



EXECUTIVE SUMMARY

CUTTING-EDGE TRAINING. MentorCoach[®] is the leading coach training school based on the integration of evidence-based coaching and the new science of Positive Psychology. Our ICF accredited program blends practice and leading theoretical insights that empower you in the transition toward becoming a masterful coach.

Our faculty hold either masters and/or doctoral degrees and are seasoned coaches with the overwhelming majority holding PCC (ICF Professional Certified Coach) or MCC (ICF Master Certified Coach) certifications. In addition, you will have the unique opportunity to work with invited faculty that have included some of the most prestigious names in Positive Psychology, such as Barbara Fredrickson (*Love 2.0*), Roy Baumeister (*Willpower: Rediscovering the Greatest Human Strength*), Sonja Lyubomirsky (*The Myths of Happiness*), Robert A. Emmons (*Gratitude Works*) and the late Christopher Peterson (*A Primer in Positive Psychology*).

Our entire program is distance based, where students learn and interact via teleconferencing and actively participate in an interactive class website. Our flagship Foundations program provides you, within 31 weeks, with the know-how to launch a successful coaching practice--one that can stand alone or be integrated with your current work. Our learning community offers our students complimentary seminars and other resources to support your collaborative learning and individual growth.

Our students become ICF Certified through our full 125-hour ICF Accredited Coach Training program which includes 250 hours of required and elective classes for your selection.

Visit our Facebook Page! Join us here for daily photos, interviews, articles, research, and the latest about coaching and Positive Psychology. **[Our Facebook Page is here.](#)**

Visit Our Monthly Introductory Coaching Teleworkshop. Each month we hold a free, two-hour Positive Psychology and Coaching Teleworkshop. During the call, Ben Dean, Ph.D., MentorCoach[®] Founder, will introduce you to coaching, share his own career development and provide you with concrete techniques you can use right away. On each call there is a prize drawing for a full fellowship in a future **[Teleworkshop information is here.](#)**

A COMMUNITY OF PROFESSIONALS. MentorCoach[®] attracts highly accomplished professionals from both (a) the helping professions and (b) a wide array of other disciplines as well. By adding top-notch coaching skills to their prior expertise, our graduates are especially positioned to create awareness and help their clients find professional success and personal fulfillment.

Helping Professionals: When MentorCoach[®] began in 1997, our original focus was on psychologists and other helping professionals. And, indeed, helping professionals (psychologists, social workers, licensed professional counselors, marriage and family therapists, pastoral counselors and nurses) have always had a strong affinity for our program. MentorCoach[®] is proud to be approved as a continuing education provider by the National Association of Social Workers, the California Board of Behavioral

Sciences, and the Board Certified Coach. We have helped thousands of gifted helping professionals add coaching to their clinical work or move into coaching full time.

Other Disciplines: Over time, our focus organically broadened to include graduates from many fields outside of the helping professions. Among our outstanding graduates are business professionals (eg, a former CFO of AARP), teachers, professional musicians, free-lance writers, IT professionals, engineers, teachers, work-at-home moms, sales professionals, professors and graduate students across a wide array of disciplines, senior consultants, professionals in government, and lawyers.

In spite of their diverse academic and professional backgrounds, they share certain core characteristics. Our students are highly intelligent, have excellent interpersonal skills, have a love of learning, have a history of professional success, and share a deep interest in coach training that is substantive, based on Positive Psychology research and practice.

MentorCoach and Positive Psychology. We believe that the practice of coaching is an art that should be grounded in Positive Psychology research--the scientific study of human flourishing, of what is right about people.

In 2002, MentorCoach® partnered with Dr. Martin E. P. Seligman, the founder of Positive Psychology, in creating the **Authentic Happiness Coaching Program**. In its Vanguard Class, 14 or the 17 leaders were MentorCoach® trainers. From 2003-2005, the Authentic Happiness Coaching Program trained 1000 professionals in 19 nations in the theory, assessments, tests, and interventions of Positive Psychology to wide acclaim.

MentorCoach® continues to embrace Positive Psychology as a critical component of the MentorCoach® training. We regularly offer Masters Classes taught by the world's leading psychologists such as Roy Baumeister, Barbara Fredrickson, the late Chris Peterson, Robert Emmons, Sonja Lyubomirsky and Michael Frisch. Since 2005, we have also interviewed dozens of thought leaders in Positive Psychology. Our founder, Ben Dean, Ph.D., co-authored the first book in the field of Positive Psychology coaching, **Positive Psychology Coaching** (Wiley).

This exciting new field is incorporated into our Foundations training program and featured in coursework such as Positive Psychology and Strategic Career Design, Positive Psychology and ADHD Coaching, Appreciative Inquiry Coaching and Positive Psychology Coaching.

Information about MentorCoach® and Positive Psychology is [here](#).

Interviews with Thought Leaders.



Big names, big impact. Each month we host teleconference interviews with leaders in coaching, Positive Psychology, and business. Listeners worldwide participate in these teleconferences by emailing in questions during the call. These intense, extensive 80-minute conversations have showcased such renowned writers and thinkers such as George Vaillant, Steven Pinker, Ellen Langer, Phil Zimbardo, Gretchen Rubin, Dan Gilbert, Marshall Goldsmith, Former Medtronics CEO Bill George, Barbara Fredrickson, Seth Godin, Tony Grant, Marshall Goldsmith, Ed Diener, Shelly Gable, Elliot

Aronson, Walter Mischel, Jon Haidt, and others. You can access many past interviews [here](#). You can be notified of upcoming interviews [here](#).

Global Outreach. We provide outreach to the world in five ways:

- (1) Most powerfully, our graduates are providing coaching across five continents to help bring their clients' myriad gifts to the world.
- (2) Each month we publish [***The Coaching Toward Happiness News***](#), coaching's largest newsletter. Read by 131,000 people worldwide, the newsletter is dedicated to applying Positive Psychology research and practice to coaching, work, and life. Read *The Coaching Toward Happiness News* [here](#).
- (3) We've published [***The All But Dissertation Survival Guide***](#) e-newsletter every two weeks since 1987 for a large global readership. It's dedicated to supporting immensely gifted ABDs (Ph.D students who are "all but dissertation") and all other graduate students as they complete their academic work. The ABD Survival Guide (ABDSG) is available [here](#).
- (4) We provide (and have provided since 1998) thousands of hours of free- and sliding-scale individual and group coaching to ABDSG readers.
- (5) We provide our new Facebook page [here](#). It's not PR or fluff. We regularly fill our page with substance—videos, photos, links to articles, research, and discussion. Feel free to "Like" us.

PROGRAM DESCRIPTION

MentorCoach® Foundations Coach Training Program

Our flagship class, the 31-week [**MentorCoach Foundations Coach Training Program**](#), is uniquely designed to empower you in the transition toward becoming a masterful coach. Incorporating a blend of research, theory, and coaching interventions that we have been refining since 1981, our program teaches both sound principles of theory and practice *and* the nuts and bolts of getting your coaching practice up and running.

In the MentorCoach® Foundations Training Program, you will:

- Learn to coach using the ICF competencies
- Learn to coach individual clients and virtual groups effectively
- Build a base of coaching skills based on research and practice
- Learn marketing skills congruent with your personality and values
- Earn 31 weeks of continuing education
- Learn from our extraordinary instructors
- Enjoy a warm supportive community both during and after training
- Build your confidence through guided practice with our rich resources
- Begin the process of certification on a sure footing
- Enhance your appreciation of professional ethics
- Learn effective ways to manage risk
- Learn effective strategies for managing risk
- Connect with others with similar interests, passions and goals
- Experience personal growth as you develop your expertise

MENTORCOACH® MASTER CLASSES

Master Class (noun) – “A class taught by someone who possesses exceptional knowledge or skill in a particular area, often taught to advanced, gifted students.”

Beyond Foundations, our students hone their skills and develop expertise in various niches through our exceptional catalogue of Master Classes taught by [outstanding, experienced teachers](#), some of whom are world famous in their areas. Our Master Classes are [described here](#).

Master Classes include such classes as:

- Appreciative Inquiry
- Becoming an Artist with Goals
- Blue Sky Visioning
- Body Centered Coaching
- Building the \$100,000 Coaching Practice
- Career Coaching North of Neutral
- Coaching Assessments
- Coaching Positive Leaders
- Complete Guide to Positive Psychology Practice
- Executive Coaching
- Finding the Power in Self-Control
- Gratitude
- How, What & Why of Happiness
- Intensive Individual Coaching Skills
- Intensive Individual Coaching Supervision
- Intensive Group Coaching
- Internet Marketing for Coaches
- Living & Coaching the Good Life: It's All About You
- Living & Coaching the Good Life: You & Your Clients
- Love 2.0
- Mastering the Motivational Mindsets
- Mastering Wellness Coaching: Healthy Lifestyles
- Mastering Wellness Coaching: Coaching Interventions
- Mindfulness, Acceptance and Positive Psychology - The Seven Pillars of Well-Being
- Positive Psychology and ADHD Coaching
- Positive Psychology and Advanced ADHD Coaching: Adults
- Positive Psychology and Advanced ADHD Coaching: College Students, Teens, Parents, Children
- Positive Psychology Coaching
- Positive Psychology Dissertation Coaching
- Safe Passage: The New Ethics & Risk Management
- Small Business & Entrepreneur Coaching

ICF CERTIFICATION

MentorCoach® is an ICF Accredited Coach Training Program. In practice, this means that when we certify you as a Certified MentorCoach®, it is fairly straightforward to become ICF Certified as well. Certification requires 125 hours of coach specific training.

For Certification, four classes are required:

- (1) [The MentorCoach Foundations Coach Training Program](#) (31 hours—25 count toward certification*)
- (2) [Safe Passage – The New Ethics and Risk Management Master Class](#) (10 hours)
- (3) [Intensive Individual Coaching Skills Master Class](#) (24 hours)
- (4) [Individual Coaching Supervision Master Class](#) (24 hours) Supervision includes six private one-hour phone supervision sessions and 18 hours of class time.

*Since 6 of the hours in Foundations focus exclusively on marketing, the 25 remaining hours count toward certification.

Then, you can take any combination of elective Master Classes to add the remaining hours so that your total course time will equal the required 125 hours. You can reach this total with as few as six classes.

Students can take Master Classes simultaneously. Many choose to do so.

Other requirements for Certification include having coached for 100 hours, taking an Interim Exam, and finally, taking a Final Written and Oral Coaching Exam.

How long does it take to be certified? You can go at your own pace. Most students take more than one class at a time. Doing this, students are able to finish in between 12 and 15 months.

Why are MentorCoach® classes taught a week at a time? Because we believe accomplished coaching is about mastery and deeply integrating coaching theory and practice. We could offer in-person training where you compress 20 hours into a weekend. But the research overwhelmingly shows that spaced learning, distributed over time, provides deeper learning and greater mastery.

Full information on Coach Certification is [here](#).

Health & Wellness Coaching Certification. In addition to our regular coach training programs, our students have the option of becoming Certified Health & Wellness Coaches. We provide nationally recognized training in wellness coaching taught by leaders in the field. We are fully participating members in the International Consortium for Health & Wellness Coaching (ICHWC).

Full information of Health & Wellness Coach Certification is [here](#).

ADHD Coaching Certification. The MentorCoach® ADHD (Attention Deficit, Hyperactivity Disorder) Coaching Master Classes allow students to become credentialed as ADHD Coaches. Our faculty is nationally known in the field of ADHD Coaching. We are accredited by the Professional Association of ADHD Coaches (PAAC) as a PAAC Accredited Coach Training Program.

Full information of ADHD Coach Certification is [here](#).

Executive Coach Certification. Our *students* also have the option of becoming Certified Executive Coaches. We provide nationally recognized training in executive coaching taught by extraordinary executive coaches.

Full information of Executive Coach Certification is [here](#).

DISTANCE LEARNING: The entire program may be completed as distance learning. Since 1997, our training has been by teleconference—live, interactive, and deeply engaging. On a given class, you can have students calling in from throughout the US, Canada, and internationally. If you’ve never experienced teleconference training, feel free to listen to this live recording as MentorCoach founder Ben Dean, Ph.D. leads a one-hour teleconference session introducing a group of professionals to coaching. Just [click here](#). Or [download it as an mp3 file here](#).

TRAINING DATES: (1) MentorCoach® Foundations Coach Training Program training dates are [here](#).
(2) MentorCoach® Master Class training dates are [here](#).

PRICING INFO: **Foundations:** The MentorCoach® Foundations Coach Training Program

- \$295/month for 8 months or,
- Prepaid, \$1995

Master Classes: Tuition is paid by the class and ranges between \$595 and \$795 per class.

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