



Accelerating Coach Excellence presents:

# Journey to Mastery - Certification

Join David Peterson and David Goldsmith  
and become an ACE Certified Coach

## Introduction to Journey to Mastery - ACE Certification Level

**Journey to Mastery** is a course for established coaches who know they can accomplish more. Together with David Peterson and David Goldsmith you will join a group of experienced coaches to ignite a new momentum. Becoming the best coach you can be.

You have been coaching for some time now. You have clients and possibly many certifications in coaching. This course is designed specifically for you. Discover how to take all of your experience and skill sets and master them.

ACE Journey to Mastery is catalytic coaching; activated coaching. 'Go deep' into the details. Expand your capabilities, surpassing anything you ever dreamed for yourself. You'll be more authentic. More intuitive. You'll become comfortable challenging your own ideas. Most importantly, you'll be an ACE Certified Coach.

### Become ACE Certified So You Can:

- Cultivate a growth mindset for you and your clients
- Build and refine your personal coaching model and brand
- Find your deeper meaning and purpose as a coach
- Master the art and architecture of the coaching engagement
- Accelerate and sustain motivation in yourself and your clients
- Discover the true meaning of transformational development

As an ACE Certified Coach you will not only be able to help your clients more. You will be able to help ANY client in ANY situation. Master the skills, knowledge and confidence in your coaching to bring out the best solutions regardless of conditions.



### Apply what you know in ways that significantly impact the client




With 30 hours of LIVE sessions led by 2 of the world's greatest coaches, this course will show you how to tap into the grey matter between the lines to help your clients to have those life-changing epiphanies out of which great change is born.

**Engage in intimate Practicums and Mastermind Groups of 12 people to practice and discuss key coaching concepts before bringing these to your clients.**

**Mastermind Groups** are facilitated sessions that provide an ideal setting for you to discuss and explore what you learned in the course, figure out what it means for you, and how you might apply it to your own coaching. Expect structured dialogue, personal action planning, peer support and accountability. This combination enables you to construct and refine your own personal operating model, and distinctive brand to coaching.

**Practicums** are facilitated, peer practice sessions where you can practice and experiment with the learnings in a safe, supportive environment. In these “learning labs”, you will be matched with your peers of comparable levels of experience, so you can see different styles in action and get constructive feedback, coaching, and fresh ideas that will help you stretch and grow.

**Course Structure - There are 7 modules of Training. Modules 1-6 consists of 4.5 Hours of Live-Virtual Training, Group Discussions and Practice:**

 <p><b>90 minute</b> <b>Live-Virtual Training</b></p> <p>+ Coaching Demonstration with David &amp; David</p>	 <p><b>90 minute</b> <b>Mastermind Group</b></p> <p>to discuss and share your insights (12 people max)</p>	 <p><b>90 minute</b> <b>Practicum</b></p> <p>so you can experiment and practice with your peers (12 people max)</p>
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**\*Module 7 consists of the final 90 min Live- Virtual Training with David and David.**

You’ll also get access to an **EXCLUSIVE Membership Area**, where you’ll find all the resources relating to the course content, including:

**Tangible Coaching Techniques:** You can apply to specific coaching situations.

**Recordings:** Re-watch your module presentations whenever you like, as many times as you need.

**Slides:** Negate the need to take notes during sessions by accessing the presentation slides directly.

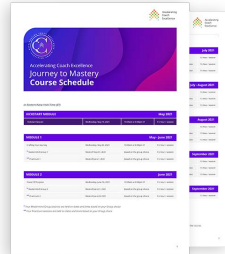
**Notes:** Written resources that reiterate and summarize the session material.

**Transcripts:** Pinpoint specific phrases spoken in sessions with a written version of your module session.

**Community:** Engage with your fellow coaches from the course.

**Gain the confidence to walk into any coaching situation. Know beyond a doubt that you are adding value. Effectively tackle any challenge that comes your way.**

## Journey to Mastery Overview:



[For a Breakdown of the Complete Schedule Go Here](#)



### KICKSTART MODULE:

#### Kickstart

- Discover what you can expect from this course and how to get the greatest value
- Learn the course logistics and make sure you're ready to go when Module 1 begins
- Walk through of the Membership Area so you know exactly where and how to find course materials



### MODULE 1:

#### Crafting Your Journey

- Self-assessment
- Mastery mindset: Cultivating a growth mindset for you and for clients
- Building and refining your personal coaching model and brand
- Mental models: Why are they essential to mastery and expertise?
- First principles thinking: Challenging the conventional wisdom and your own assumptions

#### Mastermind Group 1

- Discuss and explore Module 1 learnings
- Structured dialogue, personal action planning, and peer support

#### Practicum 1

- Practice and experiment with the Module 1 learnings
- Constructive feedback and new insights



## MODULE 2:

### Power Of Purpose

- Beginner's mind - Cultivating the ability to see with new eyes
- Cultivating mindfulness and focus
- Ikigai - A framework for discovering your calling and finding deeper meaning and purpose in your life and work
- Exploring and integrating personal identity: Knowing your true self at a deeper level

### Mastermind Group 2

- Discuss and explore Module 2 learnings
- Structured dialogue, personal action planning, and peer support

### Practicum 2

- Practice and experiment with the Module 2 learnings
- Constructive feedback and new insights



## MODULE 3:

### Catalytic Coaching

- Systemic coaching: Seeing the bigger picture
- Arc and architecture of the engagement: Strategic design principles and secrets of sustainable change
- Building and leveraging trust & emotional resonance
- Diversity & inclusion: Building authentic community and connection
- The science and art of advice

### Mastermind Group 3

- Discuss and explore Module 3 learnings
- Structured dialogue, personal action planning, and peer support

### Practicum 3

- Practice and experiment with the Module 3 learnings
- Constructive feedback and new insights



## MODULE 4:

### **Activating Motion - Emotions & Motivation**

- Uncovering, exploring, and leveraging emotions: Barriers and accelerators to change
- Jump-starting and sustaining motivation: Ambivalence, distractions, and internal conflicts
- Science and art of goal-setting
- Working with “difficult” personalities: Defensive, narcissistic, unmotivated...
- Coaching with love and compassion: UPD (Unconditional positive disregard)

### **Mastermind Group 4**

- Discuss and explore Module 4 learnings
- Structured dialogue, personal action planning, and peer support

### **Practicum 4**

- Practice and experiment with the Module 4 learnings
- Constructive feedback and new insights



## MODULE 5:

### **Mastering Complexity & Decision Making**

- The DNA of VUCA - Leading, thriving, and decision-making in complexity and constant change
- Seeing the bigger picture
- “Seeing around corners” - second and third-order consequences
- Creativity and innovation
- Managing attention and focus:
- The true story of multitasking

### **Mastermind Group 5**

- Discuss and explore Module 5 learnings
- Structured dialogue, personal action planning, and peer support

### **Practicum 5**

- Practice and experiment with the Module 5 learnings
- Constructive feedback and new insights



## MODULE 6:

### Upgrading The Human Operating System

- What is transformational development, really?
- Advancing cognitive complexity and levels of adult development
- Wisdom: Higher levels of thinking, being, and perceiving
- Fully integrating logic and emotion: The neurological see-saw
- Managing attention and awareness in action
- Boosting performance to the next level

### Mastermind Group 6

- Discuss and explore Module 6 learnings
- Structured dialogue, personal action planning, and peer support

### Practicum 6

- Practice and experiment with the Module 6 learnings
- Constructive feedback and new insights



## MODULE 7:

### Upgrading Yourself And Your Practice

- Crafting your journey: The next stage
- Reinventing / disrupting yourself
- Staying ahead of your clients
- Playing the long game
- Taking your performance and your coaching business to the next level

## ACE Certified Coach Directory

As an ACE certified coach you will be listed on this publicly promoted online directory. When corporations do searches to bring qualified coaches for large scale projects, this directory will provide them access to you as a highly qualified graduate trained by David and David.



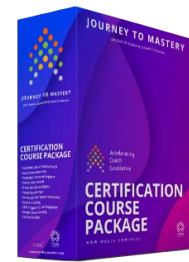
**Journey to Mastery** is designed to help you mindfully transcend your comfort zone.

This course empowers you to “find your groove” in a safe space. Try out techniques alongside your peers. Learn from the industry’s foremost experts. Develop your personal coaching model by tailoring your toolkit to work uniquely for you.





# Journey to Mastery ACE Certification



## 8 Modules of Live-Virtual Sessions:

- 7 Training + Live Coaching Demonstrations
- 6 Facilitated Practicums
- 6 Facilitated Masterminds
- Kickstart session



## 4.5 Hours of Live-Virtual Sessions per Month



## Virtual Membership Area with Access to:

- Video & Audio Recordings
- Transcripts & Notes
- Session Slides
- Tools
- Article Recommendations
- Curated Resources
- LinkedIn Community Support



## Marketing Materials

- Listing in our New ACE Certified Coach Directory (live by 2022)
- Digital Badge for Email Signature & LinkedIn



## Complimentary access to ACE Live

- Monthly live fireside chat with David, David and their guests on the latest trends in coaching
- Complimentary access for the full duration of the course (6 months)



Register by May 5th to **Save \$1000**

Pay in Full

**\$2,497**

OR

8 Months Payment Plan

**\$327**

GET ACCESS NOW

8 - PAYMENT PLAN



## Have questions?

If you have any trouble registering, email [acesupport@wbecs.com](mailto:acesupport@wbecs.com)

and we will personally register you. You can also call

**+1 415 228 6857**