The Transformational Coaching Institute

Your Organization is Only as Successful as its People!

The most effective way to improve performance, help employees actualize their potential, enhance team work, and create an organization that thrives is through coaching.

Yet, relatively few nonprofit leaders from supervisors to CEOS have been trained in coaching.

Our transformational coaching process helps identify misunderstandings in thinking, facilitates the discovery of new choices, and teaches the interpersonal skills needed for business and life.

Unlike most coaching programs, our approach includes a mind/body perspective that teaches how to use pressure to enhance performance, presence, creativity and wellbeing.

The transformational coaching Institute offers a coaching credential for those who complete Levels 1 & 2.

"A coach is someone who tells you what you don't want to hear, who has you see what you don't want to see, so you can be who you have always known you can be." - Tom Landry
The Transformational Coaching Institute

Level 1: Developing Basic Coaching Skills--4 day program

(Jan 10th & 24th; Feb. 7th & 21st)

Pre-assessment of your coaching skills

Day I: Understanding the transformational coaching role and how your personality and presence informs this.

A. Introduction to Coaching
   • What is transformational coaching?
   • The role of the transformational coach
   • How a transformational coach achieves results
   • Aligning individual attitudes, behavior, and values with organizational culture

B. Understanding yourself and others
   • The Enneagram Personality Model
   • Developing a coaching presence. (mindfulness-in-action approach)

Day 2: Setting the Stage for Coaching

A. The initial meeting
   • Creating a safe environment: Building rapport, co-creating coaching agreements and establishing trust
   • Do you need a 360 assessment?
   • Defining the current state and the benefits of change
   • Creating a new vision
   • Finding the root cause of the problem or limitation

B. Building coaching skills
   • Dealing with resistance
   • Communication model
• Positive communication behaviors
• Active listening
• Hearing beyond the words/perceiving feelings
• Asking powerful open-ended questions
• Coaching Practice

Day 3: Harnessing the Power to Change

• Facing the shadow
• Finding the motivational drivers
• Creating new paradigms
• Giving constructive feedback
• Handling transference
• Describing a successful coaching outcome
• Identifying a "low-hanging plum"
• Coaching Practice

Day 4: Co-designing and Implementing a Plan of Action

• Identifying goals and action steps
• Identifying potential challenges and ways to deal with them
• Agreeing on measures of excellence and monitoring system
• Dealing with setbacks
• Rewarding success
• Reasons for terminating or continuing coaching
• Coaching Practice

Tuition: $900.00 non-member $750.00 member

Level 2: Dealing with Difficult People- 14 hour/2 day program

(Jan 10th & 24th; Feb. 7th & 21st; Mar. 7th & 21st)

Focuses on dealing with an angry employee, substance abuse issues, violence, when to get outside help, conflict resolution and negotiation skills.

Tuition
Non-member level 1 & 2 = $1,200.00
Member level 1 & 2 $1,000.0
Aimee Bernstein

I’m a change accelerator and executive coach with over thirty-five years experience in the areas of leadership mastery, collaborative teams and cultures, and mindfulness in action programs.

My passion and purpose is to help people, teams and organizations unleash their potential.

In 1997 I founded Open Mind Adventures, an international firm based in the U.S., which provides state of the art approaches to making change that matters.

I integrate psychological and organizational theory with a deep experiential understanding of the principles that underlie all high performance, creative and meditative states. This approach propels people to take exponential leaps in their personal and professional growth which positively affects their relationships and the organizations they serve.

In 2015 my book Stress Less Achieve More; Simple Ways to Turn Pressure into a Positive Force in Your Life was published by AMACOM. Rather than the usual formula for stress reduction, which people are often too busy to pursue, I suggest that pressure is a powerful gift that can enhance performance, creativity and well-being. I then provide personal and team practices that have proven successful in a wide range of companies.

My corporate coaching clients have included executives from such companies as Chanel, USA, The Ritz Carlton Hotel Company, Microsoft, MasterCard, and Dolce & Gabbana. I have also coached nonprofit leaders from such agencies as Spirit of Giving Network, Families First, Family Promise, CROS Ministries, and Marin Abused Women's Services. I am the co-creator of The Mastery Institute for the Public Benefit.

I received my masters degree in counseling psychology from Boston University and interned at Massachusetts General Hospital under the auspices of Harvard Medical School. I am a California licensed psychotherapist with over thirty-five years of experience.

I am listed in Who’s Who in American Women and have been interviewed on CBS12 television, San Francisco’s KCBS Radio and have been featured in U.S News and World Report, The San Francisco Chronicle, The Toronto Globe and Mail, Investors Digest, The Sun Sentinel, and The Miami Herald.

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