

UNIVERSITY OF SANTA MONICA

Worldwide Center for the Study & Practice of Spiritual Psychology® • Master's Programs



SOUL-CENTERED
PROFESSIONAL
COACHING
Six-Month
CERTIFICATE
PROGRAM

*Facilitating Authentic Success
on Both the Goal Line and the
Soul Line of Life*



USM

*A*t last! A Program that prepares
you to earn your way in the world while being
True to Who You Are and Honoring Your
Calling. At the same time, you'll learn how
to assist others in living into the fulfillment of
their dreams and aspirations."



DRS. H. RONALD HULNICK AND
MARY R. HULNICK
President & Chief Academic Officer



SOUL-CENTERED PROFESSIONAL COACHING SIX-MONTH CERTIFICATE PROGRAM OVERVIEW

*A*cross the planet, millions of people are waking up to the realization that we are, in fact, spiritual beings having a human experience. This one realization, as it takes hold in the lens of human perception, will change everything. As we move forward into the future, the greatest needs of humanity will not be met with technological advances alone but with the emergence of individuals who possess both the abilities and spiritual development sufficient to facilitate conscious evolution for the highest good of all concerned.

The Soul-Centered Professional Coaching Program (SCPC) is designed to prepare facilitators of consciousness who are capable of assisting their clients in Co-Creating and experiencing greater success and fulfillment in their lives. Specifically, they are prepared to assist others in manifesting their heartfelt dreams while at the same time supporting them in the deeper conversations that speak of purpose, meaning, and quality of life—the conversations that invariably tend to spring up when clients begin asking the questions beneath the questions.

For most people, coaching is about success on the Goal Line. What is unique about a USM Soul-Centered Professional Coach is that they have the advantage of coaching from the perspective of the Soul Line. And so, when those times arise that a client begins asking the

deeper questions that lie beneath their Goal Line dreams and aspirations, a USM Soul-Centered Professional Coach will not hesitate to venture into areas of purpose, fulfillment, and making a meaningful contribution. In fact, this will be the hallmark of a USM Soul-Centered Professional Coach—that they will encourage their clients into Goal Line success as a natural result of Soul Line inquiry, including issue resolution when necessary.

The University of Santa Monica Certificate Program in Soul-Centered Professional Coaching is a professional training Program for graduates of the USM Master's Degree Program in Spiritual Psychology (either the M.A. Degree or Certificate of Completion). The intention of the Coaching Program is to prepare graduates as professional Soul-Centered Life Coaches in service to the evolution of consciousness worldwide.

Students who participate in this six-month Program will build upon the learning and competencies they have already developed as graduates of the USM Master's Degree Program in Spiritual Psychology. Coach-specific training is offered in a blended format including monthly weekend classes at the University, webinars, and Peer Coaching groups.

Students in USM's SCPC Certificate Program will receive 140 hours of coach-specific training, which includes the



Core Competencies and Ethical and Professional Standards as set out by the International Coach Federation (ICF). USM's Program provides more than double the amount of training hours required by the ICF to prepare graduates to apply for certification with the ICF through the portfolio method. There are additional requirements for the credential, and information on this can be found at www.coachfederation.org/icfcredentials/become-credentialed.

Students will also have an opportunity to log their Peer Coaching hours delivered in the classroom and between class weekends, for a total of 22 hours (of the 100 hours required for the ACC portfolio application).

SCPC PROGRAM OBJECTIVES

The Certificate in the Soul-Centered Professional Coaching prepares professional coaches who recognize, accept, and honor every person as a Divine Being having a human experience. This awareness informs the attitudes, choices, actions, and ethics of a Soul-Centered Coach. Building upon the Principles and Practices of Spiritual Psychology learned through participating in the two-year Master's Program in Spiritual Psychology, students will participate in an educational process that fulfills the following objectives:

- **Preparing** Soul-Centered Professional Coaches who effectively coach others for success on both the Goal Line and the Soul Line of life.
- **Providing** a solid foundation and practical training in business development and client acquisition.
- **Supporting** students in developing the discipline, tools, skills, consciousness, and Presence necessary to effectively coach others and to launch a successful coaching practice.
- **Offering** experiences designed to strengthen students in their commitment to living into a service orientation to life.
- **Encouraging** students through guidance and support in continuing to recognize and heal unresolved issues residing within, since a hallmark of

a professional Soul-Centered Coach is the willingness to engage in the necessary and ongoing inner work of transformation in service to assisting their client in reaching their goals.

- **Enhancing** students' commitment to their own Spiritual Evolution and the demonstration of mastery in recognizing and utilizing Goal Line challenges as Soul Line opportunities in their own unique spiritual curriculum.
- **Assisting** students in cultivating their capacity for attuning to Spirit and listening to and following Spirit's guidance in service to working with others and assisting them in Co-Creating Authentic Success on both the Goal Line and the Soul Line of life.
- **Challenging** students in consistently residing within and living the qualities of the Authentic Self, including Acceptance, Authenticity, Presence, Compassion, Forgiveness, Integrity, Strength-of-Heart, Enthusiasm, Peace, and Gratitude.
- **Inspiring** students to walk the talk as Soul-Centered Leaders with their clients, demonstrating congruence of vision, values, words, and actions in service to the upliftment of the human Spirit.



"The key to growth is the introduction of higher dimensions of consciousness into our awareness."

LAO TZU

SCPC PROGRAM DISTINGUISHING FEATURES



The SCPC Program is the only Professional Coaching Program taught from the empowering perspective of Spiritual Psychology.

- **Benefiting** from the extraordinary Wisdom, Loving, and Mastery of beloved Executive Faculty, Drs. Ron and Mary Hulnick, who are intimately involved in the design, development, and delivery of this Program.
- **Learning** and applying the art of client enrollment with Master Coach, bestselling author, and sought-after speaker Steve Chandler. Through seven terms of his Coaching Prosperity School, Steve has taught coaches at all experience levels to thrive and prosper.
- **Developing** your Authentic Voice as a professional coach and expanding your attunement, creativity, and

resourcefulness. Integrating and building upon all of your USM skills, strategies, and life experiences as you become a unique emissary of Soul-Centered Living and a Soul-Centered Professional Coach.

- **Observing** and learning from distinguished lead faculty Carolyn Freyer-Jones and Michelle Abend Bauman—successful coaches and exceptional role models of Authentic Success.
- **Honing** your coaching abilities in Peer Coaching Trios with other USM graduates. Building your confidence as you experience what is possible through developing mastery in Soul-Centered Professional Coaching.
- **Learning** how to make full use of the material that surfaces as you move

forward on the Goal Line in service to your growth on the Soul Line.

- **Dedicating** time to Working Your Process around common challenges and/or limiting beliefs/misinterpretations/misidentifications among coaches who are stepping forward into professional mastery.
- **Co-Creating** the fulfilling and prosperous coaching practice you envision and intend with support from your Coaching Success Support Team and a classroom full of highly qualified USM graduates holding for your success.
- **Receiving** training in the International Coach Federation Core Competencies and Code of Ethics. Includes 140 hours of Coach Specific Training, more than twice the requirement for the Associate Certified Coach Portfolio Application.

SCPC PROGRAM MODULES

The Art and Practice of Soul-Centered Professional Coaching

This Program Module is designed to immerse students in training for the coaching profession and to support building a foundation in USM's unique approach: *Soul-Centered Professional Coaching—Facilitating Authentic Success on Both the Goal Line and the Soul Line of Life*. Instruction builds upon the Principles and Practices of Spiritual Psychology that USM graduates have learned.

Students review the *Soul-Centered Basic Skills* and six *Facilitation Strategies* as applied through the lens of a coach. Ongoing foci include establishing trust and intimacy with clients and engendering Authenticity and Presence. Additionally, students receive coach-specific training in the ethics, standards, and core competencies established by the International Coach Federation.

Authentic Empowerment and Soul-Centered Leadership in Coaching

Undoubtedly, the most important qualifications to become a Soul-Centered Professional Coach are Authentic Empowerment and Soul-Centered Leadership. This Program Module explores ways for students to strengthen in these areas through aligning their principles, intentions, and actions with their purpose and calling. Students are supported in learning to do transformational work with their coaching clients. The premise that coaches “walk the talk” of Authentic Empowerment and stand forward as Soul-Centered Leaders in their own lives as well as in coaching others is the basis for the work done in this Program Module.

Client Acquisition, Business Development, and the Service Consciousness

Students learn client acquisition skills, practices, and authentic, integrous approaches used to create a prosperous, sustainable, and powerful coaching practice. The sales aspect of the coaching practice will be approached through the lens of the Service Consciousness. Themes to be explored in this Program Module are client acquisition, selling without fear, moving through call resistance, healing issues of fear and misinterpretations of reality around money, and confusion of service and income with personal self-worth.

In addition to in-class instruction, in this Program Module five live monthly webinar classes are provided between the class weekends, March through July. Also, each student will conduct a minimum of 10 complimentary coaching sessions.



SCPC PROGRAM MODULES CONTINUED

Soul-Centered Peer Coaching

Students engage in coaching sessions with their peers as a way of practicing and integrating their Soul-Centered Professional Coaching skills and receiving evaluative feedback on an ongoing basis throughout the six months of the Program. Students will complete a minimum of 44 hours of Peer Coaching, 22 as a client and 22 as a coach. In addition to participating in Peer Coaching Trios in the class weekends, students will participate in weekly Peer Coaching sessions between class weekends.

Mastery in Working with Goal Line and Soul Line Opportunities

Continuing individual issue resolution work is a vital part of serving as an effective Soul-Centered Professional Coach. This Program Module provides a structure for identifying, tracking, working with, and resolving limiting ego patterns through the process of keeping a *Soul-Centered Coaching Mastery Journal*. The purpose of the *Journal* is identifying Goal Line challenges as well as Soul Line opportunities, and developing and applying strategies for effectively utilizing both.

Students will participate in Authentic Empowerment trios during class weekends. Themes for exploration include: Self-Doubt vs. Authentic Self-Confidence; Disciplines involved in Providing a Professional Service, Walking the Talk; Keeping Agreements, Courage in Soul-Centered Coaching; Money as a Mirror; Over-Responsibility; Self-Importance; and Recognizing and Working with Ego Patterns.



“If I believe that I can do it, I will surely acquire the capacity to do it, even if I may not have it in the beginning.”

MAHATMA GANDHI

SCPC FORMAT AND GRADUATION REQUIREMENTS

The SCPC Program is delivered in a blended format including monthly face-to-face instruction, teleclasses, and webinars.

LARGE GROUP CLASS WEEKENDS (AT USM)

Methods of in-class instruction include lectures, large group coaching demonstrations, coaching practice, large group discussion, small group coaching forums, and individual instruction by faculty. Coach-specific training in class includes the following Program Modules:

- The Art and Practice of Soul-Centered Professional Coaching
- Authentic Empowerment and Soul-Centered Leadership in Coaching
- Client Acquisition, Business Development, and the Service Consciousness
- Soul-Centered Peer Coaching
- Mastery in Working with Goal Line and Soul Line Opportunities

TELE-CLASSES & WEBINARS

In addition to in-class instruction, students will participate in class hours held between class weekends both by phone and through webinars.

Pre-requisite to enrollment in this Program includes the successful completion of the University of Santa Monica's M.A. Program in Spiritual Psychology (M.A. degree or Certificate of Completion).

Students studying for the Soul-Centered Professional Coaching Certificate of Completion are required to satisfactorily complete a minimum of 140 hours of coach-specific training including attending all class sessions, webinars, completing Peer Coaching sessions, and the successful completion of all Home Assignments. Successful completion of all Program Modules is required including:

- The Art and Practice of Soul-Centered Professional Coaching
- Authentic Empowerment and Soul-Centered Leadership in Coaching
- Client Acquisition, Business Development, and the Service Consciousness
- Soul-Centered Peer Coaching
- Mastery in Working with Goal Line and Soul Line Opportunities



"Our chief want is someone who will inspire us to be what we know we could be."

RALPH WALDO EMERSON

SCPC PROGRAM FACULTY



"I am very honored and excited to be a part of USM's vanguard Program for coaches. Of all the coaches I've worked with in the past ten years, USM grads are always the most skilled at doing in-depth, transformative work with their clients. This Program will give USM grads a clear path to converting their USM skills into a successful professional career."

STEVE CHANDLER

STEVE CHANDLER

STEVE CHANDLER is known as America's notoriously unorthodox personal growth guru who has helped thousands of people transform their lives and businesses. Steve gives us a choice: either continue to think of ourselves as victims, or take ownership of our lives and extend our possibilities in limitless directions.

Steve is a Master Coach of Coaches and founder of the Steve Chandler Coaching Prosperity School, which had a successful run from 2008 to 2012, when it closed in December to allow him to focus on new projects, the most exciting of which is USM's SCPC Program.

Steve's transformational success coaching, public speaking, and business consulting have been used by CEOs, top professionals, major universities, and over 30 of the Fortune 500 companies. He has twice won the national Audio of the Year award from King Features Syndicate. A popular guest on TV and radio talk shows, Steve Chandler has recently been called "the most powerful public speaker in America today."

Known for his strength, charisma, and humor, Chandler has been captivating audiences with his transformational facilitation for more than two decades. He is also the prolific author of dozens of books which have been translated into more than 30 foreign language editions, and six of which have been bestsellers.

Steve graduated from the University of Arizona with a degree in Creative Writing and Political Science. He spent four years in the military studying language and psychological warfare; however, he credits his own life experiences with failure as the most valuable tools for helping others. Steve's audiences are inspired by stories of his "low points"—it gives them hope because they realize that if Steve can transform his life into a masterpiece, so can they.

Steve served as a visiting faculty member for the University of Santa Monica's Soul-Centered Leadership Program and has been a trusted advisor to the University and its graduate community for a number of years.

Steve and his wife, Kathy, live outside of Phoenix, Arizona, with their canine companion Jimmy. Steve's four children are grown and happy to be living in Arizona as well. Steve and Kathy enjoy performing at musical events and traveling together to many of Steve's speaking engagements around the world.

SCPC PROGRAM FACULTY



“The opportunity to serve fellow grads as they step onto the path of professional coaching is SO exciting to me! USM’s SCPC Program will be a fantastic place for learning the art of coaching, the art of enrollment, and how fun it can be to build a thriving practice, in what Steve Chandler says is one of the best professions on the planet (and I agree with him!).”

CAROLYN FREYER-JONES

CAROLYN FREYER-JONES

CAROLYN FREYER-JONES, M.A., has been coaching men and women in creating greater success, joy, and fulfillment for over ten years. One of the highlights of her work is supporting clients in learning how to use life’s obstacles for learning and growth and turn them into meaningful stepping-stones of success. Carolyn has supported clients in launching new businesses, strengthening relationships, transforming careers, and experiencing greater Peace and Joy. Her clients include business owners, authors, corporate executives, television hosts, full-time parents, and more.

Prior to launching her full-time coaching practice, Carolyn spent over 12 years on staff at USM as the Director of Admissions and Marketing. In her leadership role in Admissions, she talked to thousands of potential students about their hopes and dreams and has a breadth of experience in Soul-Centered enrollment. As USM’s Marketing Director, Carolyn oversaw all marketing campaigns for the University and was the lead copywriter for all communications.

As a coach, she loves supporting coaches and other service professionals in growing in their ability to be powerful and effective enrollers—many of whom have experienced results of growing their income two and three times as they also grow into stronger, more confident, and more service-conscious professionals. Carolyn has worked with Master Coach

Steve Chandler for over ten years and is also an accomplished speaker and workshop facilitator. With fellow USM grad Michelle Bauman, she co-facilitates a series of women’s coaching groups—“Self-Mastery for Women: Co-Creating an Inspiring Life,” “Self-Mastery for Professional Women,” and “Whole Life Transformation.” These coaching groups are dynamic, highly experiential, and transformational. Participants are supported in strengthening their willingness to take action and risk as they learn tools and skills for how to lovingly navigate inner and outer roadblocks. Hallmarks are greater clarity, success, Self-confidence, deeper peace, trust, and meaning on a day-to-day basis.

Carolyn graduated from USM with a Master’s Degree in Spiritual Psychology in 1998 and completed the *Consciousness, Health, and Healing Program* in 2000. She and her husband, John Jones (USM class of ‘99), have been married for over 16 years and have a five year-old daughter, Lucinda, who brings them great joy and gives them many opportunities to use their USM education.

SCPC PROGRAM FACULTY



"I am thrilled beyond words to be part of this extraordinary Program for graduates who are called to become professional Soul-Centered Coaches. USM's SCPC Program will be a place for USM grads to come and discover their authentic voice as coaches and to learn how to live into being a strong business owner and masterful enroller at this exciting time on the planet in what I experience as a deeply fulfilling, dynamic, and creative profession."

MICHELLE ABEND BAUMAN

MICHELLE ABEND BAUMAN

MICHELLE ABEND BAUMAN, J.D., M.A., is a coach, workshop facilitator, and speaker who supports her clients in living with greater strength, creativity, and joy. Since she started coaching in 2007, Michelle has developed a particular love of coaching small business owners, professional service providers, and coaches. About half of her practice is devoted to helping these types of clients in creating more successful businesses and living more fulfilled lives—and often significantly increasing their income in the process.

With her friend and business partner, Carolyn Freyer-Jones, Michelle facilitates a series of coaching groups—"Self-Mastery for Women: Co-Creating an Inspiring Life," "Self-Mastery for Professional Women," "Whole Life Transformation"—which combine live workshops with group coaching to create transformative results. Together, Michelle and Carolyn have coached hundreds of women to transform their lives. The hallmark of their work together is supporting clients in learning to release judgments, relate to themselves in a more loving and supportive way, and attune to and use their inner wisdom for guidance and direction. Participants in their groups have, for example, launched new businesses, published books, returned to dating, and created more loving family relationships.

Michelle's own life has been transformed through coaching. She has worked with Master Coach Steve Chandler since 2009. Before her work with Steve, she dreamed of being an entrepreneur and a business owner but thought that her "risk adverse nature" and "money fears" would always hold her back. Coaching has transformed her relationship with money and also how she saw herself. The coaching process strengthened her entrepreneurial spirit and helped her build the muscle to stand forward and answer her call to Soul-Centered coaching. And now she loves sharing her experiences to play this role for other coaches.

Prior to launching her full-time coaching practice in May 2010, Michelle practiced law for 18 years. After working as a labor and employment attorney in private practice from 1997 to 2010, she worked at NBC/Universal, most recently as Vice President, Labor Counsel. She earned her law degree from the University of Southern California, serving as an Articles Editor of the Law Review. She is a 2008 graduate of the University of Santa Monica with a Master's Degree in Spiritual Psychology, and she completed the *Consciousness, Health, and Healing Program* in 2012. She has been married to her husband, Scott, for 17 years, and they have two sons, Alex, 14 and Logan, 11. They are her greatest teachers and her greatest joy.

A MESSAGE FROM THE EXECUTIVE FACULTY



RON AND MARY HULNICK

DRS. RON AND MARY HULNICK have provided leadership in designing, implementing and facilitating the University's Graduate Degree Programs in Spiritual Psychology; Consciousness, Health and Healing; Soul-Centered Leadership; USM's Online Classroom; and now the groundbreaking Soul-Centered Professional Coaching Program.

As this Program launches in 2013, Ron and Mary will be taking part in facilitating the class weekends – bringing their unique blend of experience, Wisdom, and Mastery as Facilitators of Consciousness into the entire SCPC learning experience. As a result, the Soul-Centered Professional Coaching Program provides a rarified learning atmosphere – one in which both the Coach and the Client are honored as Divine Beings having a human experience, and the successful creation of a prosperous business is nurtured through the lens of a service-orientation to life.

“Success on the Goal Line of life involves clear vision, clear intention, taking action, receiving feedback, and, as necessary, taking course-corrective action. Success on the Goal Line also means when you encounter barriers to achieving your goals and dreams, you recognize the opportunity to move to the Soul Line and work your process in service to dissolving those barriers. And lo and behold, a natural by-product of issue resolution tends to be greater clarity, joy, enthusiasm, and willingness regarding how

to move forward on the Goal Line; thus we discover one of the most empowering keys for manifesting Authentic Success on both the Goal Line and Soul Line of life.

Can you envision a life for yourself in which you share your gifts and make a living assisting others in this joyful and sacred process of transforming their consciousness and transforming their life? We invite you to join us!”

DRS. H. RONALD AND MARY R. HULNICK

A MESSAGE FROM THE PROGRAM DIRECTOR



“My life has been blessed beyond measure by coaching and being coached. I have discovered that coaching is truly a process of Liberation. Some say that Liberation is the key quality of the Soul, so I think it’s perfect that this exciting new Program is called Soul-Centered Professional Coaching because effective coaching has the potential to set us free.”

“When I graduated from USM in 2007, I had clarified and deepened my commitment to coaching as my profession. I began looking for a coach-training program that would match the quality and depth of education I had received at USM. It just wasn’t out there! I wanted

a program that would give me more than tools and techniques. I wanted a program that would truly teach me to walk my talk as a leader to my clients and a catalyst for change.”

“If you’re considering the Soul-Centered Professional Coaching Program, you are blessed, because now such a Program exists! Participants will have the unique opportunity to expand and grow as Soul-Centered Professional Coaches while mastering the art of building a successful business. Graduates of this Program will have a tremendous advantage as they build upon all the foundational work they have done in the two-year Spiritual Psychology Program and step into professional mastery.”

“I simply couldn’t imagine a more important vision to be involved with. Imagine a fleet of the most skilled coaches in the world going out to share powerful transformation and loving service with all of their clients! That’s the magnificent journey you’ll be a part of if you answer the call!”

LISA PEAKE

LISA PEAKE

LISA PEAKE, M.A., earned her B.A. in psychology from UC Santa Cruz with double honors. She started her career at The David Allen Company where she deepened her love of productivity while running an online membership community that supported people in mastering the Getting Things Done® habits.

After graduating with her M.A. in Spiritual Psychology from the University of Santa Monica in 2007, she launched her coaching and consulting practice, Peake Productivity™, delivering executive coaching to small business owners, non-profits, and corporate leaders. She has supported dozens of inspired professionals in creating a magnificent life that includes a meaningful and productive career. In 2011, Lisa joined Steve Chandler’s final Coaching Prosperity School as she launched full-time into coaching in 2012.

Lisa combines her enthusiasm for coaching with her deep love of the Principles and Practices of Spiritual Psychology. She has integrated her USM education into her coaching practice from day one and now joyfully answers the call to support the Soul-Centered Professional Coaching Program as Program Director and Student Advisor.



*"I saw the angel in the marble and
carved until I set him free."*

MICHELANGELO

ICF CORE COMPETENCIES

THE ICF PATH TO PROFESSIONAL MASTERY

USM's SCPC Program prepares students for demonstrating mastery in all of the International Coach Federation Core Competencies:

SETTING THE FOUNDATION

- **Meeting Ethical Guidelines and Professional Standards**—Understanding of coaching ethics and standards and ability to apply them appropriately in all coaching situations.
- **Establishing the Coaching Agreement**—Ability to understand what is required in the specific coaching interaction and to come to agreement with the prospective and new client about the coaching process and relationship.

CO-CREATING THE RELATIONSHIP

- **Establishing Trust and Intimacy with the Client**—Ability to create a safe, supportive environment that produces ongoing mutual respect and trust.
- **Coaching Presence**—Ability to be fully conscious and create a spontaneous relationship with the client, employing a style that is open, flexible, and confident.

COMMUNICATING EFFECTIVELY

- **Active Listening**—Ability to focus completely on what the client is saying and is not saying, to understand the meaning of what is said in the context of the client's desires, and to support client self-expression.
- **Powerful Questioning**—Ability to ask questions that reveal the information needed for maximum benefit to the coaching relationship and the client.
- **Direct Communication**—Ability to communicate effectively during coaching sessions and to use language that has the greatest positive impact on the client.

FACILITATING LEARNING AND RESULTS

- **Creating Awareness**—Ability to integrate and accurately evaluate multiple sources of information and to make interpretations that help the client to gain awareness and thereby achieve agreed-upon results.
- **Designing Actions**—Ability to create with the client opportunities for ongoing learning during coaching and in work/life situations and for taking new actions that will most effectively lead to agreed-upon coaching results.

- **Planning and Goal Setting**—Ability to develop and maintain an effective coaching plan with the client.
- **Managing Progress and Accountability**—Ability to hold attention on what is important for the client and to leave responsibility with the client to take action.



For next steps or to register for the Program,
call Veronica Alweiss at (310) 829-7402,
or visit www.UniversityofSantaMonica.edu/Admissions/process_scpc_only.aspx

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