



# UNLEASH MASTERY CERTIFICATION

## Transformational Business Coaching

Joan Pastor, PhD and Alexis Fink, PhD's Transformational Business Coaching (TBC) certification program is designed to be an intensive, immersive experience that equips participants with the tools, strategies, and frameworks to help clients and companies to achieve the success and results they want. It is to develop both people and companies to their fullest potential.

## Concept Highlights

### How is Transformational Business Coaching Different?

#### The Unleash Mastery Framework

- The Unleash Mastery philosophy and process
- Creating self-mastery
- The six core transformation-based habits
- Myths around changing mindsets

#### Transformation and Critical Thinking Skills

- Critical thinking
- Assessment for high performance
- How you and your clients positively impact each other
- Developing influence
- Building respect and psychological safety

### The Structure of Coaching

- 12-session vs. one year coaching structures
- The coaching session: a step-by-step process from start to finish
- Customized client history for executive and business coaching
- Setting expectations
- Choosing transformation and self-mastery
- The LUCK model and the role of "correct knowledge"
- Powerful decision-making tools
- Adjusting coaching techniques for different personality types.
- Session Planning and Delivering for maximum impact
- Proprietary worksheets and coaching tools

### The Limits of Coaching

- What coaching is not
- When you should not coach or mentor
- Challenges when coaching
- When strengths are misaligned
- Resistance





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### Highlighted Coaching Tools

- Positive Addiction
- Influencing Skills as an entrepreneur
- Influencing Skills as an Intrapreneur
- Building Courage
- Surviving, Striving, and Thriving
- Prioritization and gap analysis
- Purposeful procrastination to increase focus
- Overcoming fear and building abundance
- Radical Acceptance

### Building Your Internal and External Coaching Business

- Entrepreneurial mindset
- Repeat and referrals
- Using assessment tools
- Social Media
- Marketing and selling
- Leveraging your Transformational Business Coaching Certification to differentiate yourself.
- Creating packages and pricing strategies.

### Delivering Transformational Results

- Tracking progress and measuring outcomes
- Celebrating wins and managing setbacks.
- Detailed action planning
- Three-way consulting exercise

### Post-Certification Support

- Virtual meetings: Tools, techniques and coaching demos
- Access to tools, templates, and trainings
- Community: stay connected for referrals and support

*Dr. Joan Pastor holds dual PhDs in Clinical and I/O Psychology with 40 years of experience transforming executives and teams in hundreds of global and Fortune 100 companies, PE & VC firms, and governments. Renowned for her expertise in leadership, breaking down silos, and driving organizational growth, she blends psychology and business to enable you to see the logic behind every personal and business decision you make to get the results you want.*

*Dr. Alexis A. Fink, PhD, has spent over two decades leading Talent Analytics, Talent Management, and large-scale organizational change at Meta, Intel, and Microsoft. Renowned for her expertise in leadership assessment, succession planning, and workforce strategy, she blends data and psychology to help leaders and teams optimize performance, drive impact, and achieve measurable business success*

