appear less expensive on the surface but if you study them further, you might find things left out, hidden fees, or that your relationship with the school is purely transactional. (Seriously, be very clear on what is included in the tuition and what isn't!)

Rather than focusing solely on a number, it's important to consider the comprehensiveness of your training and the lifetime return on investment you'll be getting.

### *Key questions to ask any coach training program:*

- Is your tuition all-inclusive—covering everything from materials, to mentor coaching, to advanced level training?
- Can you share some examples of how past students have earned back their investment and how quickly they were able to do so?
- How welcoming is your school with alumni after they graduate?
  - Follow-up question: Are alumni encouraged to continue to participate within the community?





## Tuition for the Complete iPEC Coach Certification Program Includes:

**iPEC values integrity and transparency**—and that holds true for our tuition as well. We not only include more value than any other program but we also make sure you know exactly what's included with your investment. With your investment, you gain access to three complete coaching programs, including client exercises, client workbooks, and extensive coach notes, as well as iPEC's coaching manuals, e-workbooks, and Energy Leadership™ materials. Plus, when you enroll in iPEC's Coach Training Program, you're immediately a vital part of our Coach Community.

*These three certifications are also included, meaning you won't have to worry about getting to the end of the program only to encounter surprise "exam-sitting" fees.*

**Certified  
Professional  
Coach (CPC)**

**Energy  
Leadership™  
Index Master  
Practitioner  
(ELI-MP)**

**COR.E  
Dynamics™  
Specialist**



## Three Learning Modules (90 hours):

**Module I:** Life & Leadership Potentials Training (LPT)

**Module II:** Core Transformation

**Module III:** Breakthrough Coaching

### Course Curriculum (200+ hours):

- 60+ webinars—each conducted by experts in the field
- Specialty-specific coach training in the field you choose to focus on
- On-demand CORE Dynamics™ training in one or more of four niche specialties: Leadership, Performance, Transitions, and Wellbeing
- Reading, worksheets, and self-study assignments

## Practical Experience and Support (64 hours):

- Peer coaching and peer client practice hours
- 6 sessions (30 minutes each) of skill development and mentor coaching
- Success Coaching

## Additional Training and Professional Tools (32+ hours):

- Business development training on how to get your first clients
- License to download more than 200 ready-made and re-brandable client exercises and assignments
- A library of professionally designed marketing materials that can be used in your own business or organization, including presentations, brochures, and flyers
- Access to the Energy Leadership Index (ELI) assessment tool, helping you to be a highly effective coach
- Access to SCOPE™, an app that quickly measures energy in the moment, allowing clients to maximize performance in any area of life

# 386+

Hours of lifetime  
access to training

# +

# 3

Industry-leading  
coaching certifications


# +

# 2

Research-backed  
assessment tools



# The iPEC Advantage



*iPEC recognizes that enrolling in a coach training program is a significant investment in your future.*

We're excited to offer our students a variety of tuition payment options including student loans, payment plans, and early enrollment reductions.

**CLICK HERE**

**To request a one-on-one appointment with an Admissions Coach today!**

Our Admissions Coaches are available to discuss your vision for your future and answer questions about your specific financial situation. Simply call +1 866.722COACH (+1 866.722.6224) or email [admissions@iPECcoaching.com](mailto:admissions@iPECcoaching.com) to schedule an appointment.

At the end of the day, if you're still questioning investing in iPEC's coach training program, [click here](#) to learn more about tuition, payment options, and all that's included in [iPEC's Coach Training Program](#).





# Which Coach Training School Is the Best Choice for You?

The decision to invest in coach training is a big (and exciting!) one and you want to make sure you're making a wise investment—that you're choosing a coach training program that gets you closer to your goals, equips you with the skills and confidence to thrive as a coach, and helps you reach your full potential.

**We want that for you, too!**

To help you make an informed decision about a coach training school and feel confident that you're investing wisely in your future, use the checklist below to see how each program measures up in 9 key areas that you'd want any coach training program to excel in.

Key Considerations	iPEC's Coach Training Program	Other Program 1	Other Program 2
The Program's Underlying Philosophy	<ul style="list-style-type: none"> <li>✓ Training at iPEC will give you the ability to <b>access higher levels of consciousness</b> and confidently draw upon it as a powerful force in your life</li> <li>✓ Learn <b>iPEC's Core Energy Coaching™ methodology</b>, which empowers you to consciously choose your actions, create the results you most want in life, and help others do the same</li> </ul>		
The Learning Experience and How It's Designed	<ul style="list-style-type: none"> <li>✓ Learn through a mix of visual, auditory, and kinesthetic training methods—so <b>no matter your learning style, you'll graduate feeling confident</b> that you've mastered the concepts and skills</li> <li>✓ Thanks to a blend of live training modules, independent study, group work, and 1-1 mentoring, you'll <b>never be bored</b> in a dull classroom environment</li> </ul>		



Key Considerations	iPEC's Coach Training Program	Other Program 1	Other Program 2
	<ul style="list-style-type: none"> <li>✓ All our trainers go through rigorous training and are credentialed through the ICF with 500+ hours of coaching experience—so you can expect <b>a seamless experience and the highest-quality instruction</b> no matter where you take your live training modules</li> </ul>		
<p><b>Niche-Specific Tracks With Advanced Training</b></p>	<ul style="list-style-type: none"> <li>✓ Choose a niche and receive <b>40 hours of on-demand, niche-specific training</b> in one of four in-demand fields (included with your tuition!)</li> <li>✓ Gain access to <b>over 200 downloadable, ready-made exercises, sample scripts, and templated content</b> you can use with those you coach</li> </ul>		
<p><b>Resources and Support That Set You up for Success</b></p>	<ul style="list-style-type: none"> <li>✓ Earn <b>3 proprietary, research-backed coaching certifications</b> to set you apart as a masterful coach</li> <li>✓ Our <b>business toolbox</b> including a variety of templates, scripts, worksheets, and marketing tools to get your business up and running is included in your tuition</li> <li>✓ We've partnered with a variety of state and private organizations to offer <b>continuing education credits</b> for those seeking qualified classes to maintain their professional licenses</li> </ul>		
<p><b>Reputation and Integrity</b></p>	<ul style="list-style-type: none"> <li>✓ iPEC's Coach Training Program has been <b>ICF-accredited since 2002</b> and we're approved as a <b>Board Certified Coach (BCC) program</b> through the Center for Credentialing and Education</li> <li>✓ We've helped over 20,000 graduates in 44 countries become Certified Professional Coaches—many of whom will proudly tell you all about how <b>#iPECchangedmylife</b></li> </ul>		



Key Considerations	iPEC's Coach Training Program	Other Program 1	Other Program 2
<p><b>“Walking Their Talk”</b></p>	<ul style="list-style-type: none"> <li>✓ As part of our commitment to conscious transformation, <b>students are matched with a Success Coach</b> to help them define and create a path to success as a coach</li> <li>✓ iPEC's curriculum is <b>constantly evolving to stay up to date</b> on coaching industry trends, incorporate new research, and fine-tune our program to exceed students' needs</li> </ul>		
<p><b>Time Commitment, Thoroughness, and Flexibility</b></p>	<ul style="list-style-type: none"> <li>✓ Students receive in-depth, world-class training through <b>3 live, interactive training modules that last 3 days each and are spaced 3 months apart</b> with self-study, live webinars, and practical skill-building in between</li> <li>✓ Many students graduate with their CPC and ELI-MP certifications in <b>as little as 7-9 months</b></li> <li>✓ <b>Choose the option that's best for you</b> between in-person vs. virtual modules, midweek vs. weekend training, and flexible timing for your self-study assignments</li> </ul>		
<p><b>Tools You Can Use With Your Clients</b></p>	<ul style="list-style-type: none"> <li>✓ Our <b>proprietary, research-backed Energy Leadership™ Index (ELI) assessment</b> is a powerful credibility-building tool for all coaches—and you'll be trained and certified to use it with your clients</li> <li>✓ Learn to use iPEC's <b>SCOPE™ assessment app</b> to help clients measure their level of engagement and enthusiasm about a specific outcome or task <i>before</i> they act</li> </ul>		
<p><b>Value: Comprehensiveness of the Program and Tuition</b></p>	<ul style="list-style-type: none"> <li>✓ Receive <b>320+ hours of world-class coach training</b> program hours and practicum (200 ICF-accredited training hours) and earn three distinct certifications</li> <li>✓ We've been listening to our students, accrediting bodies, and watching the needs of an ever-changing business world for 20+ years to ensure our program <b>includes everything you'll need to be successful</b></li> </ul>		





DON'T WAIT FOR  
THE PERFECT  
MOMENT,  
TAKE THE MOMENT  
AND MAKE IT  
PERFECT



+1 866.72COACH (+1 866.722.6224) | [iPEC.com](https://www.ipec.com)

149 Avenue at the Common, Suite 202  
Shrewsbury, New Jersey 07702