



Become a Life or Leadership Coach

Help people reach
their highest potential
while we help you reach yours!



The Institute for
Integrative Coach Training

What is coaching?

The International Coach Federation (ICF) defines coaching as, "partnering with clients in a thought-provoking and creative process that inspires them to maximize their personal and professional potential."

"Coaches honor the client as the expert in his or her life and work and believes every client is creative, resourceful and whole."

"This process helps clients dramatically improve their outlook on work and life, while improving their leadership skills and unlocking their potential."

Coaching is particularly valuable in today's ever-changing and complex environments. Skillful coaching supports people, managers, leaders and companies in the ability to respond to personal and professional demands with agility, consistency and excellence.

Coaching compared to other industries / approaches:

Consulting: A consultant is a subject matter expert that is hired to give specialized professional advice or deliver strategy.

Counseling/Therapy: A counselor, or therapist, is trained to help people overcome emotional traumas from the past, abuse, childhood wounding, trauma or addictions. Therapists are trained to diagnosis and treat mental and/or emotional illness. Counseling is about emotional healing and treatment.

Mentoring: A mentor provides expertise and guidance based on their personal and/or professional experiences. Mentoring may include resource sharing, introductions, advising, counseling and coaching.

Coaching: People come into coaching when they are healthy and ready to grow into new possibilities. Coaches help people grow and develop, while building success into their future. Coaching is focused on goals, self-awareness, choice, taking action, personal transformation, professional growth, self-awareness and creating sustainable success.

Integrative Coaching: Looks at the success of the whole person, develops their wisdom from a "Highest-Self" perspective, and invites excellence in all of life's domains: intellectually, physically (health), spiritually, emotionally, socially, and professionally.

Professional Standards, Credentialing & Accreditation

Coaching is a "peer regulated" industry, just like personal training, construction, technology and yoga - to name a few. The International Coach Federation (ICF) is the original standard-setter for the coaching profession. The ICF ensures that coaching programs meet the highest industry standards and teach all 81 Core Coaching Competencies in-depth.

The ICF is recognized globally. They both certifies coaches and accredit coach training programs. ICF certification is sought after, or in some cases, required, for hiring by both corporate and private coaching clients.

The ICF has established three tiers of professional coaching standards.

THREE LEVELS OF TRAINING:

1. **Coaching Foundations** – Training in foundations is helpful for professionals adding coaching skills to an already existing career. For example, in counseling, therapy, management, consulting or leadership.
2. **Proficiency** – This level is considered complete coach training. It is perfect for professionals looking to contract with private clients. At this level you are trained, mentored and evaluated at a professional level.
3. **Master Coach** – This level is for coaches who have been trained, certified and practicing in the field for years.

WE OFFER ALL THREE LEVELS OF TRAINING: [Click Here for more information](#)



ACC
Coaching Foundations
60+ hours of training
100 hours of coaching



PCC
Coaching Proficiency
125+ hours of training
500 hours of coaching



MCC
Coaching Mastery
200+ hours of ACTP + CCE
2,500 hours of coaching

Benefits of Being a Credentialed Coach

Coaches that are established professionals report loving the work they do. Here are some of the benefits we cherish as coaches and hear on a regular basis:

"I set my own schedule and love making a living empowering others!"

"My coach training boosted my career ten times more than my degree!"

"Instead of feeling shut down at work, I use my coaching skills to help our team excel."

"I help people become their best and maintain a positive focus."

"Coaching allowed me to create multiple streams of income."

"After completing a coaching call, I feel energized!"

"I meet clients virtually, allowing me to travel as I wish."

"I learn from my clients everyday!"

"I love working from the comfort of my own home."

"I'm leaving a positive impact on people's lives. Even spouses thank me!"

"I finally feel fulfilled in my career!"

"Coaching showed me my potential in a way that no other professional skill-set could."

"Coach training empowered not only my career, but my entire life."

Right now, PCC level training is a third of the cost of obtaining a master's degree and half of the time. Yet, the career benefits equal, or surpass, attaining another degree. The training is versatile and empowers any direction you wish to take it in.

Forbes sited coaching as one of the fastest growing six-figure a year careers. The industry is booming and yet still just getting started. It is an exciting time to invest in a skill-set that expands into every area of your life and grows with you.

"I'm so bummed I became a coach!" said, no-one ever!



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Who We Are

We are a group of visionaries and pioneers who believe in the power of Human Potential.

*We are here to leave the world a better place
one life, one workplace and one leader at a time.*

We are here to support those on a mission. We help you leave a positive legacy with your life's footprint. We are here to help you reach farther, create a larger positive impact on people's lives and graduate from our training with a solid foundation to successfully lead from your calling.

We, the Integrative Coach Training team, feel called to be a part of a much bigger movement towards integrative thinking and sustainability that is heart-centered, inspiring and empowering so that freedom, health and joy may be shared for generations to come.



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What Sets IICT Above Other Trainings?

A Higher Perspective:

We teach you how to see beyond the client's stuck points, beneath the surface of their fears and help them move into the highest version of themselves. We believe living in a world where people lead from their potential is what we need to leave all generations empowered.

Personalized Training & Support:

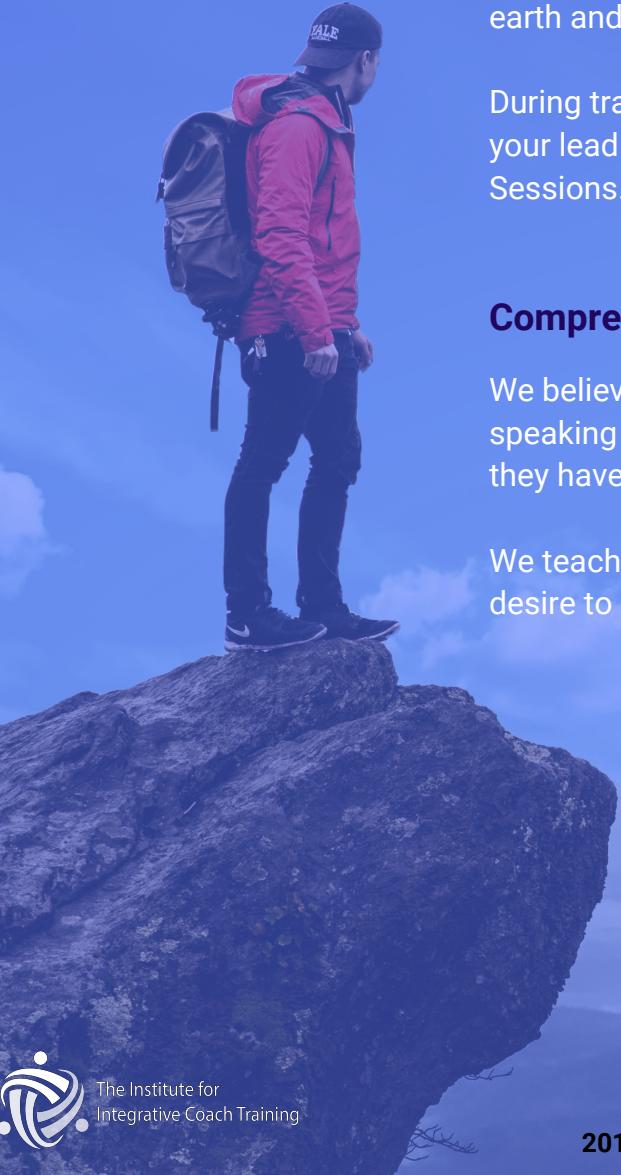
We get to know each our students and we train you towards your goals. We are accessible, down to earth and fun to learn from.

During training, we get to know you and teach to your goals. Outside of training you have access to your lead instructor, receive six sessions of Coaching Supervision and three private Mentor Coaching Sessions. After training, IICT has a robust community of supportive alumni that love to network!

Comprehensive Training in Human Development:

We believe whether you are sitting in front of a world leader, or talking to the local grocer, you are speaking with a whole person. We teach you how to listen beneath words and support people in ways they have not yet experienced before.

We teach you how to meet people exactly where they are at so that you can help them get to where they desire to go, and beyond.



Integrative Modalities:

- 1) Coaching Foundations & Frameworks
- 2) Integral Theory: True Self & Personal Power
- 3) Somatics: Understanding Body Language
- 4) Anchoring in Excellence: Metaphor in Coaching
- 5) Anatomy of Peace by Nancy Smyth, MCC
- 6) Compassionate Communication: Translating Hard to Hear Messages
- 7) Enneagram: Levels of Development / Integration



What makes a successful Coach?

Coaches all have one common thread. A drive to help others thrive!

There are other attributes coaches embody or develop that help them succeed. These are:

- Feel called to leave a positive impact.
- Desire to live through their excellence.
- Embody higher levels of self-awareness.
- Prioritize professional standards and ethics.
- Love to focus on personal and professional growth.



A Message from IICT Founder, Laurel Elders:

People feel called to coach when something in them is ready to awaken. We are here to help you answer the call.

Becoming a professionally credentialed coach is one of the most rewarding career choices. No matter what direction you take the training in, coaching skills illuminate any path in front of you, personally and professionally.

If you feel called to coach, I invite you to see if IICT is a fit for you. We have developed one of the most comprehensive and unique programs in existence. Our classes deliver high-quality content and rigor within a relaxed comfortable atmosphere.

We have friendly staff ready to answer any of your questions!

Laurel Elders

Laurel Elders, PCC
Coach / Mentor /Trainer
IICT Founder / Senior Faculty

