SOUL-CENTERED PROFESSIONAL COACHING PROGRAM

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

Beginning January 23, 2015
At 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 Educational Officer
Across 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 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 seven-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, Peer Coaching groups, coaching sessions, and a Five-Day Summer Lab.

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.

Students in USM’s SCPC Certificate Program will receive 180 hours of coach-specific training, which includes the Core Competencies and Ethical and Professional Standards as set out by the International Coach Federation (ICF). Students will also have an opportunity to log a minimum of 12 hours of Peer Coaching and 12 hours or more of coaching with either paid or pro bono clients. There are additional requirements to apply for the ICF credential. More information can be found at www.coachfederation.org.
SCPC PROGRAM OBJECTIVES

The Certificate in the Soul-Centered Professional Coaching Program 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 heart-centered 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 standing forward in their professionalism, integrity and Authenticity of who they are.
- **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 Awakening 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 SCPC Program is the only Professional Coaching Program taught from the empowering perspective of Spiritual Psychology. Its distinguishing features include:

- **Developing** your Authentic Voice as a professional coach, expanding your attunement and creativity, 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 and dynamic coaches who have translated their USM education into successful coaching practices and have assisted other USM grads in doing the same.

- **Benefiting** from the extraordinary Wisdom, Loving, and Mastery of beloved Executive Faculty, Drs. Ron and Mary Hulnick, who are intimately involved in the design and development of this Program.

- **Learning** and applying the art of client acquisition with Master Coach, bestselling author and co-author of *The Prosperous Coach*, and sought-after speaker Steve Chandler.

- **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.

- **Identifying** and implementing heartfelt, meaningful, and relevant action steps for your expansion, learning, and professional development as a Soul-Centered Professional Coach. Themes may include business development, writing, speaking, group facilitation, and more.

- **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.

- **Receiving** training in the International Coach Federation Core Competencies and Code of Ethics.
FOUNDATIONS 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. The educational process 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 coaching. 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 Self-Empowerment and Soul-Centered Leadership. This Program Module offers students practical opportunities to strengthen in these areas through aligning their principles, intentions, and actions with their purpose and calling. Students are supported identifying and implementing heartfelt, meaningful, and relevant action steps for their expansion, learning, and professional development as Soul-Centered Professional Coaches. Themes may include business development, writing, speaking, group facilitation, and more. The premise that coaches “walk the talk” of Authentic Empowerment and stand forward as Soul-Centered Leaders in their own lives and with their clients is the basis for the work done in this Program Module.

HEART-CENTERED BUSINESS DEVELOPMENT

Students are assisted in strengthening in their ability to grow their practice in ways that are authentic and consistent with their intention to make a meaningful contribution in the world. In this Program Module, students have the opportunity to learn how to conduct conversations with potential clients, how to authentically connect within their communities as a Soul-Centered Professional Coach who is a trusted source of support and transformation, and how to stand forward in one’s Professional self while strengthening one’s Entrepreneurial Spirit. Working Your Process opportunities explore the themes of business development, creating a basis for action, healing issues of fear and misinterpretations of reality around money, and confusion of Goal Line success with personal Self-worth. Through hands-on practice and tracking of leveraged actions, students cultivate the qualities of confidence, courage, discipline, initiative, and integrity that are necessary for success in earning one’s livelihood as a Soul-Centered Professional Coach.
### SCPC Program Modules Continued

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<td>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 seven months of the Program. Students will complete a minimum of 24 hours of Peer Coaching, logging 12 hours as the coach, and 12 hours as the client. In addition to participating in Peer Coaching groups, students will be required to conduct a minimum of two coaching sessions each month, either with paid clients or pro bono clients, for a total of 12 or more additional coaching hours.</td>
<td>Continuing individual issue resolution work is a vital part of serving as an effective Soul-Centered Professional Coach. Students will participate in Working Your Process trios during class sessions. Themes for exploration may include but are not limited to: confidence, questions about worthiness to serve, confusion of self-worth and money value, competition, comparison, lack, and self-importance, and recognizing and working with other ego patterns.</td>
<td>The SCPC Program Five-Day Summer Lab is the culmination of seven months of transformative work and professional training. Students will deeply explore and define what Authentic Success means to them, and develop intentions for enhancing Authentic Success both in their own lives, and in service to their coaching clients. Students will have significant opportunities to experience deep healing and transformation of their own unresolved issues that have acted as barriers to contributing more fully—as Soul-Centered Professional Coaches and in their lives in general.</td>
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SM’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.
The SCPC Program is delivered in six monthly face-to-face class weekends, plus a Five-Day Summer Lab. 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

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 180 hours of coach-specific training including attending all class sessions, completing all Peer Coaching and assigned coaching sessions, and the successful completion of all Home Assignments.

• Successful completion of all Program Modules is required including:
• Foundations of Soul-Centered Professional Coaching
• Authentic Empowerment and Soul-Centered Leadership in Coaching
• Heart-Centered Business Development
• The Art and Practice of Soul-Centered Professional Coaching
• Mastery in Working with Goal Line and Soul Line Opportunities
• Soul-Centered Professional Coaching Five-Day Summer Lab

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

Ralph Waldo Emerson
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 in their personal and professional 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 19 years, and they have two sons, Alex, 16 and Logan, 13. They are her greatest teachers and her greatest joy.

“As a professional life coach, every day I witness the transformative power of the Principles and Practices of Spiritual Psychology. I experience the world as hungry for the kind of Soul Line and Goal Line learning and growth that graduates of USM’s Soul Centered Professional Coaching program are uniquely trained to deliver. I’m thrilled to be involved with this heart-centered and depthful professional training program that assists USM graduates in developing coaching skill and in building a coaching practice, all while continuing to strengthen their own ability to work their process in service to more fully awakening to their Authentic Self. I’m so grateful for this profession, which I experience as deeply fulfilling, dynamic, and creative! And I’m grateful for the opportunity to support others in answering the call to stand forward as Soul-Centered Professional Coaches.”

Michelle Abend Bauman
CAROLYN FREYER-JONES

Carolyn Freyer-Jones, M.A., has been coaching men and women in creating greater success, joy, and fulfillment for over twelve 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.

The Principles and Practices of Spiritual Psychology are the foundation for Carolyn’s personal and professional life. She graduated from USM with a Master’s Degree in Spiritual Psychology in 1998 and completed the Consciousness, Health, and Healing Program in 2000. Carolyn and her husband, John Jones (USM class of ’99), have been married for 18 years and have a six-year-old daughter, Lucinda, who brings them great joy and provides them with many opportunities to use their USM education.

“One of my favorite things to do as a professional coach is to support USM grads in launching themselves or strengthening themselves as Soul-Centered Professional Coaches. As USM grads we have SO much to offer. My experience is that a USM education is the very best training for professional coaches, bar none.

I love being involved in the USM Coaching Program. It’s a place where grads can come to learn, grow, and become more masterful as coaches, as business owners, as leaders, and in their own next level of healing. We are committed to serving each grad in USM’s Soul-Centered Professional Program with everything we have. What’s ours is yours.

Know this—we will be there with you every step of the way, meeting you wherever you come in. Whether you already have a thriving coaching practice or you are at the very beginning, we will be right there with you, partnering with you in your next level of growth, learning, and success.”

Carolyn Freyer-Jones
STEVE CHANDLER, GUEST FACULTY

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.

He is the co-author of The Prosperous Coach: Increase Income and Impact for You and Your Clients.

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.

“I am very honored and excited to once again be a part of USM’s vanguard Program for coaches. Of all the coaches I’ve worked with in the past 15 years, USM grads are always the most skilled at doing in-depth, transformative work with their clients. This Program gives USM grads a clear path to converting their USM skills into a successful professional career.”

Steve Chandler
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 when there’s an 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!”

Ron and Mary Hulnick

Dr. Ron and Mary Hulnick 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 the groundbreaking Soul-Centered Professional Coaching Program. They are the authors of Loyalty to Your Soul: The Heart of Spiritual Psychology, published by Hay House and available in 12 countries and 8 languages.

With the introduction of USM Online, Ron and Mary are thrilled to share the Principles and Practices of Spiritual Psychology with a growing global audience. Beginning in September 2014, they partnered with The Huffington Post to share their 33 Days of Awakening Through Loyalty to Your Soul with a worldwide audience of more than 16,000 people throughout all 50 states and more than 130 countries.
Julie Klingel, M.A., has over 15 years as a therapist and more recently as a coach. She was drawn to coaching because of the holistic framework that it provides in assisting others in creating new possibilities in their work and personal lives.

She has a wealth of experience with non-profit and for-profit corporations, largely in the fields of entertainment, higher education, and health care. She has worked closely with senior management in diverse industries and has extensive experience in team facilitation, group dynamics, building high performance teams, communication, learning, and culture change.

In 1992, Julie followed her intuition to apply to USM, without knowing a soul who had graduated from the Master’s in Spiritual Psychology Program. She continued her education at USM and completed the Counseling Psychology Program in 1997.

Licensed as a Marriage and Family Therapist in California and Colorado, Julie maintains a small private practice as a therapist, in addition to her coaching practice. She is also certified in The Leadership Circle 360 Assessment, which is designed to accelerate leadership effectiveness beyond traditional competency-based approaches. The transformative experience she had working personally with this tool has led to an interest in what makes leaders great.

Julie has been a Faculty member at USM for the past 11 years and serves as the Second Year Reading Program Director. In addition to her USM education, Julie has completed the Newfield Network Coach Training Program. One of the highlights of her Newfield experience was learning the somatic elements that can be used in coaching, aligning with her lifelong love of transformative dance. She combines compassion and caring with her extensive education and practical experience to assist others in moving forward in their lives.

Julie is an adventurer at heart and rode her bicycle across the country in 1991. She considers her USM education as one of the hallmarks of her inner adventure, and the adventure continues. She lives in Boulder, Colorado, and enjoys all of the outdoor activities it has to offer. There’s a chance she could be spotted on stage playing rubboard with a Zydeco band when she’s not in the audience dancing!

“I received the call inviting me to participate in supporting the SCPC Program as the Program Director, without hesitation, my Soul said a resounding ‘YES!’ I am thrilled to be collaborating with an extraordinary team in a Program that supports the further development and expansion of the coaching skills that USM graduates already embody, as well as giving them practical information on building a sustainable coaching practice. I look forward to joining this new group of SCPC students in another transformational and transcendent USM experience—one designed to assist them in sharing the gift of who they are in the world.”

Julie Klingel
“I saw the angel in the marble and carved until I set him free.”

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

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