

CCA

COVENANT COACH ACADEMY



CERTIFICATION REQUIREMENTS, GRADING & ATTENDANCE

THE ULTIMATE LIFE COACH TRAINING & CERTIFICATION
PROGRAM. EQUIPPING, TRAINING & BUILDING CHRISTIAN LIFE
COACHES. GIVE US ONE YEAR, WE WILL GIVE YOU THE REST OF
YOUR LIFE.

THE MANIFESTO



I am a Covenant Coach.

I help people discover the truth of who they are so they can live it out to the fullest in their lives.

I see what is wrong so I can make it right.

I hear the problem so I can find the solution.

I feel the hurt so I can heal the pain.

I have access to wisdom and power because of who I am and Whose I am, and because of the Covenant Power at work within me.

I have been chosen, anointed, and empowered for this position.

I am compassionate.

I am loving.

I am strong.

And I coach my clients with everything in me.

I believe in serving my clients to my highest ability and helping them transform their lives by the renewing of their minds.

I coach them with proven strategies, learned skills, divine insight, and the eternal wisdom that can only be found in the Word of God.

I coach hard.

I coach relentlessly.

I coach passionately.

And I do not give up on my client because God never gives up on me.

I was made for this.

I am a Covenant Coach.

CERTIFICATION REQUIREMENTS

After completing this program, you will receive your CLC (Certified Life Coach) Certificate. In order to qualify, you must:

- Attend all classes. If any live dive class is missed, the class has to be completed (watching the call replay) and a one-page synopsis turned in to the Covenant Coach Academy team. You must also make up the practice coaching session for that class on your own time with another student in your cycle.
- Complete all homework assignments given during modules and live dives.
- Complete 27 Practicum Hours (after completing Module 10) consisting of:
 - Buddy Coaching - You will be assigned a buddy coach upon completion of all Modules. You are responsible for COACHING this buddy for 6 1-hour sessions and completing an Evaluation Form for each session. You will also have to be their practice client for 6 sessions so plan accordingly.
 - Practice Clients - You are responsible for conducting a consultation and 6, 1-hour sessions with 3 practice clients. You will complete Evaluation Forms for all sessions.
- Successfully complete the Final Coaching Oral Evaluation.
- Successfully complete the Final Coaching Written Exam.

CERTIFICATION DEADLINE* & REQUIREMENTS

You have one year from your cycle start date to become a CLC (Certified Life Coach). If you do not complete these requirements within 1 year, your progress is nullified and you will have to re-enroll (including paying the enrollment fee) if you would like to obtain your certification.

The certification requirements are as follows:

- Attend all classes. (See Grading & Attendance Policy for more information on absences). If any live dive class is missed, the class has to be completed (watching the call replay) and a one-page synopsis turned in to your trainer or Team Keeley. You must also make up the practice coaching session for that class on your own time with another student in your cycle.
- Complete all homework assignments.
- Successfully complete the Final Coaching Oral Evaluation (See Grading & Attendance Policy for more information)
- Successfully complete the Final Coaching Written Exam (See Grading & Attendance Policy for more information)
- Complete 27 Practicum Hours (after completing Module 10) consisting of:
 - Buddy Coaching - You will be assigned a buddy coach upon completion of all Modules. You are responsible for COACHING this buddy for 6, 1-hour sessions and completing an Evaluation Form for each session. (note: you will also have to be their practice client for 6 sessions so plan accordingly)
 - Practice Clients - You are responsible for conducting a consultation and 6, 1-hour sessions with 3 practice clients. These clients must be outside of CCA. You will complete Evaluation Forms for all sessions.

GRADING & ATTENDANCE POLICY

Testing:

Final Coaching Oral Evaluation - The evaluation will be held live via zoom. Students will coach each other 1:1 while being observed by their trainer and other testing participants. They will be given a 5 minute critique of their performance. This will be graded as pass/fail according to the trainer. Should a student fail this exam they are allowed 1 additional opportunity to test. The student will contact projects@teamkeeley.com to schedule a make up exam. You must wait one week before retesting.

Final Coaching Written Exam - The exam will be taken online upon completion of all 10 Modules. Students will have 1 hour to complete 50 multiple choice questions. They must correctly answer 76% of the questions to pass the exam. Should a student fail the exam they are allowed additional opportunities to test. The student will contact projects@teamkeeley.com to schedule a make up exam. They must wait 2 weeks before retesting.

Attendance:

Attending live dives is very important. This is where material will be reviewed, questions over module topics will be answered and students will get practice using life coaching techniques. A missed class may fall into one of two categories:

Excused absences are approved by Team Keeley via email before the live dive class. While there is not a limit on these absences, classes must still be made up - see certification requirements for more information.

Unexcused absences happen when you "no call/no show" a live dive (meaning there was no email before or after class and you did not show up for the class) or miss for a reason that was avoidable. You must make up missed classes - see certification requirements for more information. You can have a MAXIMUM OF 2 of these absences then you forfeit your certification.

Why CHRISTIAN Life Coaching?

Anyone can train to be a life coach. You can drop some money on a PayPal link and get a two-week program and a sheet of paper that says you're a life coach. But are you ready to hold someone's mind in your hands and lead them to breakthroughs? There is a reason that the Bible has been a #1 bestseller each year, every year, throughout time, and throughout this planet. God's Word works! And when you have His life-altering strategies, you can truly facilitate lasting change. All truly effective coaching strategies have their roots in biblical wisdom. Why don't we just cut out the middle-man and go straight to the King of kings?



Why COVENANT COACH ACADEMY?

Covenant Coach Academy is a unique blend of psychological strategies, scientific knowledge, and faith implementation. Unfortunately, most Christian programs leave out scientific strategies, and most secular programs leave out faith principles. Imagine what would happen if you merged these together? What happens is profound. We are taught in 2 Corinthians 10:5 to "take every thought captive." Using the power of science and faith, the program within CCA teaches exactly how to do that. Because if you can change your thoughts, you can change your life.

Covenant Coach Academy (CCA) is an intense training program that provides coaches with every tool and strategy they would need to carry the immense responsibility and privilege of coaching clients to create abundant, joyful, and successful lives. We operate by the principle that you cannot lead people where you are unwilling to go. So we make dramatic decisions to create dramatic results. We're not for everyone. In fact, 1 Peter 2:9 calls us "peculiar people" and we're pretty proud of that!



The Training Program

Covenant Coach Academy is a 3-month training program consisting of 10 Modules to ensure you have the best Christian life coach training in the world. That's not an exaggeration. It's a claim, and we live by it.

Module 1: Coach Basics

- Historical Development of Coaching
- Requirements for Life Coach Certification
- The 3 Covenants of the Faith-Based Life Coach
- Ethics and Best Practices of Coaching
- Establishing the Coach/Client Relationship
- Prep Skills for Coaching

Module 2: The Faith Formula

- Tantrum Therapy
- Basic Cognitive Behavioral Therapy
- Downward vs Upward Spirals
- Fact vs Fiction in Self-Awareness
- Sunshine and Cave Brain
- Critic Mode
- Creator Mode

Module 3: The Mental Ecosystem

- Law of Sowing and Reaping
- Seed Thoughts
- Four Types of Clients
- The Flow of the Coaching Session
- The First Session
- Diving into the Core Four
- Wrapping up the Coaching Session

Module 4: Believing a Belief

- Experience and Exposure
- Belief and Behavior
- Extrinsic vs Intrinsic Knowledge
- Breaking a Belief Block
- Active Listening
- Powerful Questions
- Ten Belief Exercises



Module 5: Human Needs

- Hierarchy of Needs
- Deficiency Needs vs Growth Needs
- Six Human Needs
- Reptilian Brain
- Limbic Brain
- Pre-Frontal Cortex
- Control vs Freedom
- Voice Dialogue

Module 6: Life Purpose

- Two-Part Process
- Flow State
- Neurochemical changes
- Neuroelectrical changes
- Neuroanatomical changes
- Joy Origins
- Client Strategy Sessions

Module 7: Neuro-Linguistic Prog.

- Biblical Implications of NLP
- Presuppositions of NLP
- The Map vs The Territory
- Distortions, Deletions, and Generalizations
- Powerful Questions of NLP
- State vs Goal
- NLP Strategies

Module 8: Faith Strategies

- Old vs New Covenant
- Deficiency vs Growth
- The Two Sides of the Law
- 4 Beliefs that Block God's Promises
- Intrinsic vs Extrinsic
- Internal Conflicts
- Sledgehammer Strategies

Module 9: Leadership & Group Co.

- The 3 C's of Executive Coaching
- Breaking the Ego Block
- Setting the New S.M.A.R.T. Goals
- Overcoming Mental Myopia
- The 2-Chair Strategy
- Leadership Personality Styles
- RASA Listening Model
- 7-38-55 Rule of Communication

Module 10: Sales & Marketing

- Avenue Analysis of Marketing
- The K-L-T Formula
- The 10 Commandments of Marketing
- The Consultation Formula
- Sales Thoughts in the Faith Formula
- Brain Efficiency in Marketing
- Belief Triad in Sales Success
- The 3 E's of Marketing

COVENANT BUSINESS SCHOOL

Semester 1: PLATFORM

Students spend the first semester learning to become a life coach, implementing coaching strategies, launching their practices, and executing wisdom.



Social Media 101: Discover key strategies on how to grow your impact and influence on social media platforms - in an authentic way that is not time-consuming or stressful.



CCA Paint-by-Number Kit: The entire kit - at your fingertips - to help you launch your Covenant Coach career. Templates, copy, forms, proven scripts, and other essential tools to keep on hand.



CCA Resource Library: Hannah's personal resource library of books, videos, podcasts, and other resources to help you understand the nuances and strategies of coaching.



The Coach Contract: You don't have to work about the legalities of coaching. We've supplied you with a coaching template that you can rebrand as your own.



365 Flight Plan: In your CCA box (you will receive this after enrollment), you will have a complete flight plan to track your progress throughout your year inside Covenant Business School, your all-in-one calendar.



12 Elements Coaching: Hannah's success is based upon a 12 Element model of creating life and business success. You get access to the entire vault of all 12 training modules!

COVENANT BUSINESS SCHOOL

Semester 2: PERSUASION

Students spend the second semester completing written exams, session evaluations, practice hours, buddy coaching sessions, and mastering sales.



4-Hour Business Plan: The complete start-to-finish guide to create your business with zero confusion. Set up your corporation, file accounts, get legal work complete--all within four hours by using post-it notes!



Tax Template: The downloadable template to simply "checkboxes and hand to your accountant." Make sure you are claiming all of the valuable deductions that are available to you as a Covenant Coach.



Consultation Codex: This pictorial representation of the CCA Consultation serves as a handy guide to walk you through your coach consultations. No words, just symbols to allow ease of communication.



Consultation Script Kit: This unique script takes all the guesswork out of your consultations. Just follow the script and sign the client. No frustration at all, and proven to work.



Sales and Marketing Toolkit: Every single thing you need to be able to sell coaching like a pro and market yourself like a celebrity. Also contains the "ASK Campaign" technique to launch your expertise online.



Easy Email Method: Building your email list is essential to operate a thriving online coaching practice. Hannah shows you exactly what to say and how to say it through this templated email system.

COVENANT BUSINESS SCHOOL

Semester 3: PROMOTION

Students spend the third semester learning how to broadcast their message and expand their coaching skills through organic strategies.



Bottoms-Up Book Program: The complete start-to-finish system to write, market, and sell your book. You've got a book in you. Get it in people's hands in less than 3 months with our proprietary "upside-down" method.



90 Days to \$21K: The step-by-step strategy plan on how to make \$25K In 90 days or less through templated posts, a unique response system, and signing your first clients.



Podcast Launch Kit: The complete program to prep, publish, and promote your podcast. Also contains resource links for everything you need to create a professional home recording studio to match your budget.



M-7-7 Invite Method: The "copy and paste" Invite method to make sure you get high-level celebrity guests on your podcast, or as Interviews for your platform. Best way to make sure your Invite gets noticed!



Media Kit Template: The complete "drag and drop" template to create your perfect celebrity-status media kit. This is an essential tool to get booked on television shows, podcasts.



YouTube Domination: Get your videos in front of millions with youtube domination! And just watch views turn in to sales within days.



Mom Coach Certification: You get lifetime access to the Mom Coach Certification Program, learning the unique intricacies and most effective strategies to coach the Mom Brain.

COVENANT BUSINESS SCHOOL

Semester 4: POSITION

Students spend the fourth semester scaling their coaching business and mastering techniques on marketing, selling, coaching, and building relationships.



Publicity Playbook: Hannah reveals her secret strategies on getting booked on some of the biggest platforms in the world--from Today show to Wall Street Journal. Easy to do when you follow the steps In this playbook.



Keynote Creation System: Use this proprietary system to develop your signature keynote presentation that is guaranteed to keep people hanging on your every word and clamor to be your clients when you're done.



Coach Funnel Blueprint: Complete Coach web funnel including professionally filmed testimonial videos, drag & drop pre-written copy, and calendarizing link. Have your coach website up in minutes!



Connections Creator Course: What if you had private access to the rooms where all the winners hung out? This course breaks down the exact steps to connect with the most successful people in the Industry.



Preferred Coach Listing: Upon certification, you get listed as a "Preferred Coach" inside the CCA website. We get unlimited access to potential clients through our marketing efforts.



Certified Coach Retreat: As an OFFICIAL certified Covenant Coach, you are Invited to the event of the year. Our retreat for all certified coaches!



Covenant Coaches
don't just change
lives. They change
legacies.

HANNAH KEELEY