

“ Imagine making a success
at making a difference.

We've helped over 30,000
visionaries, in over 27 countries
to empower and enlighten
themselves and others.

Enrol to become an
internationally
accredited ILS Life
and Business Coach. ”

Colleen-Joy
Founder of InnerLifeSkills Coaching International



Your guide to everything needed to

become

a life-changing life & business coach

Colleen-Joy

 **InnerLifeSkills**
coaching methodology

Make a success, at making a difference

What's your dream?

How important is it for you to have a career that you love? Where your work expresses your true self and brings joy. What would it feel like to have the skills and knowledge to empower and enlighten yourself and others—simply by using powerful thinking processes. And lastly, how would you design your life if you were free—free to work the hours of your choice, from anywhere in the world or even online?

If this vision speaks to you, know that many of us are living this reality. We've earned our freedom—this is your opportunity to do the same.

Your dream matters to you, but it also matters because the world needs visionaries with the skills to empower and enlighten. We need master communicators to inspire, uplift and drive solution focused change. The world needs people who can improve thinking, turning minds from spiral down destruction, to spiral up breakthroughs. **We need people who can transform inner obstacles—changing fear to peace, procrastination to action, ignorance to wisdom, and doubt to confidence.** The world needs coaches capable of helping others to **help themselves.** This is what it means to be an InnerLifeSkills Master Coach. The world needs Master Coaches, coaching professionally and also coaching their relationships, families and communities. We all need, as many good people as possible, making a success at making a difference.

yes dream

How long does it take?

Is becoming a successful coach easy? This is not a weekend fix.

You'll need to commit to 1 year of 6-hours a week (part-time) to qualify and a 2nd year if you opt to join our program where we mentor you to build your coaching brand.

We give you everything you need: ICF ACTP internationally accredited competencies, 50+ ILS processes, 111+ methods and training to build a business. It takes approx. 6 to 36 months to build a coach business.

We do earn our right to have the privilege of changing lives. If you want this, we are here to support your journey. You'll also have the freedom to choose a **niche speciality:** youth, life, business, executive, wellness, financial or to build your own unique brand etc. Our top course "ILS Master Coach" equips you to coach all niche markets and all client goals.



study to qualify
6 hours a week

build your business
6 - 36 months



the faces of some of our successful alumni

Make a success, at making a difference

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 InnerLifeSkills

What can you do with your qualification?



Because your qualification "ILS Master Coach" is **internationally accredited** at the highest level by the ICF (International Coaching Federation), you'll have the credibility and skills to coach anywhere in the world, or online to the world.

Here are some of the paths our graduate coaches take. With an ILS Master Coach qualification you could:

- Build a Life Coach Business
- Build a Business Coach consultancy
- Become a niche market coach e.g. youth coach, executive coach, wellness coach, weight loss coach etc.
- Add life coaching services to an existing business e.g. physical wellness practitioners, psychologists, consultants.
- Boost or change an existing career or seek a promotion because of your new skills e.g. manager as coach, HR coach, talent development coach, etc.
- Partner with other service businesses to offer coaching, e.g. with psychology, wellness, health, school or college.
- License with ILS to train ILS courses (for top coaches only).

According to Forbes, Coaching is a \$1 Billion industry.

According to ICF, the average annual income for coaches is \$50,000 (R600,000).

What skills will you gain?

Build inner wells



To truly empower and enlighten it's no good endlessly giving others your 'water' (your solutions, strength and help). As an InnerLifeSkills Master Coach you'll be skilled to **help people to help themselves**. Using structured coached conversations and **50+ unique thinking processes**, you'll be able to build people's inner wells, so that they can access their inner wealth (insights, wisdom, strength, talents, goals, etc). You'll also be able to coach them to transform their inner obstacles like fear, procrastination and doubt.

EMPOWER



Transform inner obstacles
Free inner wealth



InnerLifeSkills®

Make a success, at making a difference

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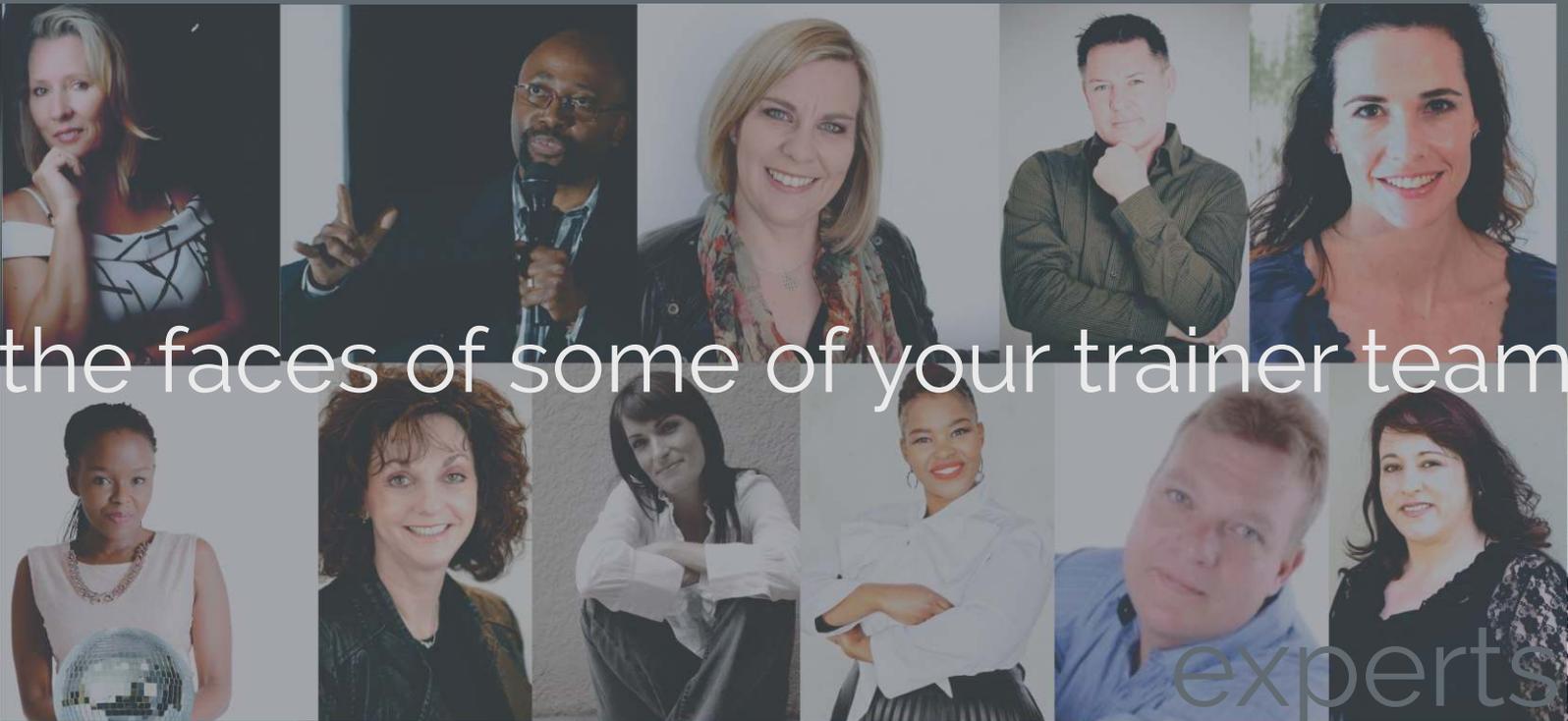
 InnerLifeSkills

What credibility does your ILS qualification carry?



- International ICF ACTP Accreditation 162-213 hours
- SETA Accredited training provider
- Dept of Education training provider
- COMENSA training provider member
- 30,000+ students in over 27 countries
- 9/10 average rating with organisational clients training over 10 years, 5 star rating from public students.

Who are your trainers?



The ILS® team of top professional coach trainers, is lead by Colleen-Joy an accomplished published author, coach and entrepreneur, who has given over 900 presentations globally. Colleen has helped many thousands on their path to be empowered and enlightened.

In 2002 Colleen saw that many traditional life coaches (even well trained ones) often struggled to coach inner obstacles and to help others to access their inner wealth. So she combined international coaching competencies with her unique processes—to create a **coaching methodology** which she trademarked, InnerLifeSkills®.

After training coaches for near to 2 decades in over 27 countries, we've learned a few important do's and don'ts for becoming a successful life and business coach.

We highly recommend you consider these.

please don't

- Study with just anybody!
- Assume that you know what coaching is. Many make the honest mistake of thinking that coaching is the same as mentoring, guiding and everyday helping. It's not.
- Learn only traditional coaching methods, or 1 primary method—this will likely severely restrict you.
- Not learn how to build a coaching business.
- Only learn about coaching, many academic courses are heavily theoretical and don't equip you to actually coach.
- Only learn to coach individuals.
- Be restricted to coaching one type of coaching or one niche e.g. only life coaching, or only action plans for goals.

please do

- Chose an ICF accredited coach training program—get real coach training, so that you can coach anywhere in the world.
- Know what real coaching is and isn't (see our guide on the next page).
- Go beyond traditional coaching. ILS teaches you over 50+ unique coaching processes with easy scripts and worksheets. You also learn 111+ methods.
- Learn how to build a coaching business from actual coaches who are successful (all ILS Coach trainers work as coaches). You get 6 hours of coach business builder training and our 7 Step Dream Builder template.
- Make sure that you start coaching soon in your course. With ILS you start actually coaching within the first 6 hours of training.
- Adapt your coaching to groups and individuals. We do teach you how.
- Be able to specialise and coach many niche markets. Be able to coach any goal. ILS Master Coach includes teaching you how to coach youth, wellness, corporate, life, business niches and for ANY goal.

What real coaching really is ?

isn't

- Mentoring
- Teaching or training
- Ordinary helping
- Counselling

Pure coaching skills boosts all of the above! With our training you will be able to offer **pure** or **blended** coaching, where you can blend coaching with mentoring and other modalities.

If you're already helping others, now you can learn to professionally help them to help themselves.

Less burden on you, more empowerment for them.

skills

is



- The word 'coach' comes from the mid 16th century: from French 'coche', and from Hungarian 'kocsi' (wagon) from Kocs. In the 18th century, the word 'coach' started being used as a verb. Coaching, like a carriage-coach, **is a way to get— from where you are now—to where you want to be.**
- As a coach you'll learn very specific coaching competencies, basically a set of skills and methods that enable you to coach a meeting or conversation, so that the person you coach can...
 1. Find "where they want to get to" their own goal or aspiration,
 2. then create their own solutions
 3. and finally create an action plan to get there.

As an ILS Master Coach you'll be able to offer the best of traditional coaching (as explained above with goal setting and action plans), *and* you'll also be able to coach people to **transform their inner obstacles and liberate their inner wealth.**

Where can you study to be a life coach?



Most ICF accredited training programs are offered as teleclasses (online phone conference calls with groups of 20+), this works but can make it too easy for students to be neglected—students also miss the visual contact of a class. With InnerLifeSkills you get the convenience of **live online classes**—which means that you can study from anywhere with high speed internet (ADSL or fibre).

We keep our student groups small, and run regular courses, to ensure personal attention. Our courses are very competitively priced compared to other ICF programs. So if you don't have high speed internet, we suggest investing in it to have access to our **very enjoyable, small, personal interactive classes**.



ILS STUDENTS LOGIN FROM ANYWHERE IN THE WORLD: USA, CANADA, SOUTH AFRICA, UK, SINGAPORE, AUSTRALIA, ITALY, DUBAI, AFRICA, NAMIBIA, MOZAMBIQUE, BRAZIL, SWEDEN, UK, ICELAND, GERMANY, HONG KONG, PHILIPPINES, NIGERIA, FRANCE, UKRAINE, POLAND, GREECE, EUROPE, SWAZILAND, SOUTH AMERICA....

*By Coaches
for Coaches...*

- **Login from any device** anywhere in the world for our real-time interactive webinar classes.
- As a backup, if your internet or power is down, you can **call in from a phone**.
- If you miss a class, no worries, classes are **recorded** and your notes are comprehensive.
- **Practise coaching** your fellow students in break-away online rooms. Your trainer visits you to observe and give valuable feedback.
- Watch your **trainer** offering live teachings, discussions, demos and slides. Ask questions, and enjoy the energy and connection of the group.

Your notes, worksheets, scripts, training videos and over 20+ hours of audio sample coaching sessions... are also available to you 27/7 online (tree saving), and for life!



When you learn to coach, it's critically important to know how to:
transform **inner obstacles** (like procrastination, fear, doubt)
+ liberate **inner wealth** (like insights, wisdom, talent, strength).
Our top program, ILS Master Coach teaches you over
50 processes and **111** methods to do exactly that!

Which course is for you?

These are our life and business coach qualification program options.

1-2 YEARS

ILS MASTER COACH or ILS MASTER COACH ENTREPRENEUR- top qualification to coach any niche specialisation and build a coaching brand.

DURATION: 1 year or 2 years, 3-4 hour online classes + 2 hours homework a week.

ICF HOURS: Worth 162-213 hours ICF ACTP accredited training hours.

If you want our full top ICF ACTP qualification, that includes specialisation areas like coaching intuition, family dynamics, enneagram, purpose, etc, 50+ processes and 111+ methods, then enrol for **ILS Master Coach**.

ILS Master Coach includes all of these shorter certification courses:

6 MONTHS

ILS PROFESSIONAL COACH - qualification to coach professionally.

DURATION: 6 months, 3-4 hour online class a week, + 3 hours practical per week.

ICF HOURS: Worth 62 hours ICF accredited training hours.

If you are wanting a qualification that equips you to start coaching professionally, 20+ processes and 30+ methods, then enrol for **ILS Professional Coach**.

3 WEEKS

ILS COACH 101 - foundation essential coaching skills

DURATION: 1 month, 3-4 hour online class a week.

ICF HOURS: Worth 14 hours ICF ACSTH accredited training hours.

If you are wanting a low risk entry point to get foundation skills, to learn our 3 Step Coaching Method and 3 Skills Sets, then enrol for **ILS Coach 101**.



How to enrol?

Email us to be on the list to be in our next available student group.

OR email any questions to our Director of operations Chantel.

info@innerlifeskills.com

Make success, at making a difference

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 InnerLifeSkills

www.innerlifeskills.com

What is the scientific basis behind InnerLifeSkills?



WHAT REALLY MOTIVATES US?

MIT, MASSACHUSETTS INSTITUTE OF TECHNOLOGY STUDY:

According to the findings of a MIT study, and by top tier Economists at the University of Chicago and Carnegie Mellon, when people are asked to perform tasks that require higher cognitive function (rather than pure mechanical work), money is not a motivator. In fact, outside of fair pay, using financial rewards to motivate people who need to think and solve problems, actually surprisingly lowers motivation. The studies and experiments which were repeated in affluent USA and rural impoverished India, proved that regardless of ones economic status, 3 primary factors motivate us all:

- **Autonomy** (being able to work independently),
- **Mastery** (the challenge to improve and master a skill) and
- **Purpose** (making a meaningful contribution).

(Source Dan Pink, RSA talk on "The Surprising truth about what motivates us.")

ILS Coaching calls this **A.M.P.** Our methodology works with all 3 motivators to help our coaches to get their clients '**AMPed**'. Our coaching style drives autonomy, mastery and purpose.

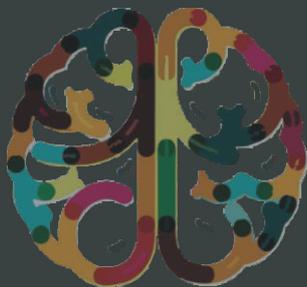
WHOLE BRAIN, 3 SUB BRAINS AND 3 BODY BRAINS:

WHOLE BRAIN: Most everyone in the human development space has heard of the left and right hemispheres of the brain. Left being predominantly responsible for rational, linear thinking and right for creative, intuitive thinking. The ILS Coaching methodology coaches the whole brain, both rational linear solution focus with creative, intuitive processing.

3 SUB BRAINS: It is known in the field of physiology that the human brain comprises 3 sub-brains. Each is linked to an ancient genetic lineage and is biologically similar to the brains of other species. The oldest brain, the reptilian brain, is similar to the brains of reptiles. It is responsible for our fight or flight response. InnerLifeSkills Coaching ensures that this brain is appeased first, by using natural and seamless rapport building methods. The Mammalian brain is worked with next. This brain is responsible for symbolism, story telling and emotion. Our coaches learn to access this brain, creating maximum buy-in and inspiration. Finally the youngest Neo Cortex, the seat of reason, is worked with. Our structured logical measures and action plan coaching activate this very human brain.

3 BODY BRAINS:

Cutting edge research shows that the heart and gut are brains in their own right, complete with neurology and dynamic intelligence. InnerLifeSkills Master Coaches learn processes to work with body awareness, somatic intelligence and gut based intuition.



science



DID YOU KNOW: We do our small part for the environment. To reduce paper use and printing, we completed putting our all our courses online in 2017. Our offices are 90% solar power driven, have an organic vegetable gardens and water tanks.

TOP TIPS FROM TOP ILS COACHES



What does it take to succeed as a coach?

“ An unfailing vision to live with purpose and passion. ”

GLENN-DOUGLAS HAIG ILS Life and Business Master Coach, Author, and ILS Trainer.

What advice do you have for aspiring coaches?

“ Be committed; be present and be prepared to see your life taking a whole new meaning. Studying coaching through ILS is a lifetime opportunity to be embraced. Make the most of it! Put yourself through the rigour of the ILS 7 Step Dreambuilder and you will not falter.

Do not expect to get everything right the first time. Keep to the structure of the Dream Builder whilst positioning and marketing your business. Allow yourself an opportunity to learn, to feel yourself and to grow. You don't have to rush into highly targeted narrowly defined niching. ”



SHONI KHANGALA Founder CEO of Potential Exponents. Former Senior Manager at the Robben Island Museum. Master's Degrees: in Marketing from (Scotland); Tourism Development Management, Bachelor of Science degree. ILS Life and Business Master Coach, ILS Enneagram Coach and ILS Trainer. COMENSA's Ethics Portfolio Committee.

What tips can you give to new coaches?

“ I learned the beautiful lesson from my business mentor to never burn bridges. I honoured this. My first client was the company I'd left to study to become a coach and trainer. I had a very strong relationship with them you see, and they welcomed me back to coach and to train their staff. They are still a very good client of mine today. ”

LEONI COETZEE Past senior manager at the largest youth marketing agency in Africa, ILS Life and Business Master Coach and ILS Trainer.



What would you tell manager coaches to focus on?

“ Go with your intuition and be guided always by your inner wisdom. Remember, be credible, authentic and trustworthy and build and nurture relationships. ”

NANDHA GOVENDER ILS Master Coach, Fellow and certified Director with the Institute of Directors, Registered Professional Mechanical Engineer with the Engineering Council of SA, BSC. Engineering (mechanical) degree and General Manager:Water and Environmental Operations within Eskom Holdings SOC Ltd.



Why did you leave a secure job?

“ I followed my bliss... and it led me to where I am today – **being who I am and doing what I love.** I left the corporate world in 2013 to follow my passion and I am now an internationally certified InnerLifeSkills® Life Coach. I run my own private coaching practice in Cape Town and I am also a media spokesperson and complementary health consultant. ”

GUILIA CRISCUOLO ILS Master Coach, qualified pharmacist and complementary health consultant.



TOP TIPS FROM TOP ILS COACHES

As a coach with numerous accolades,
what advice do you have for new coaches ?



“ Embrace every step of the journey, and try out every tool several times on any situation in your life that is not yet ideal. You will be able to practice and master the tools personally, and there's no better marketing for new coaches than to share your own successes and what's already working for you early on. Do the same with any friends, family and potential clients too, and ask for early feedback to learn and grow from your practice sessions, so by the time you're graduating from your course, you are ready to professionalise and charge for your awesome new skills and services! ”

MICHELLE JACOBS Founder of Action Innovation and The Creative Coaching Collective. Honors Degree in Organisational Psychology and a Bachelors Degree in Organisational Psychology and Economics. ILS Master Coach. Certificates in Corporate Social Investment, Social Entrepreneurship, Entrepreneurship, Facilitation, Creativity, Visual Art, Training, Coaching, Innovation and Project Management.

What advice do you have for aspiring
life and youth coaches?



Trust the coaching process, be curious and go with the FLOW. Your clients don't need you to be an expert on their journey, they only want to feel that they have your full support - whether they succeed or fail. That's when they can experience the real value of coaching. It goes beyond the step-by-step expertise. They want to jump and your job is to ask them how high?

KHANYA MATLALA ILS Master Coach and Trainer, ILS Enneagram Coach Trainer, COMENSA member. Seta registered facilitator, Business woman.



What inspiration do you have for new coaches?



“ Always be the light of every niche market you tap into, don't do it for the money but do it for the life you will give to the niche market and the money will follow. ”

MODIBA SAMUEL PHALA ILS Master Coach, Businessman, Religious Leader.

How can one add coaching to other services?



To honour my vision of giving back and to add value to my patients, I added an internationally accredited professional Life Coaching qualification to my work as a Physiotherapist. Patients are more motivated and committed to their lifestyle changes. Because of the difference this has made to my practice, I am now licensed and trained by ILS to bring these invaluable skills to my fellow health care professionals. These skills transform patient care conversations.

MONIQUE DE BEER University of Stellenbosch (2000) B.S.c Physiotherapy, ILS Master Coach and ILS Trainer.



Join our next available
online student group...
info@innerlifeskills.com

 InnerLifeSkills
coaching methodology

www.innerlifeskills.com