

# The International Meta-Coach™ 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 cutting-edge coaching methodology that transcends traditional Performance Coaching, taking both Coach and Client to higher levels— to Developmental and Transformational Coaching. That is why we call it 'meta' which means a higher level. At these higher levels profound change occurs naturally and easily. **And the result is the ability to customize your desired transformation.***

Meta-Coach Training is an accelerated Coach Training System that supports participants to move through learning modules, culminating in the credentials for being a Master Coach.

Meta-Coaching is taught in an environment that gives participants every opportunity to excel as an Executive, Personal (Life), Business, Group and Team, Transformational or a Self-Actualization Coach.

This comprehensive program differentiates itself from other coaching education by integrating seven models so that, as a professional Coach, you can work systematically with clients. In the training we focus on yourself as a Coach, your coaching skills for professional competency, and your coaching business so you can create a commercially viable business.



Meta-Coach Training is based on the Cognitive Sciences of Neuro-Linguistic Programming (NLP) and Neuro-Semantics (NS) as well as the Self-Actualization Psychology of Maslow and Rogers. It integrates these models into a cutting-edge approach to coaching. The training programs are rigorous and qualifications internationally recognized.

### Who will benefit from Meta-Coach Training?

Meta-Coach Training has both broad and specific application. Ideally it is for:

- New and experienced coaches who want to give their clients effective, cutting-edge coaching.
- People passionate about transformative human growth and development
- CEOs, entrepreneurs, managers, and sales managers who want potent tools to optimize the performance of their teams 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 fulfill 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 Model of Neuro-Linguistic Programming (NLP), and the Cognitive Sciences of Neuro-Semantics (NS). As you discover the Matrix Model you will have a systems model for knowing where you are with a client and for 'reading' a person's inner world. As a Change Agent, you will learn the Axes of Change Model for masterfully dancing with a client through the eight stages of change for a psychologically healthy person.

You will learn the Facilitation Model that informs you, as a professional coach, how to facilitate the highest and best in people. With the Self-Actualization Quadrants, you will discover how to detect and unleash a client's highest potentials. The Benchmarking Model will enable you to mark and measure progress so as to give evidence of the difference you make as a Coach with your Client.

This is unique in that you will learn the very structure of human development and be able to 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 and corporate background and the real value for me was they really talked about how executive coaching works in the workplace. For me, this was fantastic value. Further, Dr. Hall recommended that we pick a mentor from that group of people at Meta-Coaching so that we had someone in terms of support, I picked one who has been there for me."*

**Sylvia Fernandes, Executive Coach, NLP/NS Trainer**  
[sylvia@viaintlgroup.com](mailto:sylvia@viaintlgroup.com)



### International Accreditation

Your Meta-Coach qualification is recognized world-wide by the Meta-Coach Foundation, a non-profit organization based in Australia, United States, and Europe. You'll hold one of the most highly-regarded and sought after accreditation in the field of Coaching.

### 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**



## What makes Meta-Coach Training unique?

### Academic rigor and practical application

Meta-Coaching is the highest evolutionary state of two disciplines: Cognitive Behavioral and Self-Actualization Psychology. Meta-Coach Training has academic and intellectual integrity as well as practical coaching and business applications. Come and discover for yourself.

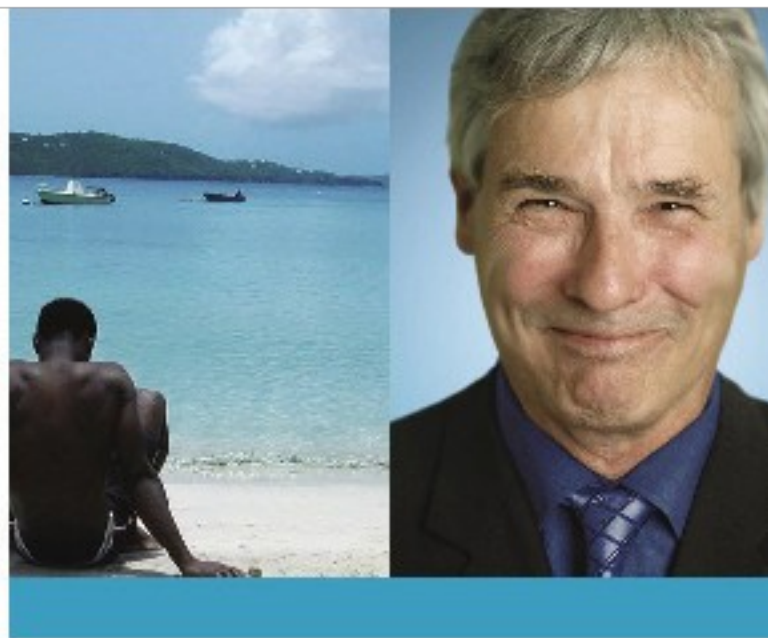
- n Coaching skills and business strategies.
- n The Communication Model of NLP (Neuro-Linguistic Programming) – an advanced communication model for precision and clarity.
- n The Self-Actualization psychology of Neuro-Semantics (NS)– a cutting-edge model for translating great ideas and meanings into muscle memory for achieving peak performances.

### 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 recognized 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 systematic Coach training 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

At every Meta-Coach training we interview Expert Coaches for you to model--- professional coaches who have reached the pinnacle of their profession. This will enable you to learn from the Expert Coaches who specialize in the fields of Executive, Personal, Business, Group and Team Coaching, etc.

### 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: Coaching Mastery

- Module 3b: Coaching Managers (ICMC)
- Module 4: Professional Certified MC
- Module 5: Master Certified MC

## Module 1: Coaching Essentials

### Three-day Introduction to NLP Coaching

This three-day program introduces the essentials of the coaching conversation to those new to Neuro-Linguistic Programming and Coaching setting you off on the adventure of coaching. You'll graduate from this module with:

- n The tools and confidence to produce peak performance states in yourself and your coaching clients.
- n Powerful NLP pattern for really hearing people, asking precise questions that get to the heart of understanding and meaning, and shaping behavior through non-judgmental behavioral feedback.
- n Skills to overcome barriers and blockages in your own life and your clients'.
- n An inspiring start to a career as an internationally certified Meta-Coach.

**Prior learning:** If you have NLP or Meta-NLP Practitioner Certification from a recognized Institute, you already have studied the NLP Communication Model so you can 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](mailto:sarahnanclares@bigpond.com)



## Module 2: Coaching Genius Certification

### Three-day Introduction to Neuro-Semantics Coaching

Learn the Meta-States Model and the magic that you can create with it. Experience the joy and excitement of unlocking your own natural genius and that of others and find the skills and confidence to create your successful coaching business.

This course gives new and experienced coaches the power to:

- n Enrich your experience of life with more passion as you discover how to get to the highest levels of your mind and set the frames that will empower you for the kinds of relationships, career, health, etc. that you want.
- n Eliminate any and every interference or blockage that may create a limitation in you— low self- esteem, lack of control, inner conflict, inability to act on what you know, troubling emotions, etc.
- n Sharpen your focus by learning how to experience the state of “flow” at will.
- n Experience 14 powerful coaching patterns in this training and the ability to use more than 200 additional coaching patterns. Discover the most basic Coaching Pattern.
- n 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.
- n Achieve extraordinary results by thinking and working systemically.

**Prior learning:** If you have Accessing Personal Genius (APG), or Meta-Master NLP/NS Certification, then 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: Coaching Mastery (For ACMC credentials)

### Eight-day Coaching Mastery Training

This advanced training module involves more than 180 hours of coach-specific education. Ideal for those who want to become a Professional Coach and those committed to personal development and self-mastery.

This Coaching Boot Camp will equip you with cutting-edge skills and business strategies for coaching in any 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.

#### Organizational – Group Coaching

Coach groups to become high performing teams.

#### Self Coaching

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

This eight-day training program is the Meta-Coach Boot Camp--- intense, rigorous, and powerful to challenge you in your own self-actualization so you grow in the following three areas:

### Your Authenticity as a Coach

- n You'll emerge with a sharp, highly focused understanding of yourself and your life aspirations.
- n 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.

- n You will learn how to balance life and work as you learn how to integrate training, consulting, therapy, and mentoring in a congruent way.

### Coaching skills and mastery for You

- n You'll gain the credibility and confidence from a thorough grounding in the most advanced cognitive behavioral coaching models in the field, including the Matrix Model and the Axes of Change Models.
- n ACMC accreditation licenses you to use Meta-Coaching methodologies and patterns with your clients.
- n Facilitate extraordinary results for your clients by knowing exactly what to do, how to do it, with whom, when, and why in the coaching context.
- n Facilitate clients in creating Business Plans with a comprehensive yet simple planning methodology.
- n 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.

### Coaching Business Intelligence for You

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

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

## Module 3b: Coaching Managers (ICMC – Internal Certified Meta-Coach)

### Five-day Internal Meta-Coaching training

This training focuses on coaching managers and leaders within an organization for using Coaching as a methodology for leading and managing. The emphasis is on developing the company's capacity for organizational development, culture, management, and leadership.

ICMC training is an outstanding module for professionals working within an organization 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 as they are able to take their organization to new levels of performance.

### Benefits of Coaching Managers (ICMC)

- n Develop the confidence and experience in core coaching competencies for becoming a self-actualizing leader and/or manager.
- n Become a powerful change agent with vision within your organization.
- n Use the Self-Actualization Quadrants for taking your people and organization to higher levels of meaning (vision and values) and peak performance in achieving extraordinary results.
- n Recognize and seize opportunities to make your organization a self-actualizing company.
- n Enjoy the support and recognition of an international community of business leaders.



**Prerequisites:** For both Coaching Mastery and Coaching Managers -- Module 1 **Coaching Essentials** and Module 2 **Coaching Genius**. The full NLP Practitioner Certification is preferred for Module 1.

## Module 4: PCMC Professional Certified Meta-Coach

### Competency testing and assessment

PCMC recognizes the qualification of Meta-Coaches who demonstrate their professionalism in the field of Coaching. The benchmarks for competency are higher than those required at *Coaching Mastery* (ACMC) and requires significant experience as a professional coach. The training is two-days followed by two to three days of assessment.

### Distinguish yourself with PCMC credentials

- n Rise to an internationally recognized status as a Professional Meta-Coach.
- n Pass rigorous assessment, including:
  - Demonstration of coaching competency
  - Presentation of verifiable coaching experience
  - Presentation of a client case studies
- n Be respected and financially rewarded as a distinguished and experienced coach, backed by academic and working knowledge of NLP, NS, and Meta-Coaching.

PCMC requires that you repeat the Coaching Boot Camp and then sit for assessment of the Coaching skills at level "3" or more plus four additional skills. In the end you will have more than 500 hours of Meta-Coach specific education.

**Prerequisites:** To reach this level you will need to successfully graduate from the previous Modules and have a successful Coaching practice. For PCMC you will also have to graduate from full NLP Prac. and Master Prac. Training.

*"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 is the pinnacle of achievement in the Meta-Coaching. Here Professional Meta-Coaches rise beyond the extraordinary as they 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 involves:

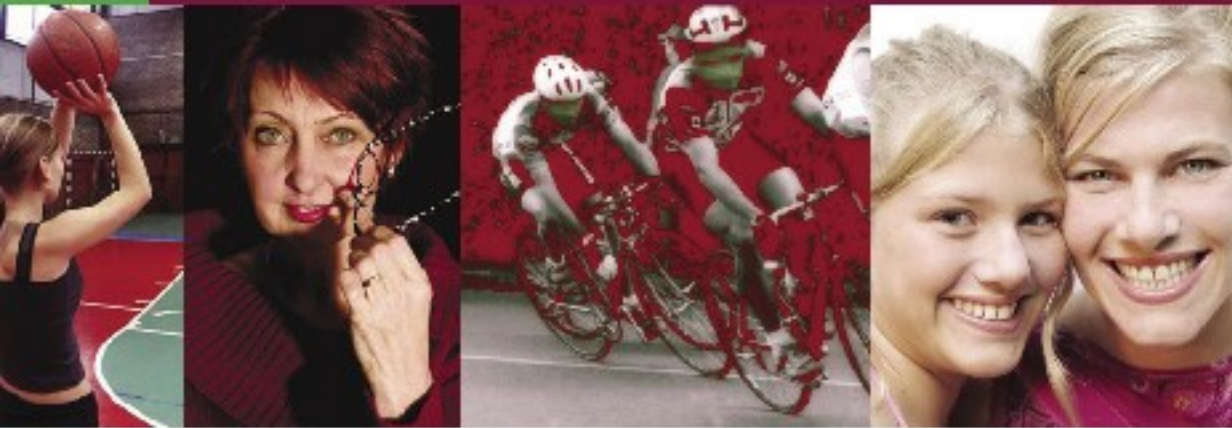
- n Developing advanced skills for coaching mastery, including how to benchmark intangible skills.
- n Creating a plan for your dream business and transform your practice into a firm.
- n Mastering unique 'pattern detection' and 'step back' coaching skills.
- n Earning recognition as a powerful influence and leader in the coaching community.
- n Gaining access to cutting-edge developments in Meta-Coaching as they are being created.
- n Enjoying the status and rewards of international recognition as a Master Coach.

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

**Prerequisites:** ACMC and PCMC accreditations.







## 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 in terms of Self-Actualization Psychology. 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 anywhere. Add more than 300 coaching patterns to your 'tool box' as you bring a 'Wow' factor to your coaching.

### NLP Practitioners and Master Practitioners

Discover how to package your skills in a profitable way that differentiates you in the marketplace.

### 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 actualize your highest and best in terms of your emotions and beliefs so that you can communicate more effectively, unleash your best potentials, and discover your passions.

### 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 for sustained motivation and peak performance.

### CEOs, entrepreneurs, managers and sales managers

Learn how to influence your employees to reach targets, achieve budget, overcome obstacles, and exceed Key Performance Indicators as you become a self-actualizing company.

## The International Meta-Coaching Community

### The International Society of Neuro-Semantics (ISNS)

Meta-Coach training is accredited under the auspices of the International Society of Neuro-Semantics (ISNS) co-founded by Dr. L. Michael Hall and Dr. Bob Bodenhammer. The ISNS supports Neuro-Semantics in all of its applications around the world. There are more than 20 Neuro-Semantic Institutes throughout the world.

### The Meta-Coaching Foundation (MCF)

The Meta-Coaching Foundation (MCF), co-founded by Dr. L. Michael Hall and Michelle Duval, governs and monitors the field of Meta-Coaching through scores of MCF Chapters around the world. The MCF ensures the preservation of ethical and professional standards as well as ongoing research and development.

Under the auspices of the MCF, an independent Board of Meta-Coach Trainers protects the integrity of Meta-Coaching and Meta-Coaches. Meta-Coaches are encouraged to make a difference to their Community via the practice groups of the MCF Chapters.

*“The most unique distinguishing factor of Meta-Coaching is the 7 models that inform a Meta-Coach to know what to do, when to do it, how, with whom, and why. This makes Meta-Coaching systematic and prevents the Meta-Coach from treating the profession as a grab-bag of tricks. Now the Meta-Coach can truly facilitate the self-actualization of clients as they unleash their highest and best potentials.”*

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

*“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**

(Meta-Coach co-developer, 2003-2007)

### The Meta-Coach Community

The International Meta-Coaching Community includes like-minded colleagues (coaches, trainers, 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. You will be supported by this international community for an ongoing source of inspiration for your growth in Meta-Coaching excellence.

### Become a Meta-Coach Trainer

A Meta-Coach who is also a Neuro-Semantic Trainer can apply to become a Meta-Coach Trainer. When accepted, he or she will enter into a three-year internship with Dr. Michael Hall. Then through rigorous testing, understudying expert Coaches, one can eventually become licensed to conduct Modules III and IV and become part of the Neuro-Semantic Leadership Team.



## Meta-Coach Trainers

Dr. L. Michael Hall along with eight Meta-Coach Trainers (2010) provide Meta-Coach Training throughout the world: USA, England, Europe, South Africa, Australia, New Zealand, China, Hong Kong, and many other places.

### Dr. L. Michael Hall, Ph.D.

Michael is a modeler of excellence in human experiences. He is a developer, researcher, coach, trainer and prolific author in the Cognitive Sciences and has developed many cutting-edge concepts in NLP and NS: the Meta-States Model, Matrix Model, the Axes of Change Model, etc. Michael brings playful humor and passionate intensity to his trainings, and is renowned for his generosity 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 40 books to date.

### The Leadership Team of Meta-Coach Trainers

Meta-Coach Trainers (2010) include Omar Salom, Cheryl Lucas, David Murphy, Carey Jooste, Lena Gray, Martin Urban, Germaine Rediger, and Joseph Scott. Others are in the process of becoming Meta-Coach Trainers. It is this group of committed people who serve as the Leadership Team and board of directors for the MCF.

### Expert Coaches

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



# Take Action Now!

Start your journey to Coaching Mastery,  
your dream business, and lasting life success by  
calling or emailing *now* to receive savings on tuition.  
Contact details are on the back page.

## 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.

# Meta-Coach Trainers

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