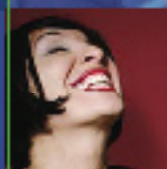


THE INTERNATIONAL
META-COACH™ TRAINING SYSTEM



Coaching at a higher level for success and transformation



**The Ultimate
Coach Training**



We invite you to embark on a journey of uplifting life change and exhilarating personal growth.

We challenge you to discover a higher state in yourself, then use it to transform the lives of others with grace and conviction.

We dare you to embrace excellence to nurture it, to cultivate it, to make it your standard for achieving outstanding performance.

We ask you to stand at the forefront of the world's second fastest-growing industry, to join an international coaching elite, take advantage of unlimited opportunities for extraordinary business success, and to make a significant difference to the lives of others.

We invite you to take...

The ultimate coaching journey!

Meta-Coaching is a powerful coaching methodology that transcends traditional Performance Coaching, taking Coach and client to higher levels – to Developmental and Transformational Coaching. That is why we call it 'meta' meaning a higher level. At these levels profound change occurs naturally and easily.

The result is success and transformation.

Meta-Coach Training is an accelerated coach training system that supports participants to move through learning modules, culminating in Master Coach status.

It is taught in an environment that gives participants every opportunity to excel – as Executive, Personal (Life), Organisational and Self Coaches.

This comprehensive program differentiates itself from other coaching education by integrating three key areas of a successful coaching career:

- Your Self
- Your Coaching Skills
- Your Coaching Business



Meta-Coach Training draws on the Cognitive Sciences of Neuro-Linguistic Programming (NLP) and Neuro-Semantics (NS), and integrates them into cutting-edge coaching psychology. The training programs are rigorous, and qualifications internationally recognised.

Who will benefit from Meta-Coach Training?

Meta-Coach Training has both broad and specific application. It is ideal for:

- Those who are passionate about transformative human growth and development.
- New and experienced coaches (including NLP practitioners) who want to invigorate their clients with fast, effective, cutting-edge coaching modalities.
- Sports coaches, CEOs, entrepreneurs, managers and sales managers who want potent tools to optimise the performance of a team or business.
- Parents and teachers wanting to nurture and support human development.

Where will this training take you?

As you learn cutting-edge tools to create outstanding results for your clients and your business, you'll experience simultaneous quantum leaps in your own development. Meta-Coach Training gives you the power to transform any and every aspect of your life; to fulfil your wildest dreams and exceed previous expectations; to take the joyous and enriching path of excellence.

Master revolutionary coaching models

Your training is grounded in the Communication Science of Neuro-Linguistic Programming (NLP), and the Cognitive Sciences of Neuro-Semantics (NS). You'll discover the powerful Matrix Model for knowing where you are with a client and for 'reading' a person's inner world. You will use the Axes of Change Model for masterfully dancing with a client through the eight stages of change.

Get to the core of human development

As you learn the very structure of human change and development, you'll gain tools to really get inside the way people communicate, learn and change so that you can coach for more complete and sustainable solutions. You'll use incredible techniques to bring about positive and profound life change.

I've come from an executive background, from a corporate background and I suppose the real value for me was they really talked about how executive coaching works in the work place. For me, that was fantastic value and on top of that, Michael Hall recommended that each one of us pick a mentor from that group of people who were at Meta-Coaching, so that we had someone to fall back on in terms of support, so I picked one of them and he's there for me, anytime."

Sylvia Fernandes, Executive Coach, NLP/NS Trainer
sylvia@viaintgroup.com



World-wide accreditation

Your Meta-Coach qualification is recognised world-wide. You'll hold the most highly-regarded and sought after accreditation in your field.

Dramatically increase your income

Learn proven, current business strategies from people who have built lucrative coaching businesses. Gain the confidence and drive to put them into practice, and enjoy a new level of job satisfaction and financial rewards.

The Meta-Coaching program delivers more useful and practical information per minute/ per dollar spent than any training program I have ever attended – and I have been to a great many of them. This is the best delivered and most useful piece of NLP/NS that I have attended in the last twenty-five years! A brilliant experience."

Jim Brush, NS-NLP Trainer, Business Coach, California USA
jim.brush@imarkup.com



What makes Meta-Coach Training unique?

Academic rigour and practical application

Meta-Coaching is the highest evolutionary state of two disciplines: Cognitive Behavioural Science and Master Coaching. Meta-Coach Training, therefore, has both academic/intellectual integrity, and practical coaching and business applications. You will learn:

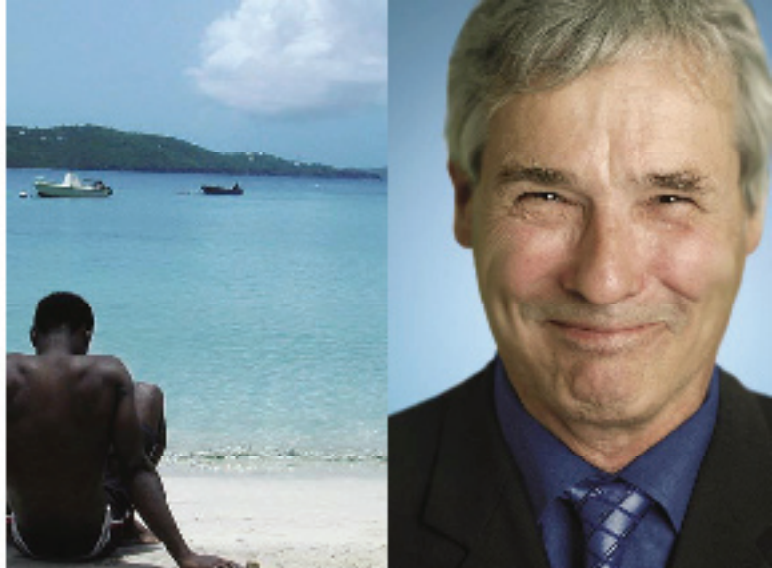
- Coaching skills and business strategies.
- The Communication Science of Neuro-Linguistic Programming (NLP) – an advanced communication model for running your own brain.
- The Cognitive Behavioural Science of Neuro-Semantics (NS) – a revolutionary model for translating great ideas and meanings into muscle memory for intuitive and effective behaviours.

Comprehensive, competency-based training

You'll undertake between 180 - 510 hours of coaching-specific training. Other coach training courses average 50 – 100 hours. The internationally recognised Meta-Coaching qualifications are stringently assessed and tested on an ongoing basis.

Modular training that's fast and flexible

Meta-Coach Training is the most advanced in the world. A modular structure allows you to process through units or levels of accreditation right up to the level of Master Meta-Coach Certification at a pace that suits you. It allows you to complete modules of training that are immediately relevant to your life and/or business – then build on your qualifications as your confidence, experience and business develop.



Learn from Master Coaches

You will learn from and replicate the success of four Master Coaches who have reached the pinnacle of their profession. You'll learn from and have the support of Expert Coaches who specialise in the fields of Executive, Personal, Organisational (Group) and Self Coaching.

Ongoing support and development

A 'buddy' system, group mentoring, benchmarking tools for self-assessment and access to expert coaches throughout and beyond the training ensure you are supported to excel. You'll join an international community of highly successful, highly creative people. You'll have access to ongoing releases of the latest research and development.

Take what you need for your life

While full Master Meta-Coach certification is not for everyone, you can build invaluable results-focused coaching skills by completing just Modules 1 and 2.



Five accreditation modules.

Module 1: **Coaching Essentials**

Module 2: **Coaching Genius**

Module 3a: **Associate Certified
Meta-Coach Training**

Module 3b: **Internal Certified
Meta-Coach Training**

Module 4: **Professional Certified
Meta-Coach Assessment**

Module 5: **Master Certified
Meta-Coach Training/Assessment**

Module 1 – Coaching Essentials

Three-day Introduction to Coaching with NLP

This three-day program introduces coaching essentials to those new to Neuro-Linguistic Programming and Coaching, and sets you off on a life-altering learning journey.

You'll graduate from this module with:

- The tools and confidence to produce peak performance states in yourself and others – including coaching clients.
- Powerful NLP tools to help you really hear other people, ask precise questions that get to the heart of understanding, and shape behaviour through non-judgemental behavioural feedback.
- Skills to overcome barriers and blockages in your own life and your clients'.
- An inspiring start to a career as an internationally certified Meta-Coach.

Notes on prior learning

If you have NLP or Meta-NLP Practitioner Certification from a recognised Institute, you can skip this Module and go straight to Module 2.

“I have a map! I can step into a coaching scenario full of confidence and competence now. Thank you for a fantastic investment; It was a blast! Meta-Coaching is the quantum leap in coaching.”

Sarah Nanclares, Health Coach, Sydney, Australia
sarahnanclares@bigpond.com



Module 2 – Coaching Genius Certification

Three-day Introduction to Coaching with Neuro-Semantics

Learn the extraordinary NS Meta-States Coaching Model that is frequently described as 'magical'. Experience the joy and excitement of unlocking the natural genius in yourself and others, and find the skills, confidence and drive to create your successful coaching business.

This course gives new and experienced coaches the power to:

- Enrich your experience of life – find more passion and satisfaction in relationships, career and health.
- Eliminate attitudes and blockages that have limited you in the past – low self-esteem, lack of control, inability to act on your ideas.
- Really sharpen your focus so that you experience life at optimum level – all the time, and effortlessly.
- Become licensed to use more than 200 cutting-edge coaching patterns.
- Think like an entrepreneur, and blow out excuses for not achieving business success – lack of confidence, financial insecurity, fear of failure, not knowing what to do.
- Achieve extraordinary results by thinking and working systemically.

Notes on prior learning

If you have Meta-States, Accessing Personal Genius, or Meta-Master NLP/NS Certification from a recognised Institute, you can skip this Module and go straight to Module 3.

Meta-Coaching is all about co-creation. It has given me the understanding that I can never create an outcome for you, but I can help you co-create your own miracle.”

Schoeman Rudman, CEO FNB Insurance,
CEO FNB Solution Support, Johannesburg, South Africa

Module 3a – APMC Associate Certified Meta-Coach

Eight-day Coaching Mastery Training

This advanced training module involves more than 180 hours of coach-specific education. It is ideal for those wanting to become a professional coach, or those committed to personal development and self-mastery.

It will equip you with cutting-edge skills and business strategies for coaching in any or all of the following coaching specialties.

Executive Coaching

Coach CEOs, leaders and executives for optimum personal performance, motivational mastery, and outstanding business results.

Personal – Life Coaching

Coach individuals to take charge of their lives and transform their career, relationships, health, personal development and spirituality.

Organisational – Group Coaching

Coach groups of people to become high performing teams.

Self Coaching

Apply NLP and NS coaching patterns to yourself for profound life transformation and personal mastery.

This uplifting seven-day training program will challenge you to grow into power in the following three areas:

Your authenticity as a coach

- You'll emerge with a sharp, highly focused understanding of yourself and your life aspirations.
- Your highest abilities and individual powers will be thrown into sharp relief; you will discover the place from which you will excel – and be empowered to coach with and from this authenticity.

- You will learn how to cast off previous struggle and confusion about balancing life and work. You'll find how to integrate training, consulting, counselling and mentoring in a truly congruent life path.

Your coaching skills and mastery

- You'll gain the credibility and confidence from a thorough grounding in the most advanced cognitive behavioural coaching models in the field, including the unique Matrix Model and the Axes of Change Models.
- APMC accreditation licenses you to use Meta-Coaching methodologies and patterns with your clients.
- Facilitate extraordinary results for your clients – by knowing exactly what to do when in the coaching context.
- Learn how to help clients create a Business Plan with a comprehensive yet simple planning methodology.
- Enjoy the confidence of knowing that your professional development is sustainable. You'll learn advanced skills for benchmarking yourself and your clients for ongoing growth and development.

Your coaching business

- Embark on the exhilarating journey toward your dream business. You'll gain the confidence and skills to build a highly-successful coaching practice that reflects your values, professional ethics, and life ambitions.
- Learn from people who are at the pinnacle of their profession. Fast-track your own business by hearing, questioning, and replicating the practices of four expert coaches as you ask them about their marketing strategies, invaluable contacts, even their business secrets.

“Meta-Coaching represents all high caliber presenters who are actively involved in the profession, and who are a credit to the field ... and very knowledgeable. Fantastic!”

Rhonda Coles, Career Coach, Sydney, Australia

- Learn business models for marketing, how to charge, how to position and advertise yourself in the marketplace and more.
- Grow your wealth. Learn how to create a coaching business that is both professionally and financially rewarding.

Module 3b – ICMC Internal Certified Meta-Coach

Five-day Internal Meta-Coaching training

ICMC focuses on coaching inside an organisation delivering similar outcomes to the Associate Certified Meta-Coach (page 6), with a specific emphasis on organisational structure, culture, management and leadership.

The ICMC is an outstanding training module for professionals who work within an organisation to enhance human performance and achieve business outcomes. CEOs, executives, managers, sales managers, human resource professionals and internal coaches will experience a profound change in their professional lives, and be able to take their organisation to new levels of performance as a result of this training.

The power of ICMC

You will:

- Be confident and experienced in core coaching competencies including NLP, NS, the Matrix Model and the Axes of Change Model.
- Become a powerful agent for vision and positive change within your organisation.
- Know how to create the models and plans to achieve extraordinary business results.
- Recognise and seize opportunities, for and within your organisation.
- Enjoy the support and recognition of an international community of business leaders and thinkers.



You will achieve more than 180 hours of Meta-Coach specific education.

Notes on prior learning

Minimum pre-requisites for the APMC and ICMC include Module 1. – Coaching Essentials, and Module 2. – Coaching Genius.

NLP or Meta-NLP Certification is also encouraged.

Module 4 – PCMC Professional Certified Meta-Coach

Competency testing and assessment

PCMC is recognition and qualification for Meta-Coaches who rise to the status of professional in their field. It challenges Meta-Coaches to meet growing marketplace demands for demonstrated competencies, assessed and tested against recognised benchmarks. Benchmarks for the PCMC are determined by the International Society of Neuro-Semantics (ISNS).

Distinguish yourself with PCMC credentials

You will:

- Rise to an internationally recognised status as a Professional Meta-Coach.
- Pass rigorous assessment, including:
 - a written examination
 - demonstration of coaching competency
 - presentation of verifiable coaching experience
 - presentation of a business plan and client case studies.
- Be respected and financially rewarded as a distinguished and experienced coach, backed by academic and working knowledge of NLP, NS, and Meta-Coaching.

You will achieve more than 410 hours of Meta-Coach specific education.

Notes on prior learning

You may be able to fast-track your PCMC accreditation if you possess the following: ACMC or ICMC, Master or Meta-Master NLP certifications from a recognised institution.

There is no other course which compares to Meta-Coaching. Mind warping, healing, magical, living-giving, and deeply moving and skills for action. Meta-Coaching offers a state-of-the-art approach to living.”

Glen Tucker, Coach, Johannesburg, South Africa

Module 5 – MCMC Master Certified Meta-Coach

Master Coach training and competency assessment.

MCMC celebrates the pinnacle of achievement in the Meta-Coaching arena. It challenges Professional Meta-Coaches to rise beyond the extraordinary and take their coaching skills and personal development to the level of Mastery. To reach this state of excellence, the practitioner will be tested and assessed against the most demanding standards.

The magic of Mastery

You will:

- Develop advanced skills for coaching mastery, and how to benchmark and sustain them.
- Create a plan for your dream business and transform your practice into a firm.
- Master unique ‘pattern detection’ and ‘step back’ coaching skills.
- Earn recognition as a powerful influence and leader in the coaching community.
- Gain access to cutting-edge developments in Meta-Coaching – even as they are being created.
- Enjoy the status and rewards of international recognition as a Leader and Master Coach.

You will achieve more than 510 hours of Meta-Coach specific education.

Notes on prior learning

ACMC and PCMC accreditation are prerequisites for this training.





Who will benefit from Meta-Coach training?

Meta-Coaching is for anyone who is passionate about supporting others in making permanent positive change, and who want to be at the forefront of human development and cognitive science. Specifically, Meta-Coaching is ideal for:

New coaches

Learn a powerful coaching model that you can use immediately. The beauty of this adaptive model is that you can build on it as you grow, you gain more coaching experience, and your business grows.

Experienced coaches

Give your clients the benefits of the most progressive cutting-edge coaching techniques available in the world. Add more than 300 coaching patterns to your 'tool box', and bring a 'wow' factor to your coaching.

NLP Practitioners and Meta-Master Practitioners

Find a profitable way to package your skills and differentiate yourself in the marketplace. Enhance your understanding and practice of Cognitive Sciences.

Teachers and Trainers

Use the complimentary power of training and coaching as effective tools for the development of students at any age.

Individuals committed to personal development

Meta-Coaching allows you to permanently take charge of your emotions and beliefs, and communicate more effectively with yourself and others. Change your thinking to transform your responses to life.

Sports coaches

Meta-Coaching supports performance at the highest level. It brings a profound understanding of what motivates a person to peak performance, and gives them the tools to stay motivated.

CEOs, entrepreneurs, managers and sales managers

Learn how to influence yourself and your employees so that you reach targets, achieve budget, overcome obstacles and exceed Key Performance Indicators.

The International Meta-Coaching Community

The International Society of Neuro-Semantics (ISNS)

Meta-Coaching and Meta-Coach training are accredited under the auspices of the International Society of Neuro-Semantics (ISNS).

The ISNS was co-founded by Dr L. Michael Hall and Dr Bob Bodenhammer to nourish and support Neuro-Semantics and its applications. There are more than 25 registered ISNS Institutes throughout the world.

The Meta-Coaching Foundation (MCF)

The Meta-Coaching Foundation (MCF) was co-founded by Dr L. Michael Hall and Michelle Duval to determine, monitor and enrich the fields of Coaching and Neuro-Semantics throughout the world. The MCF is charged with ensuring the preservation of ethical and professional standards, and for ongoing research and development in these fields.

Under the auspices of the MCF, an independent Board of Meta-Coach Guardians protects the integrity of Meta-Coaching Certification around the world.

Meta-Coaching practitioners are invited and encouraged to make a difference to their Community by contributing to the MCF Board and Committees.

A solid coaching framework like Meta-States and the Matrix model empowers a Meta-Coach to benchmark intangible skills and qualities and facilitate the transformation in people thereby unleashing their fullest potentials.”

Dr. L. Michael Hall, Ph.D, Co-Founder, MCF

With the NS models, the International Society, and the Meta-Coach Foundation, a Meta-Coach can coach with the confidence of knowing they are at the forefront of a revolution in coaching.”

Michelle Duval, Co-Founder, MCF

Your Community

The International Meta-Coaching Community consists of like-skilled, like-minded colleagues including Coaches, Trainers (at all levels), business leaders, entrepreneurs and innovators. Share, learn from, and contribute to coach-referral websites and e-groups. Enjoy ongoing access to cutting-edge developments as they evolve.

This international life force and its resources are a source of inspiration and support of your growth into Meta-Coaching excellence.

Become a Trainer of Coaches

Meta-Coaching graduates (at PCMC and MCMC level) who would like to expand their career horizons and income, can go on to become certified NLP and Neuro-Semantics Trainers. They will pass rigorous testing, understudy Master Coaches, and eventually become licensed to conduct Neuro-Semantics, Gateway Trainings and Meta-Coaching around the world.



Program Trainers

Michelle Duval and Dr L. Michael Hall, Executive Directors and co-developer of the Meta-Coach Training System are joined by top International Coaches. Together they utilise advanced accelerate learning strategies for meeting the diverse learning needs of all participants.

Dr L. Michael Hall

Michael is a developer, researcher, coach, trainer and prolific author in the Cognitive Sciences having developed the most cutting-edge new concepts in NLP and NS today, the Meta-States Model, Matrix Model, and co-developed the Axes of Change Model. Michael brings playfulness and humour to training, and is renowned for his passion

and integrity. He co-founded the International Society of Neuro-Semantics and The Meta-Coach Foundation (MCF). Michael is the Academic Director and Researcher for the MCF and has authored and published more than 30 books to date.

Michelle Duval

Michelle Duval is an inspiring international master coach, speaker, author, trainer and founding CEO of Equilibrio, one of the fastest growing Coaching organisations in the world. As a developer and entrepreneur, she is the co-founder and Director of Business Strategy and Coaching Application for the Meta-Coach Foundation and co-developer of the Axes of Change Model and the Meta-Coach Training System. Michelle's passion for growth and development, her insightful communication and persistent belief in her client's potential, make her an inspiring coach and ambassador for learning.

Expert Coaches

You will also be taught and inspired by Expert Coaches in the fields of Executive, Personal, Career, Business and Organisational Coaching. These outstanding men and women are exceptional in their chosen coaching disciplines, and will share their coaching and business models for success.



Take Action Now!

Start your journey to coaching mastery,
your dream business, and lasting life success.

Call or email NOW to receive massive savings on tuition
See over page to find your local Institution

Guarantee

We are absolutely certain that you will be satisfied with your decision to join us for this training. If you are not absolutely satisfied with your investment, simply return your manual and materials by the end of the training and we will mail you a complete refund. You have nothing to lose but your limitations. Take action now! Call and make a commitment to taking your career and life to the next level.

www.meta-coaching.org

info@meta-coaching.org

Australia

Equilibrio International
PO Box 2967
Sydney NSW 2000, Australia
Ph: +61-2-9389-3888
Fx: +61-2-9383-8938
info@equilibrio.com.au
www.equilibrio.com.au

Australasian Institute of NLP
Level 9
143 York Street
Sydney NSW 2000 Australia
Ph: +61-2-9264-4357
info@aainlp.com.au
www.aainlp.com.au

Self Leadership International Pte Ltd
PO Box Q440,
QVB Post Office, NSW 1230, Australia
Ph: +61-2-8569-0382
nicky@selfleadership.com.au
www.selfleadership.com.au

Africa

The South African Institute of
Neuro Semantics
Ph: +27 12 363 6542
Fx: +27 088 012 362 6641
cheryl@peoplesa.co.za

Institute of Neuro-Semantics Africa
PO Box 428 Halfway House
1685 South Africa
Ph: +27-11-805-2939
Fx: +27-11-315-2007
info@insafrika.com
www.insafrika.com

The Metaskills Institute
PO Box 590, North Riding,
2162 South Africa
Ph: +27-11-791-0117
Fx: +27-11-791-0117
reg@metaskills.co.za
www.metaskills.co.za

Belgium

Central European Institute for
Neuro-Semantics
Rood Kruisstraat 48,
1500 Halle, Belgium
Ph: +32-2305-3545
Fx: +32-2305-3545
germaine@ceins.com
www.ceins.com

France

Formation Evolution et Synergie
3 Avenue de la Synagogue,
84000 Avignon, France
Ph: +33-04-9016-0416
Fx: +33-04-3276-2423
gilles.roy2@wanadoo.fr
www.coaching-pnl.com

Malaysia

Self Leadership International Pte Ltd
30 Hartley Grove
Singapore 457894
Ph: +65-6441-5170
zurina@selfleadership.com.au
www.selfleadership.com.sg

New Zealand

Ignition Training Systems
3 Mull Place,
Wattle Downs,
Manurewa, Auckland, New Zealand
Ph: +64-27-4774-560
col@ignition.org.nz
www.ignition.org.nz

Norway

CoachTeam
Veritasveien 2,
N-1366 Høyvik, Norway
Ph: +47-4000-4500
Fx: +47-4000-4500
info@coachteam.no
www.coachteam.no

Singapore

Self Leadership International Pte Ltd
30 Hartley Grove
Singapore 457894
Ph: +65-6441-5170
zurina@selfleadership.com.au
www.selfleadership.com.sg

United Kingdom

Meta-Coaching Services Ltd
5 Park Place, Clifton
Bristol, BS8 1JW, UK
Ph: +44-845-200-7831
Fx: +44-870-762-6018
info@meta-coaching.co.uk
www.meta-coaching.co.uk

Swift Changes Ltd
PO Box 506,
Halifax, NX1 5UF, UK
Ph: +44-014-2234-3165
Fx: +44-087-0051-3098
info@swiftchanges.com
www.swiftchanges.com

USA

Institute of Neuro-Semantics Colorado
PO Box 8,
Clifton, CO 81520 USA
Ph: +1-970-523-7877
Fx: +1-970-523-5790
meta@onlinecol.com
www.runyourownbrain.com

Meta-Coach™ Foundation (MCF)

PO Box 2967,
Sydney NSW 1043, Australia
Ph: +61-2-9363-9998
Fx: +61-2-9383-8938
info@meta-coachfoundation.org
www.meta-coachfoundation.org

© The Meta-Coach Training System® 2007

