

THE COACHING BODY





OUR MISSION

The Coaching Body exists to identify, train and develop world class Leaders to live an **intentional, unmessable**, and **impactful** life by inspiring and empowering individuals and organisations to unleash their unlimited potential to live an optimal life - physically, mentally, emotionally, financially, and spiritually.

The Coaching Body is an official member of the Association for Coaching (AC) at ACCT Level and we abide by the Global Code of Ethics for Coaches and Mentors.





ABOUT

The Coaching Body is a sister company, born out of **FITBANKER Ltd**, a global organisation that exists to empower humanity to live a life of optimal health through a lifestyle education that lasts a lifetime.

With 20+ years of collective expertise in leadership development and coaching, The Coaching Body launched its Certified Performance Coaching Programme in 2023.

The Coaching Body is a global platform that provides education, coaching and consulting to both individuals and companies.



WHO YOU GET TO BE

A world class Leader with intentionality, unmessability, and impact who makes things happen.

I AM INTENTIONAL

I AM UNMESSABLE

I AM
IMPACTFUL



I AM
INTENTIONAL

I live an intentional life, driven to act & operate in line with my life's mission & purpose.

I take actions that get me closer to and fulfil upon my mission.

I am responsible around how I use my focus & energy on what takes away from fulfilling on my mission.



I AM UNMESSABLE

I am a make-things-happener, who can be relied on to continue to take action in the face of adversity and the unexpected, in order pull off any task or mission I give my word to seeing through. I can be relentless in my pursuit, taking action and yet unattached to the outcome.

I stand for something, and can be this stand in the face of any circumstance and not be thrown off course. I see solutions where others see problems and create opportunity with anyone, at anytime under any circumstance.



I AM
IMPACTFUL

My actions, my presence and my contribution make a difference to another or to a particular cause.

I have the ability to generate from nothing, bringing something into existence where nothing existed (Zero to One).

At the end of my life, my world would be different because I lived through it.



10 OUTCOMES OF THE CERTIFIED PERFORMANCE COACHING PROGRAMME

1. Development of leadership and entrepreneurship capabilities, including building both internal and external relationships with individuals and organisations.
2. Active listening and effective communication.
3. Develop interpersonal skills, personal capabilities and capacity to empower others to unleash their potential.
4. Giving competent, relevant feedback and being constructively challenging.

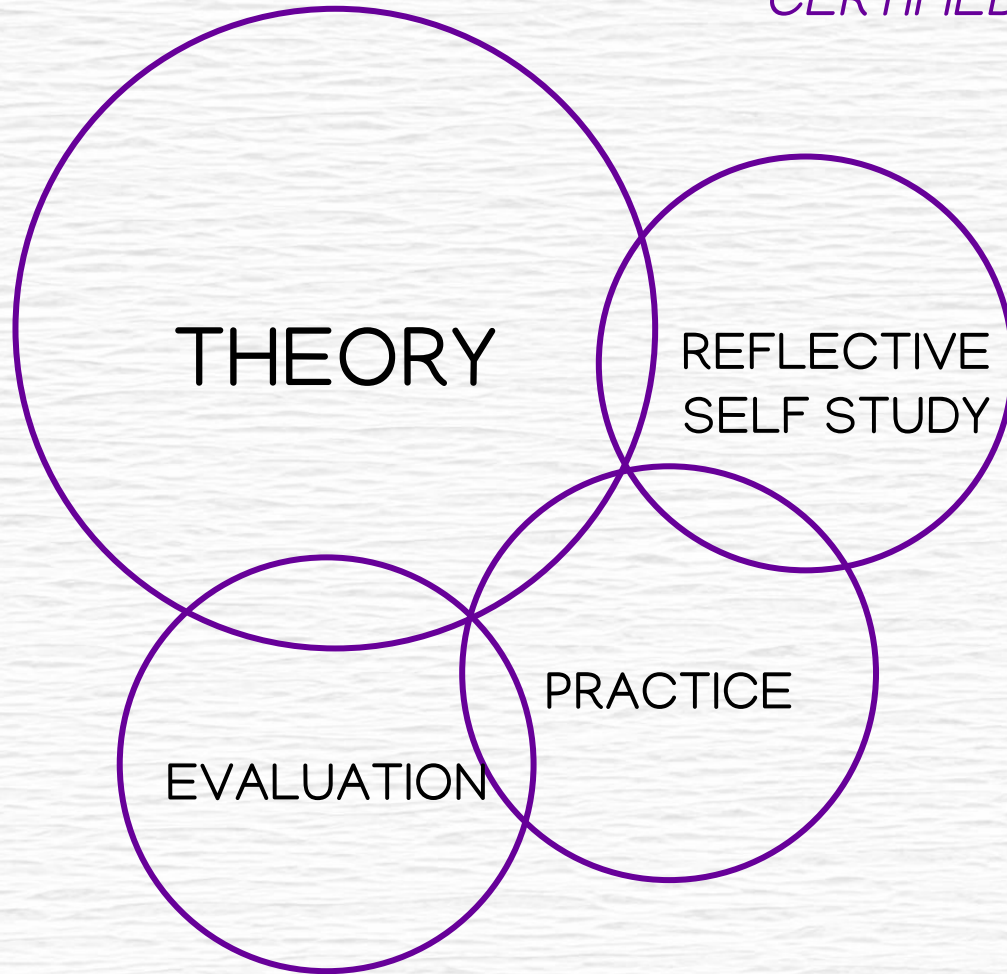


5. Effective conflict resolution and ability to find efficient and sustainable solutions, personally and professionally.
6. Impactful and intentional performance and delivery in all aspects of life.
7. Adaptability, flexibility and ability to cherish different perspectives.
8. Develop strategic planning abilities.
9. Ability to generate transformation in another.
10. Create and sustain long-term relationships based on trust and mutual appreciation.



THE PROGRAMME STRUCTURE

CERTIFIED PERFORMANCE COACH



1. THEORY (69 hours) : Comprehensive core coaching and leadership skills, variety and range of models and approaches, communication and listening

2. SELF-STUDY (40 hours) : Observation and feedback, learning logs, reflective journaling, reading, reflective group discussions

3. PRACTICE (22 hours) : Put in practice methodologies learnt in real time with real people, 1 on 1 supervision, observed and recorded sessions

4. EVALUATION (3 hours, estimate) : Written case study and personal approach assessment, evaluation methodologies for each module to measure effectiveness and meet global



THE CORE TRAINING MODULES

1 INTRODUCTION TO COACHING

- What is leadership and why lead
- Value-based Leadership
- Performance: define it, overcoming obstacles and setting goals
- Who are you: building your brand
- Pull-style of Coaching: coaching models and core competencies framework

2 UNLEASHING POTENTIAL IN TEAMS

- The Art of Noticing
- Creating a team
- Identifying individual strengths and talents
- Developing an efficient team
- Extraordinary collaboration on projects
- Coaching models and core competencies framework



3 **OVERCOMING PERFORMANCE INHIBITORS**

- Performance inhibitors: identifying them and powerfully removing them
- Self-expression
- Efficient communication and Active listening
- Storytelling
- Create and launch your own narrative
- Coaching models and core competencies framework

4 **ENTREPRENEURSHIP IN ACTION**

- Money: our relationship to it and receiving it
- Setting up a business effectively
- Business funnels
- How to pitch/attract clients
- Coaching models and core competencies framework



5 THE ART OF CLOSING

- Selling and Closing clients
- Launching your business
- Measuring your effectiveness
- Recap: the journey so far
- Certification and assessment

6 DEEP DIVES

- Regular training modules that delve deeper into coaching models and core competencies framework

A laptop is shown in the foreground, its screen displaying the 'THE COACHING BODY' logo in yellow. The logo consists of the text 'THE COACHING BODY' stacked vertically on the left, and a stylized yellow bird or wing logo on the right. The background of the laptop screen is black. Behind the laptop is a large, semi-transparent geodesic dome structure.

**THE
COACHING
BODY**



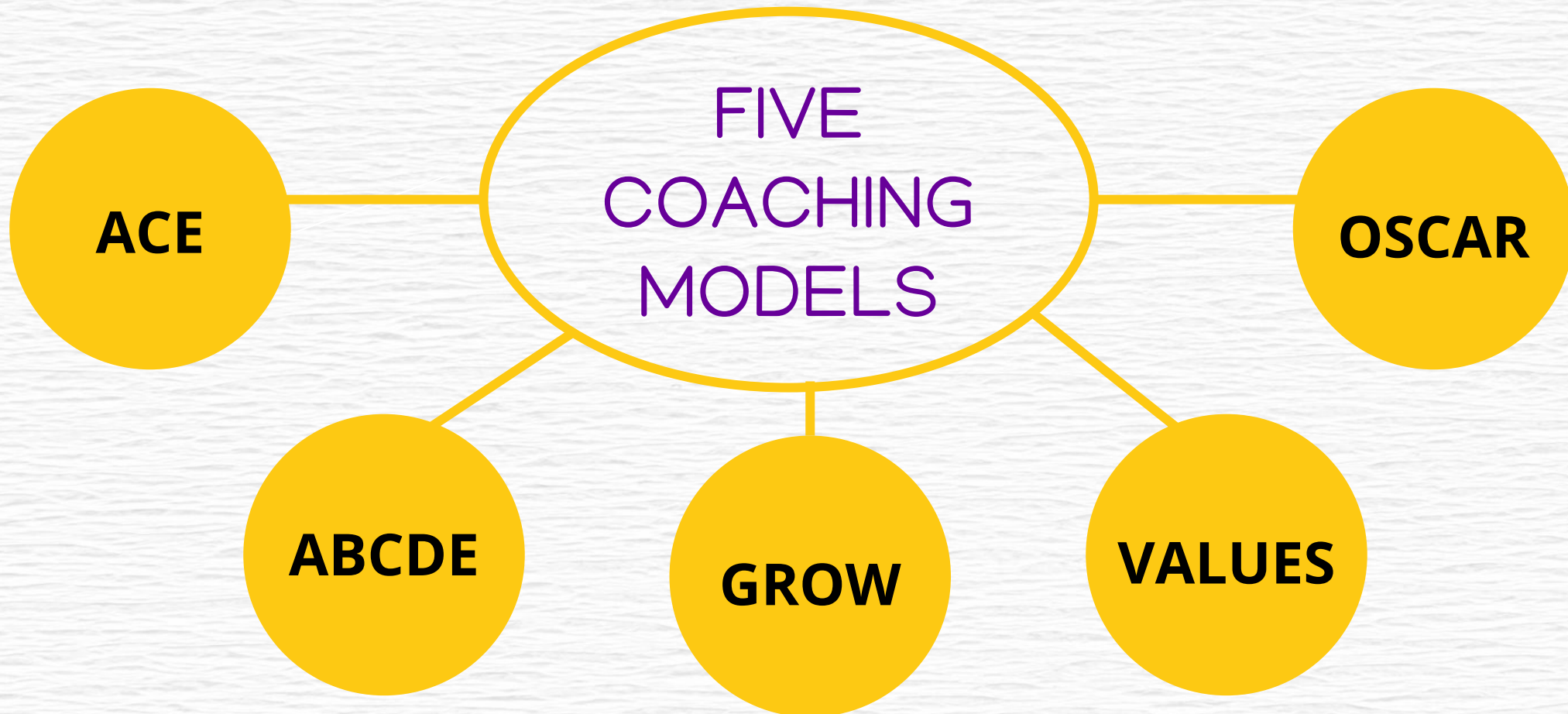
CORE COACHING COMPETENCIES

The Coaching Body framework develops competencies to harness the full potential of clients competently and responsibly teaching coaches **9 core skills:**

1. Meeting ethical, legal and professional guidelines
2. Establishing the coaching agreement and outcomes
3. Establishing a trust-based relationship with the client
4. Managing self and maintaining coaching presence
5. Communicating effectively
6. Raising awareness and insight
7. Designing strategies and actions
8. Maintaining forward momentum and evaluation
9. Undertaking continuous coach development



Get trained in **5 powerful frameworks** that you can use in conversations, meetings and everyday leadership **to disappear** performance inhibitors, self-sabotage, procrastination and **unlock potential** and possibilities in people, as well as bring awareness and **achieve unimaginable results**.





THE COACHING BODY

Summary

- A leadership training programme that can be completed online at **your own pace**.
- **A unique opportunity** to gain the title of **Certified Performance Coach** with the possibility to get accredited by the Association for Coaching, at global level.
- Inspire and empower excellence to make a sustainable difference to **individuals, organisations and society**.
- Human-centric programme design that provides you with all the tools, **infrastructure and support needed to thrive**.

What do we provide that others don't?

1. **Real clients:** the opportunity to apply your learnings in real time with real people.
2. A unique opportunity to get rewarded based on your performance with our **profit share opportunity**.
3. **Leadership** and **entrepreneurship training** to fulfill on your purpose.



SUCCESS STORIES

I never thought I would be a business woman and, through the tools provided, **I was able to brand myself and start my new venture.**

-Seema, DEI specialist and laughter therapist, UK

Overall it was a fantastic opportunity to learn and develop my knowledge and understanding of leadership. The materials theoretical concepts are taught in a practical manner, which I've integrated into my everyday life. **One of the program's most impactful aspects has been its emphasis on understanding situations from diverse perspectives. It's provided a framework that encourages stepping into others' shoes, fostering empathy, and dismantling my own biases.**

- Anonymous, Accountant, UK

I came into The Coaching Body as a very timid newbie. **I never considered myself as a 'leader'**, but I was curious about coaching. Having never coached before, I didn't know exactly what I was getting myself into. I admit, I was a bit skeptical (and overwhelmed) during the first session. However, I quickly got comfortable with being uncomfortable and found my footing amongst my peers. Through many of the exercises and self-reflection, **I came to understand my REAL role and purpose in life.** I learned the power of listening and effective communication, in addition to many other tools that I use on a daily basis - not just while coaching but also at work, at home, and wherever I connect with others. This program has been such an eye-opening experience and an impactful resource. **I cannot recommend this program enough to anyone who interacts with other people daily!**

- Carol, Doctor, US



SUCCESS STORIES

Since I retired a few years ago from my own business, **this has helped me rediscover ME.** And what else I could do with my life. There are a lot of areas that are new for me, compared to my previous career being an owner, manager and specialising in accounting. With the help and guide from The Coaching Body, **I think I have found a new career.**

- Dhruvi, Parent, Kenya

Overall it was a fantastic opportunity to learn and develop my knowledge and understanding of leadership. The materials theoretical concepts are taught in a practical manner, which I've integrated into my everyday life. **One of the program's most impactful aspects has been its emphasis on understanding situations from diverse perspectives. It's provided a framework that encourages stepping into others' shoes, fostering empathy, and dismantling my own biases.**

- Anonymous, Accountant, UK

Changed my way of communicating with my team at work and with coaching participants; feeling more empowered and less judgement from others, more connected to my authentic self. **So grateful for the connections and friendships made!**

- Sarika, Clinical Director and Dentist, UK

My communication with the team at work has been the biggest change, however, **I have also upleveled how I am being as a dad: to inspire, support and nurture my kids.** It has propelled me to be bold and take on new accountabilities and responsibilities.

- Nitesh, Director of Business Development, UK



SUCCESS STORIES

My view towards different situations is more objective and less reactionary now. I have grown in my work and have gained the courage to start and own my own business and brand.

Best investment I made for myself.

- Arti, Bank Manager, Kenya

The transformation for me has been in my **financial independence**. I grew as a person, a mother and a coach.

-Anonymous, Teacher, EU

Very in depth training from a variety of coaches. The course has provided me with great realisations and learnings and it has transformed my life. The support from the leaders as well as the peers has been phenomenal. I feel lucky to have had that opportunity. The coaching academy is so professional and well organised. In this community, you are not just getting the knowledge you need to become a great coach, but you also get the practice you need to be a confident coach ready to create your own business. They will give you specific feedback intended for your success and your development.

My storytelling skills got much better which resulted in me getting invited to tv shows, radio and speaking events. The values and learnings have positively impacted my business - it has doubled!

- Urvi, Jewelry Designer and Lifestyle Coach, Kenya



SUCCESS STORIES

I found myself in a place of unmessability and when I thought I couldn't do more -I did!, I got uncomfortable with different roles of leadership. I did it all whilst being a mum, wife, daughter, sister, maintaining friendships and thriving in my relationships. **I launched my own course** 'Conscious Parenting Unleashed' and piloted my first coaching group where I'm empowering parents to thrive. **I've been given constant opportunities to grow.**

- Jag, Parent transformation coach, UK

I was able to break limiting beliefs around money which was phenomenal. I have been able to understand my value and stand my ground in terms of pricing myself as a Personal Trainer. I am working on getting my Personal Trainer business off the ground and TCB brought awareness to what I need to create through business plans and being an active listener. The deep dive trainings were great as they allowed me to understand different coaching models and relate them in my coaching. The sticky scenarios and practical mocks were a great way to give us the experience.

- Priya, Personal Trainer, US

The Coaching Body has allowed me to **bring more intention about defining my personal brand**, and to develop more clarity around creation of a mission for my business. An area that I was really dis-empowered about was creation of social media content, and the leadership retreats have opened up a wide range of possibilities for that.

- Sacchin, Engineer, UK

I feel very confident in my listening skills. **My communication skills have improved 10 fold.** This helps me at work, at home and for coaching participants. **The programme has also fired me up to make a difference in the community** by making me think, and work on what my real purpose is.

- Dipali, Council Officer, UK



CONTACT US



info@thecoachingbody.com



The Coaching Body



thecoachingbody



thecoachingbody