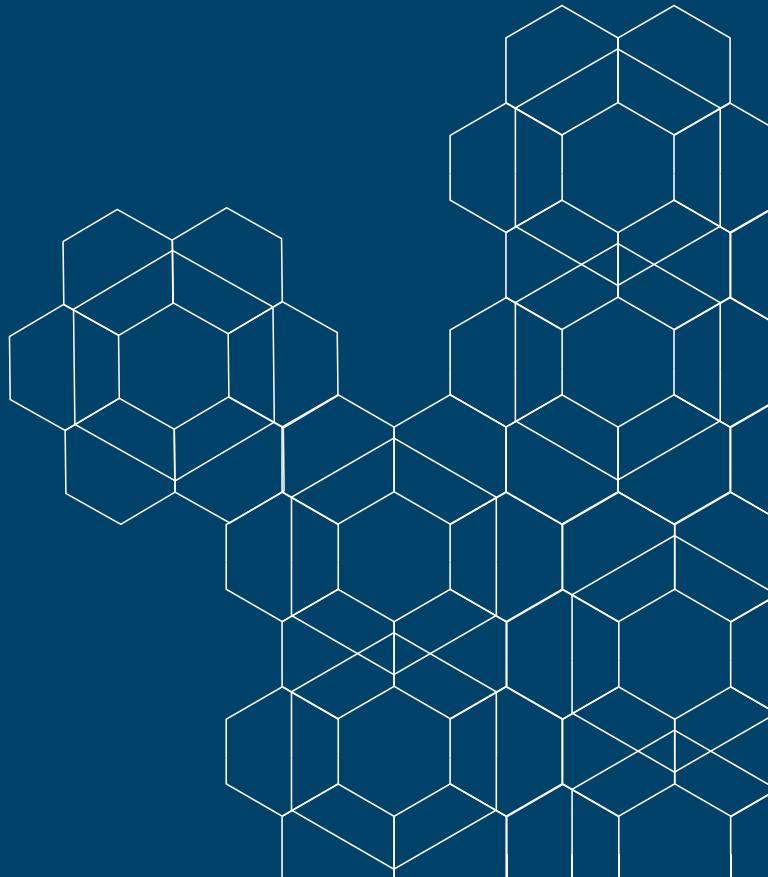




**HUMAN
POTENTIAL
ACADEMY**

**BE FULFILLED.
MAKE A
DIFFERENCE.
EARN MONEY.**

**BECOME A CERTIFIED
HUMAN POTENTIAL COACH**



CURRICULUM GUIDE

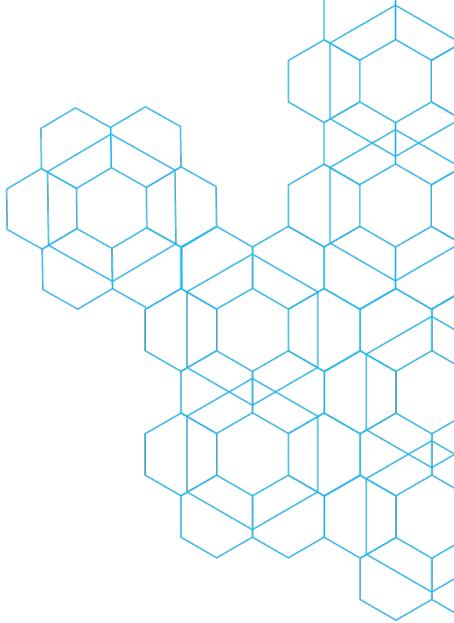


TABLE OF CONTENTS

Introduction 3

Meet Karin 4

Our Secret 5-7

Course Structure 8-9

The Opportunity 10

Testimonials 11-15

Training Schedules 16

Frequently Asked Questions 17-18

References 19

IMAGINE THIS...

YOU ARE A CERTIFIED HUMAN POTENTIAL COACH.

You are highly knowledgeable about innovative tools, practices and principles to maximize performance, actualize potential, enhance energy and help people become healthier, happier and more effective.

You have the skills to help anyone achieve an upgraded body, mind and life, regardless of their current level of energy, health or emotional intelligence.

As a Certified Human Potential Coach you are facilitating learning, change and development in your Clients in a way that enables them to realize their potential and achieve their most valued goals. They are grateful. You are feeling fulfilled. You are personally, professionally and financially rewarded.

Your Clients are fascinating, varied, engaged and challenging. They come to you for many different reasons:

1. HEALTH & WELLNESS

Improving their health and physical/psychological capacity. For example, reducing weight and body fat percentage, improving energy levels, making positive changes in nutrition and lifestyle, enhancing wellbeing, resilience and happiness.

2. PERFORMANCE

Reaching a destination. For example: unlocking potential, working with self-limitations, shifting mindset and perspective, asking different questions, creating a positive mental attitude, working with challenges, self-leadership, setting and achieving work or sales targets.

3. SKILLS

Developing new skills and abilities. For example: managing stress, changing a specific behavior/habit, accessing creativity, becoming assertive, improving communication, making better decisions, improved productivity and becoming a more effective leader.

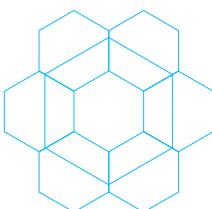


4. PERSONAL DEVELOPMENT

Transforming consciousness, perceptions, and beliefs, clarifying and living their values, and finding meaning. For example: enhancing self-awareness, becoming kinder and more patient, getting clarity on and living their life purpose, cultivating a meaningful spiritual life and developing a mature self-confidence.

You charge a premium hourly rate because of your success in helping Clients achieve their goals and realize their fullest potential. People actively seek you out to do so.

You live what you have learned from the Human Potential Coach Training program and you're thriving, taking your mind and body to new limits.



WELCOME TO THE HUMAN POTENTIAL COACH TRAINING PROGRAM

My name is Karin Reed. I am the CEO of Human Potential Academy and one of your lead instructors for our accredited Human Potential Coach Training program. We are delighted that you are considering training with us, and we look forward to supporting your journey to becoming a Certified Professional Coach!

My role is to ensure you have the best possible training experience and to guide you through all the content that relates to health and human potential development. My colleagues Mark and Tawny join me on the coaching faculty. Their role is to support you in the process of becoming a great Coach! In addition to being experienced Coaches, they are brilliant teachers.

As you will see in the testimonial section, the feedback from graduates has been phenomenal. Why? Because the Human Potential Coach Training process is life-changing. We care about you and will do everything we can to help you succeed in life and as a Coach.



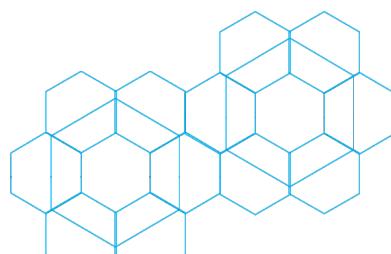
KARIN REED



MARK ATKINSON



TAWNY SANABRIA



OUR SECRET: THE INNER & OUTER GAME

WHAT MAKES THE HUMAN POTENTIAL COACH TRAINING PROGRAM SO UNIQUE AND IMPACTFUL?

The Inner & Outer Game

Of Coaching Framework.

Together they provide a roadmap for being and becoming an exceptional Human Potential Coach. Why? Because the way you feel and show up, and your capacity to impact the lives of the people you work with, are shaped by two dimensions of development: **The Inner Game and The Outer Game.**

The Outer Game of Coaching

This refers to the acquisition of coaching skills, coaching-related knowledge, and experience. Any time you are practicing coaching skills or learning about the art of coaching, you are working on your Outer Game.

The Outer Game is about learning. It develops the horizontal dimension of you. When you graduate as a Certified Human Potential Coach, you will do so because you demonstrated a sound Outer Game!

After graduation, accumulating many hours of experience coaching Clients, combined with regular supervision and ongoing professional development, will help ensure your Outer Game becomes increasingly cultivated.

A good Outer Game is essential to being and becoming an effective Human Potential Coach.

So how do you become an exceptional Human Potential Coach?

The answer is by working on your Outer Game AND Inner Game simultaneously.

The Inner Game of Coaching

The Inner Game is about vertical development. It relates to your level of presence, maturity and consciousness. It includes:

- **Mastery of self** — energy, attention, awareness, consciousness, mindstate, mindset, breath and behavior.
- **Psychological fitness** — increasing ability to be Present, open, and aware, engaging with reality, doing what matters.





OUR SECRET: THE INNER & OUTER GAME

- **Psychological maturity** — increasing capacity for more complex perspective at a cognitive (what is knowledge), intrapersonal (who am I) and an interpersonal (how do I relate to others) level.
- **Emotional intelligence** — increasing ability to recognize, understand and manage our own emotions and recognize, understand and influence the emotions of others.
- **Social intelligence** — increasing ability to understand and manage interpersonal relationships.
- **Health** — a resilient, coherent state of optimal wellbeing, responsiveness and mind/body functioning.
- **Identity** — evolving from thought-based, and me-centered orientation to presence-based, life-centered orientation.

**TOGETHER THEY GIVE
RISE TO YOUR WAY OF
BEING NOW.**

Your capacity to shift into Presence, your mindset, your character strengths, your level of emotional and social intelligence, your ability to manage your energy, maintain a high level of body/mind health and your daily rituals and routines ALL affect how you feel, perform and show up as a Coach and as a human being.

Together they shape who you are and how you are in the moment with others.

Your Inner Game informs and enhances the Outer Game. You need both.

A well-developed **Outer Game** **enables you to be functional and effective**, to 'get the job done.'

A well-developed **Inner Game** **expands awareness and unlocks inner resources, creativity, intuitive insight and subtler qualities of being such as lovingkindness, joyfulness, and stillness.**

It enables you to relate and work from depth, with consciousness, curiosity, care, and precision.

It enables an effortless state of optimal functioning and responsiveness.

It allows you, the whole of you, to show up and participate consciously in the flow of Life.

The developmentalist Robert Kegan likens Adult Development to filling a glass with water.

The Outer Game (horizontal development) is about filling the vessel (accumulation).

The Inner Game (vertical development) is about making the glass bigger (expansion).

**TO BECOME AN
EXCEPTIONAL HUMAN
POTENTIAL COACH
YOU NEED TO ATTEND
TO BOTH.**



THE INNER & OUTER GAME VISUALISED

THE INNER GAME

Self-Mastery + Self-Actualization + Self-Transcendence



PRESENCE

Am I present, aware, open and centered?



PERCEPTION

Am I in the most helpful mode of perceiving?



POSITIVITY

Am I welcoming and restoring flow to my inner experience?



PURPOSE

Am I living aligned with my values, vision & goals?



POWER

Am I managing my energy and taking care of my health?



PEOPLE

Am I supported and being supportive?



PROCESS

Am I creating efficient and effective systems?

THE SHADOW

Am I watching out for and integrating the aspects of me that I have previously ignored, disowned, repressed or been disconnected from?

THE OUTER GAME

Knowledge, Skills, Competencies, Principles, Reflective Practice, Experience, CPD, Supervision



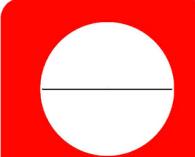
Presencing



Inquiring



Listening



Resourcing



Envisioning



Engaging



Executing

THE HUMAN POTENTIAL COACH TRAINING PROGRAM

Available as Foundations or Certification

The program includes five core components:

- The Inner Game of Coaching
- The Outer Game of Coaching
- Coaching for Health & Performance
- The Business of Coaching
- Certification

Coaching Foundations includes Parts One-Three.

PART ONE: THE INNER GAME OF COACHING

The Inner Game of Coaching component of our program is focused on self-coaching and becoming competent in the 5 foundational practices of the Inner Game. Students absolutely love this part of the course!

It is delivered through the first two live zoom sessions and Be Unlimited, our highly rated personal development course.

The latter dives into the five most important principles of human potential development: Waking Up, Powering Up, Cleaning Up, Growing Up and Showing Up.

PART TWO: THE OUTER GAME OF COACHING

The Outer Game of Coaching component of Human Potential Coach Training is delivered via a series of 4 weekly zoom-based live calls. This is when you learn how to Coach using the pioneering HPC framework, built around the ultra-simple and practical Envisioning-Engaging-Executing system.

Upon completion of this section you will additionally:

- Know the evidence base for coaching as exemplified by the core coaching principles and competencies recognized across the professional coaching field.
- Have a clear understanding of the flow and structure of a Human Potential Coaching session.
- Know how to help your Clients access and clarify both conceptual and embodied goals.
- Help Clients identify and access the inner and outer resources available to them and know how to skillfully offer your own.
- Identify the barriers to change and potential obstacles to success.

- Have a good understanding of how to illuminate your Clients' unconscious narratives/stories/beliefs.
- Know how to help your Clients update their beliefs and free themselves from self-limiting narratives.
- Help your Clients gain clarity on their values & strengths and utilize them towards goal acquisition.
- Know how to ask powerful questions that penetrate to the truth, invoke curiosity and shift consciousness.
- Use reframing, metaphor, analogy, acknowledging, appreciation, articulating what is happening, mirroring, reframing interpretation and brainstorming in a respectful manner that deepens your Clients' awareness.
- Understand the importance of specifying, summarizing and assisting Clients to create effective action steps.
- Help Clients create personalized developmental plans with goals that are attainable, measurable, specific, and have target dates.
- Know the top coaching strategies for sustainable behavioral change.



THE HUMAN POTENTIAL COACH TRAINING

PART THREE: COACHING FOR HEALTH & PERFORMANCE

Once the solid foundations of the Inner Game and Outer Game are in place, you are ready to learn how to Coach with specific outcomes in mind. You will learn the foundational principles for Coaching clients on the following outcomes: nutrition, physical activity, sleep, energy, resilience, emotional intelligence, high performance and productivity.

PART FOUR: THE BUSINESS OF COACHING

Certification pathway only

We are committed to supporting you in getting clear on how to create a thriving coaching practice and/or integrate your coaching skills into your current work. This is an exciting part of the training. Included with your tuition is access to a curated collection of business development resources - books and training videos - from world-renowned marketing expert Jay Abraham, designed to support and inspire your professional growth.

"I look at Jay as somebody who is a mentor to anybody in business. He's the premier man when it comes to figuring out unrealized opportunities." – Tony Robbins

Upon completion of the Business of Coaching you will be super-clear about how to build a successful coaching business. And you will have an incredible community to support you in doing so!

PART FIVE: CERTIFICATION

Certification pathway only

To certify as a Human Potential Coach you will need to:

- Submit a 15-minute recording for feedback.
- Submit and receive a pass mark for your 30-minute certification call submission.
- Attend live calls 1 and 2 and at least 3 of the 4 remaining live calls in their entirety.
- Attend at least 2 of the 3 Certification Integration Calls
- Complete 10 sessions with a Coaching Buddy (minimum).

- Attain 20 Client coaching hours
- Watched and reviewed all content in the learning platform.
- Completed all reflective learning exercises and submitted your learning and reflection log.
- Submitted a signed copy of the HPA Trademark License Agreement, trademark guidelines and code of ethics.
- Have no outstanding financial obligations to the Human Potential Academy.

Listen to an overview of our approach [HERE](#)



THE OPPORTUNITY

You might be new to coaching, so I will share some illuminating information about the industry, the coaching market and the opportunity for you as a Coach.

In a 2023 report [1], the estimated 99,100 active Coach practitioners worldwide generated over \$4.564 billion (USD) in annual revenues. As you might expect the greatest concentration of Coaches, and highest paid Coaches, are in high-income areas like North America, Western Europe and Oceania (Australia and New Zealand).

While the latest study demonstrated average annual earnings for North American Coaches of almost \$62,500 [1], an earlier study also showed that globally, the average fee charged for a one-hour coaching session was \$244 USD. The average number of Clients at any given time, 12. The average number of hours spent coaching Clients each week, 12. [2]

The main reason so many people are willing to pay good money to work with a Coach is because the support, guidance, clarity and accountability they experience enable them to achieve meaningful goals more effectively and efficiently. The processes of personal transformation and lasting change are so much easier in the presence of a skilled companion,

a skilled Coach. Over the last 10 years, numerous studies have explored the benefits of coaching. [3-9]. Overall, they found working with a Coach is a highly effective way to:

- Facilitate change in the areas of performance, skills and personal development.
- Increase the attainment of personal and professional goals.
- Improve psychological factors that enhance performance.
- Increase resilience, positivity and self-efficacy.

Coaching works by building growth-promoting relationships (through Presence, support, respect, Client-empowerment), eliciting motivation and increasing energy levels (the jet fuel for change), enhancing the likelihood of sustainable change (through positivity, resilience, reality-based optimism and self-efficacy), and facilitating the process of change (through perspective shifting, powerful conversations, goal setting, planning, accountability, reflection and feedback). It's a formula that works, and one you will learn in our Certified Human Potential Coach Training course.

AS A GRADUATE OF OUR COACH TRAINING PROGRAM, HOW WILL YOU PUT YOUR QUALIFICATION AND SKILLS TO USE? YOU MIGHT CHOOSE TO:

- Develop a new career as a Certified Human Potential Coach.
- Continue in your existing work but enhance what you do using the skills and knowledge you have acquired.
- Leverage your coaching certification as a unique selling point when applying for jobs or promotions.
- Expand your services to include coaching.
- Work within the corporate environment as a Coach.
- Increase your hourly rate to reflect your expanded coaching skills.

THE WORLD IS YOUR OYSTER!

WHAT GRADS SAID ABOUT THE 2.0 HPC COURSE



STEVEN J WILLIAMS OLYMPIA, WASHINGTON

This course has not only taught me about helping Clients reach their own human potential, but how I can reach mine as well.



JONO LIEW SELFOS, ICELAND

This is honestly one of the, if not THE best Coach training programs out there. I don't think anyone of us knew what we were getting ourselves into. But what a journey it has been! Even if you have no intention to be a Coach, you'd get more than your money worth just doing it for self-improvement. I really appreciate my fellow Coaches-in-Training who were more likeminded than many of my contemporaries in real life. And the trainers, they are simply top notch Coaches and excellent human beings. It was one of the best investments I've made. If you are still on the fence about it, think no more: just do it!!



JUAN GONZALEZ QUEBEC, CANADA

I highly recommend this unique and practical - Human Potential Coach - training that showed me step by step how to transform myself as a Coach first and then inspire, help and support my Clients in a consciousness-transformation journey to become the best version we can be as human beings by accomplishing our goals and upgrading our mind, body and energy to the next level.



JENNA IAIZZO MINNEAPOLIS, MINNESOTA

This was more than just a program to gain a coaching certificate. The Human Potential Coaching program opened up many paths and journeys for self-development and growth. The learnings are unending and uplifting; propelling me into an exciting future. The ability to show up and be present is the greatest learning. I am truly grateful to have found this program and make it through.



SANDRA ALBERTTIS COCONUT CREEK, FLORIDA

This has been such an enjoyable and informative course. I signed up with the belief that this course would train me to coach others, but it turned out to be an eye opener for myself. I truly feel empowered by all of the techniques and self growth I have accomplished to practicing as a Human Potential Coach.



EMMANUEL CLARET MIRAMAS, FRANCE

"The Human Potential Coach Training was a life changer for me. The trainers were so professional and supporting us all the way to succeed. I would highly recommend the course to anyone who wants to be a professional Coach."



GLENN ROSEWALL SYDNEY, AUSTRALIA

My coaching quiver is now full of arrows to use in helping Clients, and potential Clients reach their full human potential.



HAILEY ROWE CHICAGO, ILLINOIS

Becoming a Certified Human Potential Coach was one of the best decisions I've ever made. I feel fully equipped and qualified with the skills and knowledge necessary to best serve my Clients. I've helped Clients overcome perfectionism, adrenal fatigue, hormonal imbalances, and addiction to sugar. I've also helped them build long-term feel good habits, like exercising regularly or high intensity interval training. I've done other Coach programs and trainings, none of them have the level of integrity that this course does.



HEATHER FOWEE CINCINNATI, OHIO

When I started HPCT, I had no idea where I wanted to take my coaching business, after a long health-coaching sabbatical. After certifying, I'm crystal clear on where I want to go from here and how I can be a purposeful life-changer!



ALEXIA BJARKAN COSTA RICA

When the Human Potential Coach Training program launched, I jumped at the chance to participate. The Bulletproof Diet saved my life, and I see it as a great honour and mission as a Human Potential Coach to help others reach their potential too. I quit my corporate career in 2016 to pursue this passion. It is incredible to see the same transformation in my Clients. I love watching them shed weight and start feeling great about themselves. And from there, create lives that they truly love!



KATE BROOKS OSHOGOSH, WISCONSIN

The Human Potential Coaching program has literally changed my life! On a professional level, I did not expect to learn so much about my own mindset and be able to apply all the knowledge and tools we learned to transform our lives in such a short period of time!! On a personal level, the HPC community is like NO other! It has introduced me to multiple beloved friends, and has forever changed my view on community and loving others. This lesson, along with everything else HPA has taught me, is priceless!!



ELZANNE MOODIE HEARTBEESPOORT, SOUTH AFRICA

Through the Human Potential Coach Training, I did not only learn to become the best Coach I can be; I also learned to become the best Human Being I can be. What a journey.



LISA HONEYWELL

HOUSTON, TEXAS

After taking the Human Potential Coaching Course, I have tremendous respect and admiration for the graduates that have come before me and those that will follow. The skill and ability to be present while coaching my Clients is truly an inspiring and cherished gift. Peers experienced their own incredible and unexpected breakthroughs during our coaching sessions. My Clients have attested to the powerful impact and effectiveness of genuine mindful coaching. Many thanks to the HPA team for the vision, love and for enhancing countless lives around the globe.



BIANCA CAPO

CHARLOTTE,
NORTH CAROLINA

The Human Potential Coach Training is one of the most incredible programs to increase your skillset as a Coach and reach your potential as a human being. The teaching staff is incredible!! Thank you for shifting my consciousness and giving me the tools to help others do the same.



EMILY BAKER

LOS ANGELES,
CALIFORNIA

It's not an exaggeration to say that Coach Training transformed my life. I came into training while still in my career as a District Attorney for the County of Los Angeles. That career left me sick and burned out. I chose Coach Training because I was looking for something more, but I didn't have the energy to follow my dreams. The Human Potential Coach Training taught me how to heal from the inside out. After becoming a certified Coach I quit my job, started my own company and have the energy to live the life I was looking for. I have blended coaching with my legal background to help people through legal-ish transitions, everything from getting divorced to starting a company and learning to advocate for yourself in business. I created a life I love and my husband recently said that I finally seem like me again. It's truly incredible the difference coach training has made.



HONG PHUONG

MELBOURNE,
AUSTRALIA

When I started on this journey, I was completely self-centered. My only aim was to optimise my own health and well-being. I was blown away by the personal shift I experienced from the truly transformative workshop. I believe Dr. Mark Atkinson to be an extraordinary teacher and thought leader in the field of human potential development. Not only did I gain valuable insights from the program, which allowed me to support myself and others live a more conscious, healthier and high-performance life; but more than ever, I feel more connected to the notion of doing my part to help drive positive change in the world.



JOEL AYLWORTH

SAN FRANCISCO,
CALIFORNIA

From the workshops alone, I learned so much about myself and my level of Presence and how I show up in the world. The more I practiced the coaching skills and really actually listening to people instead of always preparing my response, I felt like I was almost living in another dimension of reality. Most people are bumbling along with busy lives and are missing the deeper levels of connection that are out there. Powerful stuff—and for this I will always be grateful.



DARREN PYEFINCH

MILTON KEYNES,
UNITED KINGDOM

This course completely blew me away. I learned so much and enjoyed it immensely. It has been life changing.


DAYNE BARKLEY
**MELBOURNE,
AUSTRALIA**

The skills and knowledge I've obtained from this coaching course are unlike any other. I was finally able to effectively implement a daily meditation practice into my life and sharpen and improve my skills as a Coach and person, all with an incredibly supportive team and network at my fingertips. I am truly grateful for my experience.


AMANDA CAREY
**SYDNEY,
AUSTRALIA**

This is one of the best decisions I have made to do this course. I found for me the best way to see it as a training program for myself. Then you walk away with the added bonus of being able to coach people and do what you love. The thing I love most about this course, is it enables you to become a fully embodied Coach. Meaning, you live what you practice. You are what you teach. Clients will feel this through you because you learn how to coach from Presence. Not only has this course changed my life. I am already seeing amazing changes in my Clients. THANK YOU!!!


CARI ROSNO
**DES MOINES,
IOWA**

I am often asked my thoughts on the coaching program. My initial response is always "It was not at all what I expected, but so much more than I could have asked for." Through the Presence- based orientation of the program and education around holistic living I not only regained my health, I am a better leader and owner of a marketing firm who has now started a second business.


ANJA EBERSBACH
**PALMA DE MALLORCA,
SPAIN**

Excellent trainers, very supportive and very experienced, so there was a lot of knowledge to gain. The excellent venue was conducive to learning. There was a great interaction and trust between participants, which was encouraged by the openness / approachability of the facilitators. Trust was quickly established. The environment was very supportive.


MARIA A. PETIT
MIAMI, FLORIA

The Human Potential Coach Certification is an Inner Growth Journey to which I invite anyone who is up for the challenge. Irrespective of whether you are interested in working in the coaching field, you will gain valuable insight about yourself through the process. The course will stretch and move you in ways you didn't know were possible!


EGLE PAULUSAITE
ZURICH, SWITZERLAND

"This is a training program that provides all the knowledge, tools and inspiration needed for the most unique and beautiful within a person, to unfold."


ALEX JAWAD
HANDEN, SWEDEN

This course changed my life in ways I never thought possible. I feel such immense gratitude for having participated!



KEVIN KENNEDY
GLEN ROCK, NEW JERSEY

This coaching course is truly a wealth of information that prepares you for coaching and for all social interaction. It has made my marriage better, my relationship with my partner better and overall it has made me a better friend in the process.



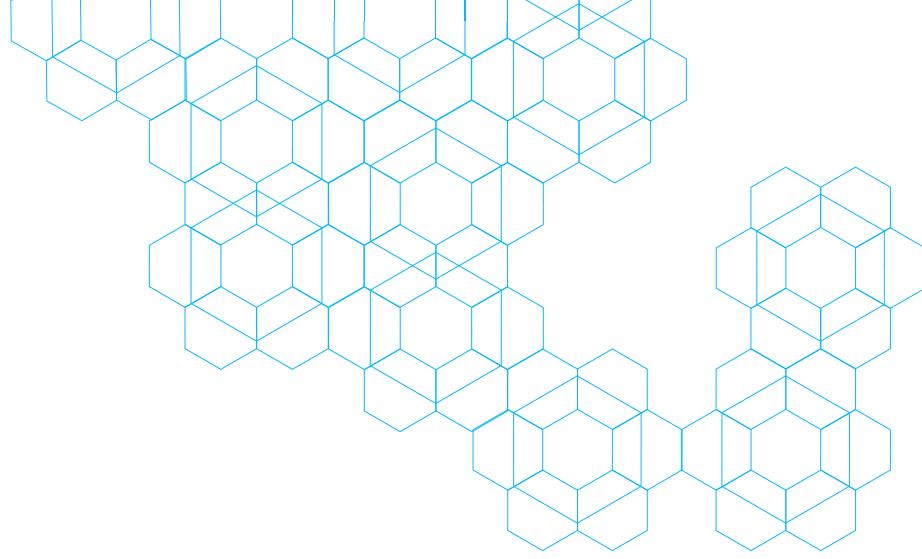
SASHA HANNA
SANTA MONICA, CALIFORNIA

This training program was one of the most transformative experiences that I have done. This taught me how to live in such a way that is masterful with my true "self". Operating from a state of Presence is the truly sane way to live and the way to bring about a new earth, and upgrade humanity. The time is now—Live totally, live intensely, and live dangerously!



ELISSA KERPEN
MELBOURNE, AUSTRALIA

This has been one of the most valuable learning experiences I've had. I was able to apply the skills learnt each week to my current work life which has allowed me to excel in performance and rank at the top of my field. I have also opened up a coaching practise concurrently helping people actively work towards their goals. A very rewarding outcome.

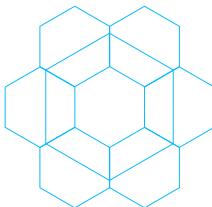


LIVE TRAINING SCHEDULES

Live Training Format

- Live training sessions are shared by Coaching Foundations and Certification pathways
- Certification pathway includes additional live Certification Integration Calls
- All sessions are delivered live via Zoom (ET)

Live schedules are subject to minor adjustment. All sessions are recorded for enrolled participants.



CHINOOK 2026 COHORT

Live Training Sessions (Foundations & Certification)

- Sat May 2, 11:00am–2:00pm ET
- Sat May 9, 11:00am–2:00pm ET
- Sat May 16, 11:00am–2:00pm ET

Certification Integration Calls (Certification pathway only)

- Sat June 20, 11:00am-12:30pm ET
- Sat July 18, 11:00am-12:30pm ET
- Sat Aug 15, 11:00am-12:30pm ET

Attendance at a minimum two of the three Certification Integration Calls is required.

We also have a private Human Potential Coach Training option, in which a senior instructor personally guides you and one or more friend/ colleague through the entire coach training program.

BORA 2026 COHORT

Live Training Sessions (Foundations & Certification)

- Tues June 9, 11:00am–12:30pm ET
- Tues June 16, 11:00am–12:30pm ET
- Tues June 23, 11:00am–12:30pm ET
- Tues June 30, 11:00am–12:30pm ET
- Tues July 7, 11:00am–12:30pm ET
- Tues July 14, 11:00am–12:30pm ET

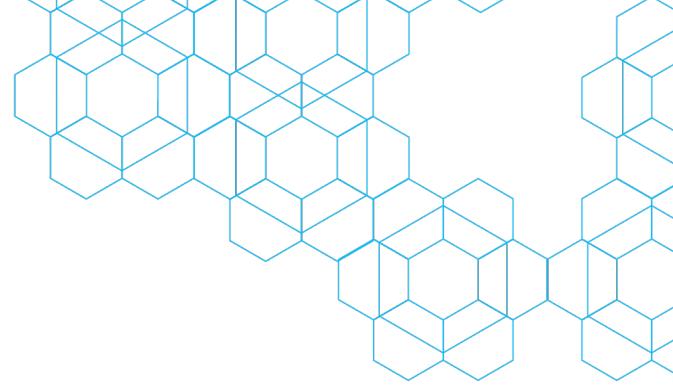
Certification Integration Calls (Certification pathway only)

- Sat Aug 15, 11:00am-12:30pm ET
- Sat Sep 12, 11:00am-12:30pm ET
- Sat Oct 10, 11:00am-12:30pm ET

Attendance at a minimum two of the three Certification Integration Calls is required.

ANY QUESTIONS?

Email
hello@humanpotentialacademy.io



FAQS

ARE THERE COURSES FOR PERSONAL DEVELOPMENT THAT DON'T INVOLVE COACH TRAINING?

Yes. Human Potential Academy also offers standalone personal development courses focused on self-regulation, nervous system capacity, and inner development.

These courses are not part of the Coaching Foundations or Certification programs, do not teach coaching skills, and do not lead to certification.

→ Learn more at
humanpotentialacademy.io

HOW MUCH DO THE PROGRAMS COST?

Pricing varies depending on the pathway and program you choose. Coaching Foundations and Certified Human Potential Coach Training have different tuition levels, and we also offer separate personal development courses focused on self-regulation and inner capacity.

Current pricing and enrollment options can be found on our website.

WHAT CAREER OPPORTUNITIES ARE AVAILABLE TO ME?

Certified Human Potential Coaches are highly employable! To give you a sense of the kind of companies you could work with upon graduation, we have briefly highlighted two of the most popular amongst our Certified Human Potential Coaches:

<https://www.modernhealth.com/>

— their mission is to de-stigmatize mental health care, break down barriers to access, and give everyone the tools they need to build resilience, proactively engage in their mental health, and get the clinical support they need when they need it.

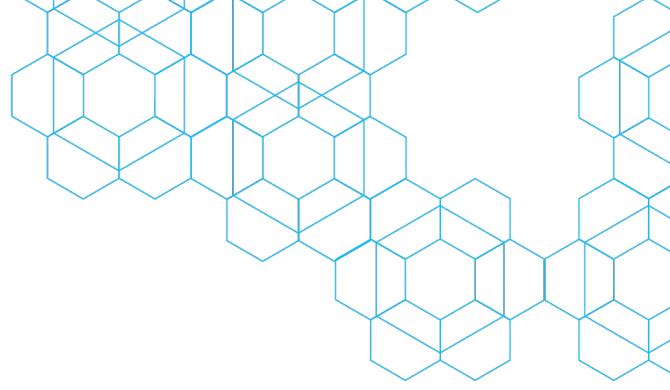
<https://www.lyrahealth.com/>

— their mission is to transform behavioral health care through technology with a human touch — to get more patients the care they need when they need it.

Coaches who work with these organizations have told us the training they received from the Human Potential Academy is above and beyond the knowledge, professionalism and necessary skills that applicant Coaches are expected to have.

Whilst the hourly rate for these companies is of course less than you would typically charge a private Client, they do provide you with a significant volume of Clients. This provides important coaching experience and coaching hours! The other nice thing is the flexibility. With some companies you can work as many or as few hours as you want.

It is an exciting time to become a Coach!



FAQS

COURSE WITHDRAWAL, CANCELLATIONS, CHANGES & REFUNDS:

If you withdraw from the Human Potential Coach Training program, the following policy will decide whether you are entitled to a refund or not. Your eligibility to receive a refund is entirely dependent upon when you make the request.

- If you withdraw 31+ days before the first live call, a full refund will be provided (minus a \$250 nonrefundable registration fee and any financial transaction costs e.g. PayPal, card or bank transfer fees).
- If you withdraw within 30 days of the first call, there is no refund.

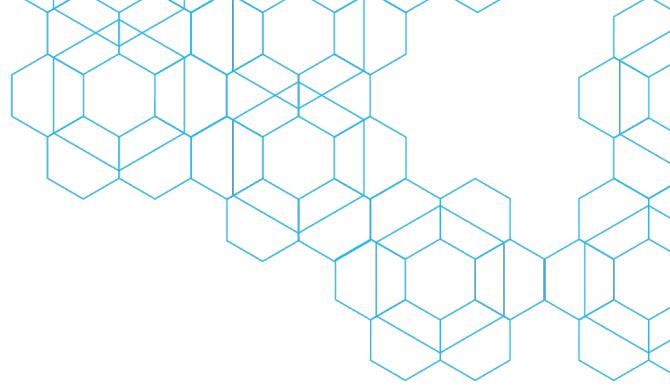
You can request to be transferred to the next cohort. An admin fee of \$150 will be charged for this.

HOW MANY HOURS PER WEEK WILL I NEED TO COMMIT TO THE TRAINING PROGRAM?

It will vary but we recommend that you spend 4-5 hours per week on average. Once you are coaching Clients, you may need to set aside additional time.

IS THE COACH TRAINING ACCREDITED?

Yes. We are accredited by the American Association of Natural Wellness Coaches (AANWC), a highly respected professional organization dedicated to advancing excellence in the fields of coaching, wellness, and human development. The AANWC is known for its rigorous standards, strong ethics, and its commitment to recognizing coaches who are trained at the highest level. As a student, you gain the advantage of graduating from an AANWC-accredited program, giving you immediate professional credibility, access to member resources, and the ability to secure professional indemnity insurance as you begin your coaching work.



REFERENCES

1. 2023 ICF Global Coaching Study. <https://coachingfederation.org/research/global-coaching-study>.
2. 2012 ICF Global Coaching Study. https://coachingfederation.org/app/uploads/2017/12/2016ICFGlobalCoachingStudy_ExecutiveSummary-2.pdf.
3. The integration of mindfulness training and health coaching: an exploratory Study; Gordon B. Spence*, Michael J. Cavanagh, and Anthony M. Grant Coaching Psychology Unit, School of Psychology, University of Sydney, Australia Coaching: An International Journal of Theory, Research and Practice Vol. 1, No. 2, September 2008, 144-162.
4. Newnham-Kanas, C., Gorczynski, P., Morrow, D. & Irwin, J. (2009). Annotated Bibliography of Life Coaching and Health Research. International Journal of Evidence Based Coaching and Mentoring, 7(1), 39-103.
5. Frates, E. (2009): Coaching in Healthcare Research Report Harvard Medical School Coaching in Leadership & Medicine conference.
6. Palmer, S. (2003): Health coaching to facilitate the promotion of healthy behavior; International Journal of Health Promotion & Education, Vol 41, No 3; p 91-93.
7. Drake, D. B. (2009). Evidence Is a Verb: A Relational Approach to Knowledge and Mastery in Coaching. International Journal of Evidence Based Coaching and Mentoring, 7(1), 1-12.
8. Grant, A. M., Curtayne, L., & Burton, G. (2009). Executive coaching enhances goal attainment, resilience and workplace wellbeing: a randomised controlled study. The Journal of Positive Psychology: Dedicated to furthering research and promoting good practice, 4(5), 396-407.
9. Moen, F. & Skaalvik, E. (2009). The Effect from Executive Coaching on Performance Psychology. International Journal of Evidence Based Coaching and Mentoring, 7 (2), 31-4.

