

# Why Become a **CLI MIND-KINETICS®** Coach

## 1. WHOLE BRAIN THINKING IS THE MAGIC



That generates outrageously impactful results! CLI's proprietary Science of Mind-Kinetics® is the foundation for your impactful coaching system, called PCMK™, and it is the secret to creating permanent positive change by engaging the Whole Brain Mind. Standard logical left-brain coaching methodologies cut us off from connecting to the brilliance we all have inside. Mind-Kinetics® is Whole Brain coaching that ignites genius thinking by activating both the logical, process oriented Left Brain and the intuitive, creative Right Brain for results that truly access the deepest and highest wisdom for innovative, genius solutions in every session.

*You will be astonished at the results!*

## 2. WHOLE PERSON IS INCLUDED

In every coaching session, a whole person shows up at the “door”. CLI trains Coaches to powerfully honour and engage every client, exactly where they are in the moment. All the facets of a whole human being must be included and supported, including the emotional, physical, spiritual and intellectual aspects.

*Your clients will sigh with relief at the thoroughness of your coaching skills.*

## 3. UNIVERSAL, WHOLE LIFE TOOLS

All of life is an interrelated weaving of our personal and professional life together. CLI's Universal Signature Coaching System provides you with all the Mind-Kinetics® tools required to confidently coach executives and corporate clients, as well as life coaching clients, including children, by addressing both their professional and personal issues and goals.

*This will make you a hugely valuable Coach and confidante to them.*

## 4. OUR SUBCONSCIOUS MIND DRIVES OUR LIVES

Where is it leading us? Science continues to illuminate the expansive control our Subconscious Mind has over our thoughts and behaviours. Willpower and intention alone cannot ensure achieving the success we aim for. To be effective, a Coach must have the advanced skills and tools to offer a client access to their subconscious mind, where all the roadblocks and both positive and unconstructive habits are stored. Then our conscious mind can work in harmony with our subconscious mind to drive success in every endeavour. *With Mind-Kinetics® you will shine like a Star in the coaching world.*



## 5. MOST PROFOUND PERSONAL AND PROFESSIONAL SELF-DEVELOPMENT PROGRAM IN THE WORLD



Build personal and professional excellence. CLI's Signature Training Program is the only coach training to offer a suite of 80+ full session methodologies to first support and grow yourself, and then others. The depth and scope of the methodologies provide a profound opportunity to discover the transformational power of Mind-Kinetics® coaching for yourself. This provides you ample opportunity to polish the diamond of you, in both your work and life, and *then shine the brilliant light to assist your clients to grow and flourish.*

## 6. COACH WITH CONFIDENCE - LEARN A COMPLETE SYSTEM

From stem to stern, you will have everything you need in hand and heart to offer your clients the most profound forward movement towards their goals. When you follow the Mind-Kinetics® system, the powerful “recipe”, you will have a perfect session that rises to the occasion, every time. ICF & IIC&M Core Competencies are built right into every methodology providing both Coach and client with the utmost professional and powerful experience to generate fast, effective and measurable results.

*Therefore, have no fear. You will learn how to coach with ease and great confidence.*

## 7. TRAIN-THE-TRAINER PROGRAMS

Expand your business! Become a Trainer using CLI's complete Training Packages. You will have everything you require to confidently lead a Signature Training Program. *Bolster your professional profile as a leader in the industry.*

## 8. BUILD RESILIENCE WITH VALUES-BASED COACHING

Values such as self-love and respect, make up the very fabric of our being, establish our integrity and highest vision of ourselves. When Values are brought into a coaching session, they offer an opportunity for deep personal reflection and provide a potent reminder to bring them back into our lives to overcome a challenge or achieve a goal. Anchored deeply into these 76 Values we become strong and resilient, and they provide a portal to step into our greatness - living into our highest potential.

*Firmly anchored into the Values of Humanity, you can weather ALL manner of life's storms – and help others do the same.*

## 9. IIC&M & ICF ACCREDITED/APPROVED PROGRAMS

First and foremost, it is the training, license and credentials that you receive from CLI that set you apart as an outrageously impactful coach. After you complete the required CLI Coach Training hours and Client Coaching criteria, you may also apply for additional credentials from these International governing bodies. These credentials are often requested for Executive and Corporate contracts. *Grow your business Globally as you Stand out in the Field.*

## 10. SELF-COACHING TOOLS

The Brain Walk® is considered to be The World's #1 Positive Thinking Tool. The brainchild of Master Coach, Betska K-Burr, The Brain Walk®, and other self-coaching tools, help you find solutions to challenges and goals in just ten minutes or so. With those solutions comes an inner peace and calm knowing that the answers to your challenges are always at your fingertips.

*“Take a Walk–Move a Mountain”.*



## 11. BUILD A BOOOOOOOOMING BUSINESS

Your Coach Training Package includes a copy of “Build a Boooooooming Business” book, written by CLI Global Leaders, specifically to help you launch and/or grow a highly effective business. Together with your high-level coaching skill, this vitally important component supports you in defining your mission, vision and goals, and detailed business and marketing plan to have everything you need in place to succeed as an entrepreneurial and/or corporate Coach.

*Expand professionally with ease.*

## 12. ADVANCED SKILL-SPECIFIC TRAINING



**a. Certified Group Power Coach®:** Learn the additional specific coaching and facilitation skills required to confidently coach groups of 2 to 2,000, or more! Expand the scope, impact and success of your business with this hands-on training and group practice.

**b. Certified Executive Power Coach®:** Learn the Secret Tips to coaching Executives, including 20 unique Leadership and Executive Tools, to support leaders at all levels of an organization.

*These are tools they don't teach you in MBA School.*

## 13. START TO EARN REVENUE QUICKLY

Within 20 hours of the start of your Training, you will have multiple methodologies in hand, a system in place, and the confidence to begin sharing this profound work with new clients. *You can build your business while you learn!*

## 14. SEED THE WORLD WITH POSITIVE CHANGE

With CLI's Mind-Kinetics® Coach Training, Skills and Tools at your command, you will be an unstoppable power for positive change. Step into your purpose, passion and vision for contributing to a better world, starting first with yourself, and then rippling it out into the world – with the greatest impact imaginable.



*Join CLI's global community of Coaches dedicated to  
Seeding the World with Positive Change.*



Visit us at: [www.CoachingAndLeadership.com](http://www.CoachingAndLeadership.com) or call us  
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