

The Center for Executive Coaching in Collaboration with Genos Presents...

## The Certified Emotional Intelligence Executive & Leadership Coach Training Program

**Finally!** A robust Emotional Intelligence coach training certification program that shifts coaches from all of the fluff and jargon surrounding EI to the practical value and measurable results that clients care about.

Emotional Intelligence

CENTER FOR  
**EXECUTIVE COACHING**  
WORLD-CLASS TRAINING | PRACTICAL METHODS | CLEAR RESULTS

**Coaching EI**<sup>TM</sup>  
EMOTIONAL INTELLIGENCE

**genos**  
INTERNATIONAL

Increase your coaching impact significantly while positioning yourself with the premiere Emotional Intelligence coaching certification.



Measurable Results – Market-Driven – Ongoing Support



Most coaches already know that Emotional Intelligence (EI) is one of the most important and marketable buzzwords in the field today. If you are a serious coach, you need to have a quality Certification in best practices in coaching leaders and their teams in Emotional Intelligence.

The problem is that there is too much fluff, jargon, and pseudoscience surrounding the work of Emotional Intelligence. Many programs that are out there are lightweight, quite frankly cheap, and cause executives to roll their eyes in frustration.

Until now, when there is **FINALLY** an EI program on the market focused on practical results and measurable impact for clients....

Two leading organizations have come together to bring a practical, behaviorally based, results-driven program to the field of EI. We have done this because we saw the opportunity and need to break through all of the fluff and give coaches and their clients a way to bring practical processes and results to all of the hype and jargon surrounding EI.

**The Center for Executive Coaching** has been known for over two decades for providing best- practice, practical coaching methodologies for professionals from around the world who want to coach leaders, executives, business owners, and up- and-coming talent. **Genos** is known for developing one of the most powerful Emotional Intelligence assessments on the market – one that is robust, highly validated, behaviorally-based and therefore actionable, and that produces high-quality reports that meet the requirements of senior leadership teams.

Together, we have created a best-in-class **Coaching EI Certification Training Program** specifically for leadership and executive and leadership coaches. It shifts EI coaching to a much more grounded, results-focused, and valuable client experience. If you want to have more measurable, significant impact in your coaching, and if you know that EI is an important solution to offer clients, you should get certified with us—even if you already have other coaching or EI certifications.



## Advantages

### Best-in-breed solution.

Practical and results-driven for demanding clients. You get none of the usual fluff associated with other Emotional Intelligence programs.

You learn to translate EI to the language the executives and managers understand and REQUIRE: metrics, performance, and results.

Applies to all levels of organizational talent, from C-suite to up-and-coming talent.

Turnkey.

Ongoing support.

Business development guidance and support included.

Wide-ranging applications.

Select Center for Executive Coaching tools and methods included.

Seasoned faculty.



## Benefits to You

**Tap into a sizzling market** – while aligning yourself with leading brands.

Be more attractive to organizations, who increasingly ask for the best EI solution available.

Be able to translate the language of EI into specific behaviors, so that your clients can make specific changes in performance and see real results.

Take pride in having specific ways to measure and document results with clients and prove your value.

Go deeper with clients, in ways that they will appreciate and feel comfortable using.

Have significantly more impact as a coach, in ways that really matter to clients and their organizations.

Stop worrying that your clients think coaching and EI are too fluffy, vague, or irrelevant – that won't be an issue after this training!

Position yourself as a leader in EI and in your niche.

Grow your practice and achieve your revenue goals.

Have much more confidence as a coach than you have ever had.

Gain ICF CEUs and live training hours, if desired.



## What's Included

### Here is what you receive with your program:

Your choice of either distance learning or in-person seminar to complete your training and certification. The in-person seminar includes 25 ICF CEUs or training hours towards an ICF designation.

The Center for Executive Coaching's proprietary 427-page textbook *The Way to Coach Executives*.

The EI Certified Coach Training Manual.

An 8.5" x 11" Certificate, suitable for framing, attesting to your Certification.

One year of ongoing support directly from the program developers and instructors.

A complete suite of business development support to help you attract clients and grow your practice, including *The Center for Executive Coaching's Business Development Intensive*.

When you are also Certified to use the Genos Assessments: All of the components of the Genos Assessment programs, including use of the Genos logos, assessment center, and tools.



## Two Options Depending on Your Goals

You can choose from one of two options, depending on whether you want to also get certified with the Genos assessment as part of your program. The Genos assessment is conducted online. For your EI Coach Certification, you choose whether to come to a 3.5 day in-person seminar or to complete the program via distance learning (2-4 months at your pace, with no deadline; includes live teleclasses).

**Option One** – : Certification in both the Genos Assessment and as an Emotional Intelligence Executive Coach. This is the premiere program that gives you everything you need to set your practice apart in EI coaching.

**Option Two:** Certification as an Emotional Intelligence Executive Coach, without the Genos Assessment Certification. This is the option for those who are already Certified as Genos coaches, who are certified in another EI assessment tool and are satisfied with it, or for those who want to take a wait-and-see approach before getting certified in the Genos EI assessment.



If you have any questions about this program, contact **Michael Pacholek** at [Michael@CoachingEI.com](mailto:Michael@CoachingEI.com) or [Andrewneitlich@centerforexecutivecoaching.com](mailto:Andrewneitlich@centerforexecutivecoaching.com) at any time.

**Note:** If you are already a member of the Center for Executive Coaching, contact us for special pricing.

**Are you interested but you need to experience the Genos assessment first to be sure?**

Contact us for a complementary assessment so that you can make an informed decision.