



# FEMININE POWER

Coaching Certification  
Training



## TRANSFORMATIONAL COACHING MASTERCLASS AND TRACK OVERVIEW TRANSCRIPT

**Claire Zammit:** Okay. Hi, everyone. This is Claire. We're going to be starting in just a moment. If you are here with us live, please post in the live Q&A box. I love getting to feel and sense who's here with us on the call. Melissa's here from New York City. Is it Elski] from Etinler. Hello. Welcome. Please do post. I see a lot of you coming in here together. We're going to be starting in just one moment. I'm getting the thumbs up from our audio engineer. Everything is good.

And I want to let you know that we are going to be creating a transcript for this session. There's a lot of information that we're going to go through and a lot that we're going to share and we will be turning around a transcript very fast because we know that there's a lot of notes that you're probably going to want and take as we move through this together.

All right. So if you're here with us, do post a, "Hello." Let me know where you are listening in from. Claire's here from London. Hi, Claire. So great to have you with us from the UK. Christina is here from Grand Cayman. Michelle is here from North Arlington. Mary is here from Oldenburg. Bonnie's here from Colorado Springs.

And let's see here. Oh, so many more responses. Elaine from Bend. Hi. Carrie from Washington. Laurel from La Quinta. Pamela, also from New York. Bethany from Fort Lauderdale, Florida. Bella from Scottsdale. Sitara from Puerto Rico. And so many more coming in.

Erica from Tucson. Marcia from BC. Christina from Grand Junction. Jennifer from Washougal. Annette from Asheville. Danna Genes also from New York. Shelly from Halifax. Christine from Clemson. So great to have you here with us. And Veronique and so many more coming in to join our circle today.



All right. So I want to welcome you. I have a thumbs up here and if you've just joined us, I want to let you know there will be a transcript from this session. There's a lot that we're going to share, so we are going to jump on and dive in.

I will do my best to answer as many questions as I can live. If you're here with us live, just like with the core sessions, if you post a comment for me, I'll take a look at it at the end of the session and do my best to stay in the back of the room to be able to give you an answer.

All right, we're going to begin in just a moment. Hi, and welcome to the Transformational Coaching Masterclass and Track Overview. I want to welcome you and I am so excited that you are here today. Because if you're here today, it's because you are called to ignite and to activate the potentials of women, as well as yourself.

And I've shared this with you: I am passionate about sharing the tools, the training, the support to become a highly trained specialists in activating and igniting the power and potential of women in our time.

**I don't believe there's anything more exciting that we can be doing with our life energy than gaining the tools, the skills, the training, the support to get up underneath of nothing less than the global empowerment of women as a catalyst for creating, not just a fulfilling life for ourselves, but the highest possible future for our world.**

I'm so happy that you're here because today, in this masterclass, I'm going to share about the opportunity to become a Transformational Coach, specializing in working with women, specializing in working at the level of self-actualization with the Feminine Power frameworks, tools, and practices.

I've shared in great detail about the extraordinary and unprecedented opportunity that's here in our Ignite Your Influence, Impact, and Success call. It's a great foundation to listen to if you haven't yet listened to that call. I shared a lot about what's happening with women. There's a huge change happening in this movement towards Transformational Coaching.

It's such an exciting time to be in this conversation because by developing skills in this area, you'll have the opportunity to become one of a select group of women in the world today who is trained to deeply serve the unmet needs, the urgent, unmet needs, I would say, of millions of women who are feeling called to step into a much bigger possibility of their lives.

So we are going to, at Feminine Power, be offering three distinct professional training starting January 2019, so just three months away, and you're going to have the opportunity to join one or all of them together. I'll share how they fit together at the end.

We're offering a Transformational Coaching, Transformational Facilitation and Transformational Leadership training. We're going to be opening the doors to all of these trainings very soon. Registration is going to be by application only and all of the women who are part of this past summer's Feminine Power cohort will have the opportunity to apply ahead of other graduates and our larger Feminine Power community.



Today's session is a deep dive into Transformational Coaching and what that opportunity is as well as what this program is going to be. What I'm going to share with you is the essence of what I have discovered in two decades being at the forefront of the human potential and transformational education industries, as well as focusing over the last decade on empowering women at the level of self-actualization.

I'm so honored to say that I've had the privilege of training more women in the world today than anyone in awakening their feminine power, over 40,000 women in different programs where the Feminine Power frameworks and coaching tools and practices have been at the very center of that transformational design.

It's my intention during this masterclass to distill down the key discoveries that I've had about coaching women at this level of self-actualization. I'm going to share about what coaching is, especially what Transformational Coaching is, and how that's different from traditional coaching specializing in empowering women.

**I'm going to share the very specific skills that I've seen that you need to develop to be able to serve and impact women at this level.**

**I'm also going to share about what I've discovered are the skills that you need to be able to turn this into a career. Okay?**

This took me a long time to learn. I took a lot of different trainings for a long time and I discovered how to midwife transformation, but I had no idea how to make a living doing this certainly in a way that I could really feel like I was being myself and on purpose to make my destiny contribution. And I discovered that that's a different set of skills.

And what I've seen is that women who are feeling called to be of service, who want to become coaches or facilitators or leaders, we don't just want to develop skills, we want to be able to do this for a livelihood so that we can do it full time, so that we can be self-actualizing through the process, so that we can be contributing our unique gifts and doing the work that only we can do. Okay?

And I know that that's probably at the deepest level why you're here today in this masterclass, is that you sense the potential for your unique gifts to make a difference in the lives of others. And that is absolutely true and absolutely real. And there are clients out there, people out there that only you can serve, that you were born to contribute to. And that's ultimately what this is in service to.

So being able to successfully impact people, to be able to do this as a business, this is like the second...you know, the other part of it. And I'll share the specific things I've seen so that you can have clarity about the pathway to be able to do that and I'll share an overview of the opportunity to join our Feminine Power Transformational Coaching certification that brings all of these different elements that I'm going to share with you together.



Because I want to give you the power to be able to midwife transformation for women at this level and to be able to succeed making a living doing it and make your destiny contribution and be really supported by a powerful group of mentors, peers, communities who are standing together in a much higher purpose of empowering women globally. And that's what we're up to.

So being a Transformational Coach or, you know, joining a Transformational Coaching training, it's very much for you if you're brand new to coaching and you want to receive a comprehensive credential to be able to learn the skills of Transformational Coaching as well as to do this professionally as a business.

If you're brand new, you might be feeling that you have gifts to give, you might feel like you're the person who other people turn to, but you might also feel a bit of self-doubt and lack clarity about the steps that you need to take to do this as a career. It's very normal to feel that way. I hope to create some clarity in our time together.

You might already be a professional coach who is successful. You know, and I find that the women who join the training who are already successful coaches, there is an intuitive sense that you want to maybe work more deeply with people. You want to work at a deeper level. You don't want to work at the level of achievement and creating accountability if you want to create a depth level transformation with people who are maybe more developed or more like you, clients who are more like you.

Or you might be what our executive director, Sara Wilson, calls a rightfully grumpy coach. Someone who feels frustrated having invested in all the trainings and not being able to have the impact that you're here to have, both in delivering the kind of results that you want to have and being able to succeed at doing this as a business and you feel kind of isolated and frustrated to get traction. Or you might want to be a more effective leader or catalyzer, have projects that you bring forth. And you might be someone who's really called to be a thought leader in the world in your own right.

I want to say this right out of the gate that this training that I'm going to be inviting you into at the end of the session today is not just to be one of the Feminine Power Coaches or one of Claire's coaches. I really want to train you in your own right to be an extraordinary world-class coach. And if you are called to launch your own brand and be a thought leader in the world, I want you to be able to leverage everything I've discovered to do that.

And, nothing makes me happier than seeing the women in our training soar. I'm going to mentor and coach you to stand beside me and to stand on my shoulders as an expert. I was on Facebook the other day and nothing gave me more joy than one of our peers in the industry was saying on Facebook, "Who do you know who's leading the world in empowering women?"

And a couple of people posted my name and a couple of other people posted the names of women that I had trained. And that made me so happy because that's very much the vision



for what we have. Or you might feel such a resonance with the Feminine Power specific distinctions and tools and want to brand yourself as a Feminine Power coach.

There's room for all of that in what we're creating. So I want to say that up front, because what these Transformational Coaching skills will ultimately give you the power to do is have an impact at this level:

- To be able to help women create true love
- To step in to create extraordinary leaps in their confidence
- To have breakthroughs in their health
- To be able to transform self-doubt into unstoppableity.

And that's very much what I want to give you the power to do, to step forward into becoming that changemaker, that woman who is here to make a profound difference with your gifts.

I felt that. I felt that when I first began on my journey 20 years ago, actually longer now. The years keep going by. Nearly 25 years ago, when I first began my journey as a coach, I felt this impulse to want to make a difference, but there was a gap where I would work with clients and nothing really impactful would happen and it was confusing.

Over the years, what I've learned is there are a particular set of teachable and transferable skills that most of us haven't been able to access in a comprehensive way with the right support.

It's actually pretty easy to learn how to do this in a way that we're going to. I'm going to unpack and jump into and break it out into the different skills and the different sections that you'll be able to see to have clarity about the pathway of practice and growth that will enable you to gain the power to have this kind of impact and success.

So, let's jump into our masterclass.

In the big picture, psychotherapy, life coaching, human potential, all of these things are brand new in human history. I mean, let's step back. You know me by now. I love to take the 50,000-foot view. For most of human history, we have been struggling just to survive, just to be able to function, to be able to have our basic needs met, to build the foundations of society and culture. And there has been a tremendous amount of evolution and change over the last 100 years.

The field of psychotherapy began about 100 years ago. This is really very, very new in human history. In Victorian England, people didn't think that children had an interior self. They thought that you could kind of do whatever you wanted to them and nothing would happen. The inner life and inner world of human beings, the exploration and mapping of that territory is an incredibly new thing.



If you think about the level of trauma and the level of internal dysfunction, patterns that most people throughout history have had to deal with in a context that's been about survival... I was actually reading a book that put some of this in context historically. It used to be that pretty much everybody had what would now be considered a personality disorder, right, as a result of how hard life was and the lack of consciousness and the lack of conscious awareness.

So, psychotherapy began as a field to begin to map the interior life and world and what consciousness is. You had Jung and Freud and so many early pioneers beginning to map out and create language and frameworks to begin to explore the inner landscapes of our human experience. This has been absolutely revolutionary in culture over the last 100 years. You can see how rapidly consciousness is evolving, meaning the level of internal, interior awareness is evolving and developing and changing rapidly, so fast.

I want to share an example with you about how you can track this and how the impact of this on culture, the impact of, say, something like psychotherapy and the development of interiority and true awareness on culture, on the larger overall culture of the world, is to look at television shows.

If you look at, say, "I Love Lucy," if you look at the relationships between people, you'll see that the level of intimacy, vulnerability, transparency, the way the characters related to each other, it feels very stiff and very rigid and there's exterior self to exterior self relating. "Well, how are you today, Mr. Jones?" "Oh, I'm fine, Mrs. Smith." Right? Everything is very much only on the surface, it's very external, and there's not a lot of intimacy, vulnerability, transparency, all of those kinds of things.

Whereas, if you take a television show today, like let's say a popular TV show like "Grey's Anatomy," what you'll see is the show starts inside the central character's head and there's a lot that has to do with people's inner lives and people's relationships and that's where the focus is. So, this is the evolution of consciousness and its impact on culture.

And so, psychotherapy and all of those modalities really laid out the pathways for the development of an awareness of our internal lives and culture began to evolve.

There's a lot of leading edge awareness in transpersonal psychotherapy, even today. But traditionally, the concern with psychotherapy has been about going from being unhealthy to being normal and being able to function, going from the study of dysfunction to be able to function.

So then, about 30, 40 years ago, along came the field of coaching and traditional coaching, the beginnings of human potential, where it was like, "Okay, what if we don't so much focus on pathology or what's not working? Let's focus on creating results and let's focus on being able to achieve and let's focus on being able to move forward."



This was a radical shift out of psychotherapy where the field of coaching and life coaching, really came out of a lot of management consulting, which is very much at the level of achievement and being able to get results, being able to achieve goals, and being able to be effective in the world. This is really what the field of traditional management is concerned with.

And this was great because, instead of now focusing on pathology the focus became, “How do we become excellent? How do we become exceptional? How do we achieve? How do we become outstanding?” And so out of that, the field of traditional life coaching emerged, which was, in many ways, an extension of this field of management and training in corporations.

A lot of traditional life coaching skills focused on creating accountability, creating a space to a lot of really great foundational life coaching skills, such as:

- Creating agreements
- Having direct communication
- Being able to actively listen
- Being able to ask powerful questions
- Being able to engage stuckness and resistance.

And all of this is really good at being effective at an achievement level, right?

Particularly inside of our masculine power system, this style of coaching was very effective with this set of things that are predictable and controllable, things that you can achieve with a step by step plan, things that you can accomplish in a linear way.

The problem is **what’s happening now is that millions of women, especially, are moving up Maslow’s hierarchy from out of love and belonging needs, out of achievement needs, into this impulse to self-actualize.**

**At the level of self-actualization, the barriers to accessing power and the obstacles are different. Also, the barriers and obstacles developmentally are different for women than they are for men in ways that we’ve explained and gone into in depth.**

For example, for women, I believe the hidden barriers to power for women are what I shared in a seven-week course as *shame* because women make shame-based meanings exponentially much more than men do in ways that shut down growth and development, and women also feel lack and isolation, the very unique ways that women are blocked from accessing power in these areas.

At the level of self-actualization, the deepest barrier is not about necessarily accountability or willpower or motivation. **The deeper blocks at the level of self-actualization are these inner glass ceilings, are these old stories, are the ways that we’re rooted in the masculine power system in these three disconnects.**



**We deeply need to be supported to make the shifts that I've shared with you in the seven-week course from out of shame into growth, into development, into power, from out of lack into creativity and connection to a higher power, and from out of isolation into authentic presence, connection, collaboration.**

So, to coach women, to work with women at a level of self-actualization, there is a deeper set of skills and frameworks and orientations that I've seen that give you the power to create extraordinary breakthroughs and results with women at this level, and they very much build upon and expand upon the skills of traditional coaching.

If you're already a coach, that's great news. You have a lot of great skills that are a great foundation from which you can go even deeper. If you're brand new, definitely, a lot of the functional and traditional skills of coaching are really still important and I very much underscore their importance to be able to learn.

**But, being able to learn skills in a way that enables you to serve a very specific audience around a very specific set of outcomes at this level of self-actualization is very much what the competencies and the frameworks of Transformational Coaching are designed to do.**

When you have the powers of someone who is trained as a Transformational Coach in this way, you are able to support people, and especially women, be able to have breakthroughs at a level of:

- Their underlying beliefs
- Their underlying sense of who they are
- What is or isn't possible
- Their sense of deeper connection and ways of knowing
- Their ability to generate support that give access to unprecedented confidence.

I've coached women who... I'll share a story around their confidence, for example. Really brilliant women. There's a huge confidence gap between men and women for all kinds of reasons I've shared in the larger overview call and throughout the course—I could talk about this for an hour—I've shared with you what they are, but there's a huge, huge confidence gap.

Understanding that for women and being able to work on that deeper level of belief and coach the capacities of connection to self, connection to a higher power, connection to generate support from others. I've worked with clients who as a result of that shift in their confidence...

For instance, one client I had was a fundraiser and she was able to generate 10 times the results in her fundraising work that enabled her and her organization to have 10 times the impact.



I'm just sharing this to show what's at stake when it comes to women unleashing their confidence, right? You have a woman who's in an organization doing good work, when suddenly, that organization becomes 10 times more impactful.

You're working with women in the area of **love and relationships**. I have one client that I coached who was disabled in her 40s and resigned to be alone forever, thinking that her disability was a barrier. She had a very deep, old story about her identity and who she was and what was a big inner glass ceiling around that big old story and ways of showing up.

I coached her to develop this relationship with herself to be able to create safety for herself. That gave her the confidence to let herself be seen and to risk disappointment and to put herself out there. And her life totally transformed. She broke through one of the things she thought would never be possible, which was to meet the love of her life and get married. And like that catalyzed a huge transformation for her and her life and what she's been able to do and create as a result.

I've coached clients with this approach around their **health**. One client of mine had really intense chronic fatigue, was resigned to give up on her dreams, give up on her vision that she had of empowering women and girls. She had a vision to be an educator and she was, very depressed and very isolated.

Through the coaching work that I did with her, she totally changed her relationship to support and the dynamics in her family and her identity, her story about herself, and broke through that and went on to write a book and tour the country, empowering girls to create a culture of empowering each other.

This is really extraordinary. What I see as this through line in coaching self-actualizing women in all these different areas of application is **when women have access to these skills, these tools, and are held in a container to develop in this way, they actualize, they manifest, they break through, and they step into their destiny.**

**That destiny changes the world. That destiny uplifts others. That destiny has them become the women that they came into this world to be.**

In my experience, there's nothing more rewarding or sacred than having played a central role in creating the container and the conditions for that possibility to come forward. You feel like a real-life fairy godmother. It's extraordinary having the power to create that, to catalyze that.

This is where Transformational Coaching, I believe, is the way of the future and especially Transformational Coaching that focuses on empowering the millions of women who are feeling exactly what you were feeling when you joined the Feminine Power course and not having language for it, not having support. This is very much who Transformational Coaching is for.



And so, one of the questions that's important to ask is:

***What are the skills to be able to create these kinds of transformations for women in this way?***

There are three specific areas that are really important to develop if you want to work with women in this way.

**1. The first is a foundational understanding of what's happening for women right now. Being able to understand so many of the core frameworks that we work with in Feminine Power, the double binds around power, having language to name the lived experience, and being able to understand the lived experience, the unrealized potentials of self-actualizing women.**

I feel that no one is deeply speaking to or serving this group of women at the level that meets their needs. Okay? Even though 70% of coaching clients in the world are women, there's no coaching training that is really engaging women's unique experience and orientation. So this is one of the things that I think is really important if you want to serve women in a transformational way, is understanding what's happening for self-actualizing women.

There are a lot of frameworks we've worked with in the Feminine Power course, but there's also understanding that generally, there are two different categories of women who are self-actualizing, who have different developmental needs, and in being able to recognize them, you can help them very quickly with an approach that's going to be able to have them be able to create results and get traction in a short amount of time.

**Category 1: Women who've been successful in a masculine world who have accomplishments and successes and resources, they feel like there's a very big gap between the deeper creative in our possibilities and it's very confusing and painful because they're powerful women and have accomplished a lot and yet, they feel very vulnerable and raw in the places that they struggle to be able to create.**

**Category 2: And then you have women who have, in many ways, rejected the masculine system and the masculine power structure, in reaction to this sort of dominator model and have focused instead on developing rich inner lives and developing intimacy and developing connection.** They also have a painful untapped potential because they are unable to get traction and deeply impact others with their gifts. They can't create the income, they can't create the impact in a way that matches their true potential.

So there are very specific developmental challenges and opportunities that, in being a specialist and understanding these different groups, you can know how to tap into very, very quickly. You know, understanding the ways in which **shame, lack, and isolation**, that matrix works. All of those frameworks are the foundation to being able to empower women at that level and to be able to coach women, or really coach anyone, in a transformational way.



So, the first part is understanding what's happening with women at that level.

**2. The second part is understanding the five steps in the transformational process.** Okay? There are five key steps, regardless of whether you're helping women break through confidence or you're helping them attract love or you're helping them break through their prosperity or attract or discover their purpose. Okay? Well, there are some specialized things to know, like I shared in the blueprints.

**But the deeper process is understanding how transformation works and how to create the spaces for that transformation to happen one-on-one.** Okay?

**A Transformational Coach works with clients one-on-one in person or on the phone in a structured process that helps to support clients create outcomes at the level of self-actualization.**

There are five steps that you are going to be guiding your clients through to create these outcomes. And that's what's exciting. When you understand the process of transformation, there's a limitless number of things that you can coach women to create. So, this is what my core expertise is. It's understanding **the core process that catalyzes transformation.**

You'll see women in our courses have breakthroughs in all areas of application and yet they're working with the same process because there really is **one core process at the level of self-actualization for women that creates transformation.** And as a coach, **these are the steps and then we'll talk about the skills that you need to cultivate to be able to work with and facilitate and midwife people, clients through these steps of the process.**

**Step 1: Creating a container for transformation in your relationship with the client.**

With traditional coaching, there's an emphasis on creating a coaching agreement where you're setting up an outcome with a client.

In Transformational Coaching, you want to do this at a deeper level because it's really the first step is creating:

- A deep sense of connection
- A deep sense of alignment
- An empowering dynamic where you're creating a chrysalis, which is in your relationship,
- You're setting up an orientation towards depth level growth
- You're creating a new set of agreements and commitments with your client that opens up that space for depth and transformation to happen.

So you absolutely need to create the container and growth. So this is where you might feel like there's a lot of potential if you're already a coach. There's a lot of potential for deeper conversations to happen, but there's no space really that can safely hold those to happen. It's the absence of this deeper transformational container for growth.



So, that's absolutely central. It's absolutely the foundation. You can't effectively work at the level of transforming beliefs without creating the space and the relationship between you and the client and the set of agreements that's going to activate that transformational container because without it...because it's the definition of transformation in the field of transformational education is that **it is a change of meaning-making frames**. Okay?

**That's a change of your core beliefs about yourself, about life, about others. This is the deepest barrier for self-actualizing women.** We're dealing with a level of transformation. If you think about the universal symbol of transformation, it's a butterfly. It transforms.

This is not about a caterpillar becoming more successful. This is about a caterpillar actually becoming the butterfly and literally, you're going to co-create the container for there to be a chrysalis for your client to go through that caterpillar to butterfly transformation in the coaching relationship, in the field between you.

When you set that up in the right way, what starts to happen is that you really have alignment, you have congruence, and you have the client coming forward in their greatness, really excited, really aligned, and really ready to be able to step up to the larger destiny that's calling them.

### **Step 2: Help client set an intention that ignites a chain reaction in their life.**

From that place, you can move into the second step, which is to help the client to set and create a really powerful intention that will ignite a chain reaction in a person's life. This is where Transformational Coaching differs from traditional coaching because traditional coaching focuses on setting goals. A lot of the time, they're very linear, they're from our heads.

As I shared in the "Fire Starter" session, if you want to self-actualize, you want to create a chain reaction so that you're working with the deepest yearnings, you're working with the biggest gaps, you're supporting clients to connect with and focus on something that might be outside their conscious awareness from the thing that they come to you for coaching with, right?

Someone might come out of fear and scarcity or someone might come and be very stuck in their head. As a Transformational Coach, you're going to have your starting point be even much deeper than that and you're going to open your client to a bigger possibility of catalyzing a whole life transformation through working with the area that has the most potential to do that.

That's one of the things that I noticed really started to happen so powerfully when I began coaching women using these dominant power principles at the level of self-actualization.

I coached a client to find love and the next month she'd say, "You know, I think I'm going to do a TEDx Talk and come out of hiding," and her career would take off. Or I would help her have a breakthrough around her health and her relationship got to the next level.



So the second thing that you're really understanding as a Transformational Coach is how to set intentions that will ignite a chain reaction, knowing that the person's full self-actualization and destiny is the ultimate outcome and that the specific goal that they're working on that's present is just a springboard to be able to create that.

### **Step 3: Identify and break through inner glass ceilings.**

And then the next step is to be able to... What do we say in *Feminine Power*? This is very much the essence of Transformational Coaching. Caterpillar into the butterfly. You're identifying and breaking through inner glass ceilings.

So, you've created a transformational container, you've ignited a chain reaction, having a really generative, powerful intention. What do we do next?

We identify the blocks and barriers at this level of our core beliefs about ourselves, about others, about life, these inner glass ceilings, and being able to get to anchor into a deeper truth.

So, what's really amazing about the opportunity to become a specialist working with women to identify these blocks and barriers is that I've discovered that there are these very specific patterns that are very much shared and universal between women and understanding these enables you to have a profound depth level impact with your women clients.

I created the Transformation of Identity Matrix through my coaching work in this step, in the Transformational Coaching process in working with women and being able to see that there's really just a small group of patterns of inner glass ceilings, the three most common ones being "**invisibility**," being "**aloneness**," and being "**not enoughness**." Those big three patterns as well as some of the key other patterns in these different areas.

Now, women have given me a lot of feedback about my coaching and the impact that it's had on them and I would hope that after two decades at this that I am a Master Coach and I've been able to embody so many of these things. But I will tell you what really took my impact and coaching to a whole other level that's actually very simple and easy to learn is my understanding of these matrix patterns, right?

So a lot of the power of the coaching work that I do with women, and if you look back through the course, you'll see this, is that **I'm tracking where we are in these five steps and I'm working at whichever step they're stuck at and I'm also tracking which pattern is most in the way.**

So the pattern of invisibility, right? So really, you know, you can see it super clearly in women who have it. You can see the "I'm alone." You can see the "I'm not enough." You can see every woman is pretty much a textbook case in terms of the core belief about herself, about others, about life, about the mechanisms.



**Once you understand these patterns, you can give women very immediate access to being able to see and understand what's been in their way up until now that no one else has been able to name, that's been outside of their conscious awareness, which is going to give them very rapid access to being able to break through it.**

So this is very much the third step where you are identifying and breaking through these inner glass ceilings, understanding these patterns, being able to see how they out-picture in a person's life.

**Step 4: Design pathways, new ways of being, new ways of showing up and capacities to develop that will have a person break through these patterns.**

The good news is once you understand what the steps are for someone, you will be able to support them to develop and practice to break out of invisibility, isolation, and lack of confidence. There are simple practices.

The key practices start with coaching women in Power Center One, this relationship with themselves, into an unshakable connection to their power and their resources. Then, Power Center Two, and unshakable connection to their deeper creativity and support from a higher power. Finally, then in Power Center Three, a power to generate support from the relational field.

There are about three or four key capacities in each of the power centers, in each of the matrix patterns, that when you learn how to coach, you can then design pathways that will give women the most direct route to be able to self-actualize, to transform, to manifest and create their outcome.

**In review, you're creating a container, you're setting this chain reaction, identifying blocks and barriers, getting to the deeper truth, and designing pathways, new actions, and then accountability, motivation, "unstoppability," being able to then coach them to make choices and take actions that are consistent with their vision, consistent with this path of practice to become unstoppable. And they absolutely will succeed.**

So, as I've said, regardless of whether it's love, health, grief, whether it's purpose, there are some slight variations, but it is this basic process, as a Transformational Coach, that you can learn, that you can become good at it, that you can master and understand these frames with women that will help you step into that power to make the difference, to be able to create these profound possibilities for the women that you're working with.

The skills to develop and cultivate are, very much what I would say... This is a summary of all the skills that I have developed that enable me to midwife women through these five steps.

### **Super Power Skills**

**Coaching Presence:** Being a role model who is able to create the space in my own "beingness" of the relationship to myself, to others, to life that I am inviting them into, that



I can be a role model for them in terms of the transformation that I have created in my own life and my own destiny, right?

Being a self-actualizing woman on her destiny path herself, this is something that's at the center of the pathway of a Transformational Coach. And one thing that you're going to hear me emphasize is that, **if you want to stand to empower women to live their destiny, that you're the first woman that you really want to stand ferociously to empower with everything that you have more than anything.**

We're not talking about perfection. We're talking about striving for greatness. **When you're striving for greatness in your own life, when you're living on your edge and you're manifesting and creating at this level, you will begin to have a transmission.**

**You will begin to have a kind of presence where you just walk into the room or a client gets on the call, and you haven't even said anything and their life begins to change just being in your presence.**

That happens through a part of your own personal practice as well as a series of exercises and practices to bring your awareness into the space with your client. Okay? Presence is a skill that can be developed to hold space with your clients. There's a very specific way of placing your attention that I definitely work with in the training that opens up a field of profound deep coaching presence, that creates trust, that creates empowerment, that sets up the relationship.

### **Listening for Greatness**

We're going to build upon a lot of the foundations of active listening. If you have done any work before as a healing and helping professional, there are lots of things that we can develop to be extraordinary listeners. Listening to voice tone, pace of speech, the emotion, noticing the body language, being able to pick-up on all of the information that's there, what's being said, what's not being said.

We're going to revisit those skills and developing those skills in the context of empowering women and what to listen for. The deeper level of transformation is learning how to **activate your whole being almost to be like a tuning fork so that you are listening with your whole body awareness, you are listening with your mind, you're listening with your heart, you're listening with your gut, you're listening with your whole body.**

You've activated deeper ways of knowing and you have an expanded sense of awareness so that you are experiencing what's happening and you're noticing what's happening in your own reactions and using that as feedback that gives you an even deeper insight, which then gives you the power to next skill superpower:

### **Mirror and Name**

Mirror and name what's happening in the client's experience to build an even greater awareness for her about what's happening. **Being able to reflect back and mirror**



**and name and summarize and give voice to what's there in the field brings a client's awareness forward.** Okay? It's a very specific learnable skill. Being able to mirror and reflect and properly give language to name what's happening in the lived experience of the client. It's very, very profound.

### **Sponsorship**

The next skill is probably, I would say, the most important skill for specifically empowering women. I mean, all of these Transformational Coaching skills are important for everyone, but in the mirroring and the naming, there's an additional superpower that is connected to this, and that is the skill of sponsorship, which is **an ability to reflect back an even bigger possibility for a client than she can see for herself that is true, that is real, that is authentic.** Okay?

Most women can feel empowered to see and feel and sense only a fraction of their potentials. When you're listening for greatness, when you're mirroring and naming, because you're bringing in the fullness of your presence, you're going to begin to see and feel potentials that are even bigger, and there's an art to bringing these forward in a way that you sponsor the client into her greatness by reflecting back and naming and empowering and believing in her possibilities in ways that have her feel empowered to rise.

I'm going to just underscore this again. This is the key specific skill to empowering women to be able to take up space, to have a voice, to dare to go for the gold in their lives.

**Asking powerful questions, opening up possibility, breaking through barriers, challenging assumptions, being able to engage blocks, stuck-ness, resistance, being able to build a deeper awareness, being able to use everything that happens to hold complexity, to hold paradox.** These are some of the additional feminine superpowers that give you a full transformational skillset.

You can get to a level of working with these practices within three months of training and you can then get to a level of full competency and confidence within 9 months to 12 months. And, the process by which these skills are learned and developed are ones where you're doing them and you're applying them.

There's so much that you can learn really quickly that you're going to be able to apply right away, then over time, you're going to be able to get really confident at and be on a pathway of using and mastering for years to come. But this is the process, these are the frameworks for women at the level of self-actualization.

**Being able to understand these five steps in the transformational process, developing the set of Transformational Coaching skills will give you the power to midwife transformation and create these extraordinary life-changing results for the clients that you're working with.**



So that's the foundation of working with clients in a transformational way. I spent a lot of money and time and years developing the ability to do that and I discovered that those skills are different from the skills of being able to do this as a career and to be able to make a living at that. So, without learning these other skills, I was unable to fulfill my own destiny at the level of impact that I wanted to have or contribution that I wanted to have in the world.

My goal is not just to teach you how to be a Transformational Coach. My goal is to empower the leader, the mentor, the coach, the change maker, the speaker or the facilitator, this world-changing woman in many ways that you are here to become.

So, even as a Transformational Coach, to do this successfully, where you are serving the women that you came into this world to serve, your being able to be successful at this, and your being able to truly rock the world with your gifts in the deepest way, there are two other sets of skills that are really important to develop.

### **Transformational Business Skills**

And the first is business skills, what I would call, Transformational Business Skills. And so, how do you do this as a business? I'm going to say it again.

#### ***How do I do this as a business?***

This is my question for years. Okay? I didn't like enrollment. I didn't like marketing. I didn't like business. I didn't want to do this as a business. I don't know, I just wanted to be a midwife. I just wanted to be a change agent. I just wanted to do this great work. Okay?

So if you're like most women who want to impact the world with her gifts, you don't want to start a business. I just want to name that to say that it's not like, "Yay, business!" Right?

But here's the thing. I think the reason that most of us are resistant or have been resistant to the business side of things up until now, I'm going to say that, is **we haven't seen role models of how to do this in a way that we can do it and it will feel like us and it will feel life positive and it will feel authentic and it will feel real and it will feel like we're deeply on purpose.**

I never thought to teach these business skills even though I had to learn them myself to be successful. But I went on to be, I'm really privileged to say, one of the most successful women transformational entrepreneurs in our field today having founded Evolving Wisdom, having reached over 500 million people in our outreach, having generated over \$50 million in revenue, having coached a lot of women.

When I first started training women in these transformational skills, I'd be like, "Well, you know, okay, that's not my area. I'm just a transformational agent and I just want to, you know, teach women how to, you know, do this deep work." And what I saw was they weren't able to access these skills from the other teachers and mentors and I thought, "You know what? I've really learned how to do this and, like the transformational skills, I can pass these



on to you in a way that gives you very deep and direct access and a way to do it that really feels like you.” And that was what was important to me.

So what I’ve done over the last several years is distill down and reverse engineer the key things that I went through to go from working with six women and having no paying clients to being able to launch a very successful coaching practice, workshops, all of those different things, to this larger destiny that I had as an organizational leader, but certainly, what it takes to get a coaching training off the ground, what it takes to launch your own brand, what it takes to truly make your destiny contribution.

And what I saw is that there are really three parts to this that are absolutely critical to learn to be able to make a living as a Transformational Coach.

### **1. Zone of Greatness**

Most of us have an embarrassment of riches, if we’re honest. There are so many things that we’re good at.

What I discovered is there is what I like to call a **Zone of Greatness** that you can discover, that looks at your unique gifts, who your whole life experience has prepared you to be of service to, and really being able to create winning offers that truly meets the unmet needs of your destiny audience.

**The first foundation for success is having winning offers that are truly created from a place of being deeply connected to the contribution that only you can make.**

What’s exciting is, y as a Transformational Coach, you’re not just a Transformational Coach with a year of experience or five years of experience.

As a Transformational Coach, you are going to leverage your entire life experience and all of your experience in your career, and all of the skills that you’ve developed. So if you’re, already a doctor or you’re already an attorney or you’re already a teacher, and you’ve done all of these things in your life, you’re going to bring all of your expertise in to create things that really enable you to give your gifts to who most needs those.

This is the foundation for the business training that I have included in our Transformational Coach training because it was what made the difference. This is what had me discover that Feminine Power was my destiny work and contribution, this specific exact process of my Zone of Greatness and creating a winning offer.

So, you need to understand your Zone of Greatness and how to create a winning offer for your own business.

There’s a very clear formula and it’s not your passions and it’s not what you might think it is. **It’s actually where your gifts meet who your life experience has really prepared you to be of service to and who it is that most needs what you have to give.**



Getting clarity about that is absolutely the foundation that you need. If you are already a coach or you haven't yet been successful at that, we're going to revisit or expand the foundation of that in the business training. If you're brand new, that's fine too, because we're going to leverage all your life experience into finding what your destiny contribution is.

## 2. Outreach

The second part to be able to make living at this is outreach, **understanding how to reach people who are potentially interested in what you have to offer.** Okay? You can launch an entire coaching practice just through reaching out to your family and friends and you can have a simple strategy to get to lift off, right?

A lot of the confusion with outreach and marketing is overcome by understanding all of the different outreach strategies:

*How do I reach people through my own network?*

*How do I reach people on social media?*

*How do I reach people through joint venture partnerships and affiliate marketing?*

*How do I reach people through speaking?*

*How do I reach people through paid advertising?*

*How do I reach people through being able to kind of create different offers and create referral programs and things like that?*

There are infinite categories of ways that you can do it. **To be successful at this, the key is to find the ones that you can succeed at most easily.**

You don't need to do all of them, but you need to know what your strategy is given where you are and the kind of life that you want to have and what you're good at and the kind of skills that you want to develop.

To do marketing, if you are great at video, you should do video. If you hate video, you don't need to do video, right?

But, what's confusing is you hear all these things, "Oh, it's all about this," or "It's all about that," or "You have to do this."

Most people who are really able to be successful do a couple of outreach strategies really well.

When it comes to marketing, especially if you are expanding or even as you're getting started, doing the least amount that's going to generate the greatest results, that's the clarity and strategy that you want to have to be able to do that successfully. Because what



I've seen happen is new coaches will spread themselves too thin, they will have the wrong offers, they'll have the wrong outreach strategies.

### 3. Enrollment

Finally, the third area that we're working with is **enrollment**. **You need to be able to invite people to work with you in ways that really shine the light on the value that you have to offer.**

**The confidence to do that comes from the strength and power of your offer, to begin with, as well as some very specific enrollment skills that have you feel incredibly confident and proud when you are inviting people in to work with you in ways that call them to rise and call them to greatness.**

**These are the three different skills:**

- Being able to create winning offers that are around your destiny contribution.
- Being able to do outreach and connect with people who might be interested in what you have to offer.
- Being able to enroll people into working with you.

When you have these three skills: you develop the skills to create offers, do outreach and do enrollment, and you understand how to do them in a way that's aligned with your contribution, you will be successful. You will be unstoppable. You can create great living and great impact as a result of that.

I've created a branded business training and here's the thing. I could teach this business training with the success I've had as the founder of Evolving Wisdom and all the work that I do. People want me to teach them how to create transformational educational programs.

That's not my mission, not my calling, not my destiny contribution. My destiny contribution is to work with you, to empower you, to empower women. But I am willing to share the transformational business skills with women only in these Transformational Coaching, Facilitation and Leadership trainings and mentor you with a team of mentors about how to access this and how to do this. Okay?

I'm going to share with you exactly the shortest, most direct, and powerful ways to do that and to do that in a context that's just about being a Feminine Power Coach or Facilitator or Leader doing this great work because this is who I want to empower and who I want to work with.

This took me so long to learn, with so much pain and so much suffering that it is healing for me to save you that agony by giving you direct access to how to do that and how to be successful with it. So that's what we're going to do in the Business Training.



## Leadership Skills

And then finally, to be able to do all of this and succeed in your life and what you want to have and rock the world with your gifts, there's a set of leadership skills that are really important:

- Being able to collaborate well
- Being able to communicate well
- Being able to do the least amount to have the most impact
- Understanding how transformation works in the world, to be effective. Right?

A lot of us have ideas about what we want to transform, but I want to teach you how to be a "Transformational Badass," so to speak, in terms of really understanding, where you can be giving, how you can be designing transformational interventions and programs that are going to really meet the needs of people. And there's a very simple and clear way to do that. How to create relationships that have integrity and agreements, motivation, be able to navigate conflict and negotiate with people.

These are really important Influencer skills and Transformational Leadership skills that we're going to be developing in the Coaching Training. There will be some additional bonuses that you'll receive that will help you develop these Leadership and Influencer skills depending on which level you join in the trainings at, as well.

As a Transformational Coach you are:

- Empowering women to have this kind of impact, influence
- Being able to do this in a way that you're successful
- Having these frameworks and empowering women
- These five steps in the transformational process that you're able to navigate
- The Transformational Coaching skills
- Being able to then do this as a business
- Being able to create winning offers that are around your destiny contribution
- Doing outreach
- Being able to enroll people with confidence and clarity and integrity and
- Being able to collaborate and cooperate
- Being an influencer.

When I developed these skills and they all came together, this is what led me to my exponential impact and success. I believe it's what women need in order to be able to step into this larger destiny, and so that's why I have included all of these elements in our professional trainings.



And in the Transformational Coaching training, this is exactly what we're going to cover in the core training modules. I'll go through how these skills are developed in just a moment.

This is the other thing that I've seen. None of us can really become this transformational change agent, influencer, impactor, this woman that we sense was always here alone. I know she's here within you right now, like she was within me, like who I have become. I could feel this self that I have become within me 20 years ago.

How the self comes to the forefront and you become this world-class coach, influencer, impactor that you sense or someone who makes a difference. You really sense that. I know that she's already here and you already feel her. How you develop into the potential is in a powerful transformational learning context where you have mentors, you have peers, you have a site of action and practice. Okay?

You can't really learn all of these skills that I shared about from reading in books or doing this by yourself. And a lot of traditional trainings and a lot of these different areas don't really understand how transformational skills are developed. They're developed in this context: Working with mentors and peers, practice and application are most effective in a culture and in a learning community.

This is the final ingredient that you need to be able to develop these skills and succeed, is mentors who have the skills, who embody the transformation that you're learning and developing, being in a committed group of practice with support and accountability, inside a culture that empowers women, and having a structure where you can apply what you are learning to work with clients directly and have an experience of this. All of this together is very much what has informed the creation of our Transformational Coaching training.

I'm going to give you a high-level overview of how the training works and what the steps are to apply and why you might want to consider adding the Facilitation Training or the Transformational Leadership Certification alongside these because they're actually very comprehensive in how they fit together as a skill set.

And I would hope that you would join or listen to the sessions that we have coming up on Facilitation and on Leadership to see how this piece fits together. So I'll just give a little preview of those at the end.

But let me tell you about the Coaching Training. So it's my honor and privilege to be able to invite you to become among a very select group of women who are trained as Transformational Coaches with a specialty in empowering self-actualization in women using Feminine Power and transformational frameworks. I think you experienced this in the seven-week course. I gave you everything I had in seven weeks.

I'm going to give you everything I have in nine months of committed practice and development in terms of being able to be in a context where you can develop the skills and the capacities to work with women one-on-one as a Transformational Coach, to be able to



develop and launch or expand doing this as a business, being able to develop the skills to be an influencer and have impact in a field of support.

How the training works is we start at the end of January. We're going to be doing an orientation to the program at the end of January 2019, so about three months from now.

The training goes for nine months and it is 100% virtual. You can participate from anywhere in the world purely online and there is the option to come and be part of a 10-day live training in June.

We're going to be starting on June 12th for 10 days. I'll share about that intensive in just a moment. But if you can't make the live intensive, that's okay. You'll be able to participate and access the recording virtually from that. It's going to be about practice and application. But the core training for the Transformational Skills, our Feminine Super Powers, our Business Skills, and our Leadership Skills, all of those are online.

What's going to happen is starting in February, there are going to be monthly training modules that teach you these core transformational skills and those are going to be taught by me. I'm going to give you direct access to each of the different skills, all of the frameworks of being able to facilitate transformation. You'll be able to coach, in a transformational way, self-actualizing women. We've broken it down to nine core training modules.

You'll also have sessions where you develop what I like to call these Feminine Super Powers. I'm also going to train you in developing what I like to call the "Beingness," these deeper meta-skills that are the difference makers: Coaching Presence, Listening for Greatness, Sponsorship, Mirroring and Naming, and these deeper skills that I developed.

You will have a way of practicing and working with these that will ignite and transform your own life and really give you Feminine Super Powers in all the work that you do. So you'll be trained in that, as well.

For the Transformational Coaching and the Super Powers, we're going to:

- Have Mentor Coaches offering demonstrations and coaching clinics
- Be in practice triads with other women who are at the same level as you, who have the same level of skill as you,
- Break out into different practice triads

Throughout the certification you are going to be in a structure where you're logging practice hours.

So you're going to be able to understand what the different concepts and skills are.

- You're going to see them demonstrated and modeled by me.
- You're going to practice them with peers



- You're going to come to mentor coaching clinics where you can ask questions and you can see different aspects of this practice.

We're going to, **each month, have a Business Training module** so that you are, at the same time as you are learning and developing these coaching skills, you are in a process of creating and expanding the vision for who you're wanting to serve and be planning to launch your coaching practice for the first time or to launch the next level of the work that you are here to do in October of next year.

We're going to be on a pathway of being in a **larger Business Mastermind together where we are going to have a date where we are launching our creations and our offers into the world together in October.** And we're going to have milestones as we're moving towards that.

This is such an extraordinary structure of not just learning, but support and application that we're going to go through.

**The first three months of the training on all of these different levels is going to give you the foundations that you need to be able to confidently go and start working with clients after the first three months.**

**You'll have blueprints and templates that you can use to work with clients after the first three months.**

**You'll have enough business training to be able to start sending out a family and friends email and launching your first sessions as we go through and logging either paid or nonpaid practice hours, depending on your level of comfort towards your certification.** We'll share more about that in a moment.

**You will have the opportunity to be part of what I like to call a Launch Pod, which is a small Business Mastermind that's going to support you to create winning offers, to develop an outreach strategy, and to be able to launch yourself as part of our launch celebrations throughout the training.**

As we're in Launch Pods and we're in Practice Triads, this is a tremendous opportunity to be practicing different transformational leadership skills, collaborative skills, the skills of feedback and the skills of negotiation, of conflict resolution.

We're going to practice all of these as we're in a very hands-on rich learning environment in ways that are collaborative and supported by a team of mentor coaches, by me, and by guest faculty, as well, who are going to be bringing in their different areas of expertise.

We'll be publishing an overview of everything that is included in the training at the end of the series of Masterclasses so that you can see super clearly the purpose and intention of these training sessions over these days, to have an understanding of what the opportunity



is and really for you to be able to see and feel like, “I can really do this. These are tangible learnable skills and I can really do this.”

We are going to open up registration very soon and you’ll have the opportunity to apply for the trainings and ask as many questions as you’d like of Sara, our Executive Director, and our Senior Coaches who are going to be meeting with you one-on-one and answering questions and assisting you to decide which programs are the right ones for your pathway and the kind of impact that you can have as you move forward.

So, please rest assured that you don’t need to make a decision right at the end of this call tonight. This is really about giving you a big picture overview and there’s a lot more information that we’re going to share because this is an incredibly comprehensive program that we’ve created together in response to what we’ve seen are the deeper the needs of women who are called to become Transformational Coaches who want to specialize in serving women. We’ve created this in terms of it being so comprehensive in this way.

So, that’s what we’re going to be doing every month. And then what we’re going to be doing at the Live Intensive are demonstrations. You’ll have an in-person experience with me, with the other women live in person. We’re going to be practicing the Super Powers. We’re going to be doing coaching demonstrations. We’re going to be deepening into our leadership vision. We’re going to be developing speaking skills and storytelling skills and motivation skills.

We’re going to be stepping into our destiny as changemakers together and you’re going to have the opportunity to have a lot of hands-on experience of being coached and coaching as part of the coaching training, as well, at the live intensive.

We’re going to give you all of the information about it. I’d love for you to come to Berkeley, California, next summer and be with our entire Feminine Power Global Community of Facilitators and Coaches and Leaders. It’s going to be an interwoven schedule where you can participate in all of these programs together.

Actually, now might be a good moment for me to share why I think is my aspiration for you, is that you would consider joining and becoming a Transformational Facilitator, as well because this is... Let me speak to this for just a moment because I’m going to go into this very deeply on Saturday’s Masterclass about Transformational Facilitation and I want to encourage you all to come, whether or not you think you might do the Facilitation Training as well, so that you understand what that opportunity is.

So, let me speak to that briefly for a moment. Being a Transformational Facilitator... Everything that I have shared with you is about working one-on-one with people. As a Transformational Facilitator, you are going to expand your training to learn a set of Transformational Facilitation skills to be able to create learning communities for groups of people to transform together.



Just like you are creating a space in your relationship to be a chrysalis for transformation to happen, **you'll learn how to do this with groups, how to create a space between people to ignite their greatness.**

**You'll learn how to guide people through and design a transformational process that has an extraordinary impact for women at the level of self-actualization.**

One of the most powerful things you can do in addition to working as a coach is to offer workshops, is to offer women's circles, to offer retreats, even on a small level. Because what happens is when you're working with clients one-on-one, you only have their own self-reporting to rely on when it comes to being able to identify their patterns and blocks.

I noticed this because I started with coaching women one-on-one, and then I had a group, a women's circle that I facilitated, and I had all of my clients all together in a women's circle. And immediately, I could see things in that women's circle that gave me insights where just coaching them one on one might've taken three months in my work to uncover.

It was really stunning: a woman would come in and she'd have a block in her romantic relationships and I wouldn't be able to quite understand what was going on. With the Feminine Power Women's Circle, I could immediately see, "Oh gosh, look at this 'I'm not wanted' pattern and how she's repelling support from people."

It was so clear on the first night of class and the next session we had, it was a breakthrough session. I could help her see exactly what it was and she was able to transform at a very deep level. There's something so powerful that can happen in terms of expanding your own ability as a coach by facilitating the group experience.

Also, my clients began to transform more quickly and more powerfully as a result of having the support from other women. Okay?

Women really need one-on-one coaching, but they also need a peer group and being in a culture of women where they have peer support has them transform more quickly, as well.

And from a business perspective, one of the most powerful ways you can launch or expand or grow transformational work in the world is by combining workshops along with personal Transformational Coaching. Even if you want to be either a coach or a facilitator, primarily, by having women's circles, it's a wonderful way to create the space to meet and attract a lot of women who are potentially interested in working with you.

It took me a long time to be able to make a full time living from my workshop, but I was offering coaching in conjunction with the workshops and I was able to make a full time living pretty quickly doing both. And, vice versa, when I was a coach without offering workshops, I didn't have a context to meet a lot of new clients and so it was harder to get clients. **When I did the two together, I had exponential expansion.**



So in terms of your effectiveness, in your ability to serve women, in terms of your ability to create and launch and scale and grow a business, I can't recommend enough doing these things together. So please come on Saturday and hear about that opportunity.

Come on Monday, I'm going to go through the opportunity for Leadership Training, because if you are called to launch your own brand, if you want to be a thought leader, if you want to catalyze transformation in the world, maybe coaching and facilitation is something that you're doing in the short term.

It might be how you are creating a business, but ultimately, you want to be a communicator or an influencer or have a big impact or create things that are outside of one-on-one work or even working with groups of people. This set of Influencer Skills are going to support you to do that. We very much will be including those in the Coaching Training, as well, and you can take those in parallel. So they all fit together. Please do come.

I want to let you know that it's starting in January, goes for nine months, and we have a three-month practicum. There are going to be a certain number of practice hours that you need to log. There's going to be a practicum, a number of clients. This is all designed as a structure to move you into inspired action with Practice Triads, with Launch Pods so that you're in a structure with accountability and support to show up. Isn't that great?

Most of us have a hard time being self-directed and doing the things that we know that we should do to move our life and our work forward.

**By joining the trainings, you're going to put yourself into a phenomenal structure of mentoring, of peer support, of practice and application to move through the steps that are going to have you most quickly and most deeply learn the skills of being a Transformational Coach, being able to launch and create a business in service of you stepping forward and becoming this changemaker, this influencer, this woman of impact and contribution that you are here to have.**

## End of Masterclass

I'm going to stay on and answer some of the most Frequently Asked Questions that have been coming in and clarify some things that there wasn't time earlier on the call to go into. And so I encourage you to stay on. But if you need to jump off, no worries. We'll be sending out an information sheet that has all of these details in it ahead of our applications opening.

Now, we have had an unprecedented level of interest in these trainings. We have never opened them wider than a very small select group of women up until now. This year, we are opening up the opportunity to register to hundreds of thousands of women. We want to give you the first opportunity to apply. So we'll be giving you all of that information ahead of registration opening.



Please do stay on and listen to the frequently asked questions. If you have a question, please do feel free to post it. I'll do my best to answer it at the end of the Frequently Asked Questions section of this call.

And I just want to say that you can do this. If you're brand new, you can absolutely do this. You can learn how to do this in this training and you can have a profound effect with your gifts. You can make a living doing this.

If you're already a coach, you can deepen your skills. You can work with the women that you are really called to serve. You can work at that level of depth that you have the capacity to work at. You can launch or expand a business.

If you are a transitioning professional, you're not starting over, you're bringing all of the wisdom and professionalism off your life experience and will likely find destiny clients that you're here to serve that have very similar experiences as you.

I have lawyers, I have coaches, I have MDs who have done this training who are then serving women in their existing practices or serving other attorneys or serving MDs because of their depth understanding of the challenges and opportunities of women in this area. You can make a career transition.

And if you're someone who is not quite sure how you're going to use these skills or want to use these skills in terms of starting a coaching practice, these are the skills of being an extraordinary communicator, being able to open-up possibility and activate and ignite greatness through conversations that you, for your own personal development or your site of action as a leader, are invaluable in this training.

One thing I will say before I get into the FAQs is that when we open-up registration, we will have an option to begin right away and we will have an **Early Registration Bonus, which is a series of Masterclasses and what we like to call Power Circles on Discovering Your Zone of Greatness.**

So if you're excited to get started right away, you're going to have the opportunity to jump in, and we're going to be working this fall through January on deepening clarity around:

- What your unique gifts are
- Who you're here to serve
- The kind of offers that you can create that will set you up for extraordinary success in the training having that clear.

So, if you haven't been clear about your niche or if you're an existing coach or if you're not quite sure who you're here to work with, this series of Masterclass sessions is creating the space to expand into your Zone of Greatness and really being clear about that piece. I've found it's the foundation upon which all other success is built in the business training.



One of the things women have told me over and over again is that they haven't been able to figure out or find out who they're here to serve. So we're going to be going into this in great detail with additional tools, resources, and support.

Our Executive Director, Sara Wilson, is going to be leading three Masterclasses. Our coaches are going to be leading weekly Power Circles, where you will get together with other women in the training and be able to break out into conversation and be able to be in conversations where you are discovering the answer to these different questions at a level of depth.

We'll be sending out all the information about that opportunity, as we do start the program in January, but there is this great opportunity to get started right away when you register early for the training.

One thing we are also including is our personal growth training, our Feminine Power Mastery Program. Well, you heard about that when we sent you out an overview. I'll share with you.

You're going to master Feminine Power and the Power Centers as well as you are working in the process. And there's a core Personal Transformation Track.

### Frequently Asked Questions

So that dovetails into one of the most frequently asked questions that I'm going to jump in and begin to answer right now along with the other frequently asked questions.

#### Question 1: Do I have to be transformed in my own life to coach people?

The answer is, "No." The answer is: "You do not have to be a perfect person to be an extraordinary Transformational Coach. What you do need to do is to be striving nobly towards your own destiny."

And often, **by stepping into a commitment to live in your own destiny and to be igniting that in others, it has you be able to activate and catalyze your own greatness as a result.**

Let me share an example of that. I was coaching women on attracting love when I hadn't yet met my husband. But what gave me integrity and to do that really powerfully is I was living and modeling all of the steps that would have me be on a pathway of attracting love.

And as a result of being in a position of leadership and coaching other women around attracting love, **I felt accountable to show-up and be an example and a role model of being in possibility, of accessing a deeper truth, of showing up and taking actions in ways that are consistent with what it is that I'm here to create.**

**I was modeling what it is to be unstoppable, what it is to break through my old I'm not wanted story, what it is to show up and with trust and resilience.**



All of those things that I was coaching women to do, I was practicing somewhat imperfectly, but I was practicing in a way that was wholehearted.

So I think that's what I would say, is **you want to be able to be practicing wholeheartedly, striving to create and manifest and embody in your own life what it is.**

**And I would say that one of the most profound things that happens to women in the coaching training is that they transform in their own lives. They manifest their soulmates, they break their prosperity, they discover their purpose.**

We're including the Feminine Power Mastery Training as part of these professional trainings.

You're going to have a structure for personal development and personal practice in a very exciting and inspiring way. Let's say, if you want to actualize and step into your destiny, there's probably no better structure to do it than putting yourself in a position where you are a role model and holding a space for others as well as practicing that for yourself.

So, Mastery will be included.

You do not have to be a perfect person to be an extraordinary coach. What you have to do, **what you absolutely must do is have a structure in your life to be practicing and developing and growing and living your own destiny yourself. And we're going to do that together as a whole learning community.**

## **Question 2: Use of the Feminine Power Principles and Practices**

Let me share about that for just a moment. So what I'm going to train you how to do is to work with women in a transformational way to create especially in these eight areas of self-actualization.

You're going to receive access to a master Transformational Coaching Toolkit of exercises that are going to be developing the skills, the capacities, the breakthrough, the breakthroughs for women around the skills that they need to unlock each of the Power Centers, the skills that they need to break through and break free from these core patterns.

You're going to learn how to do that and access that in our Feminine Power Transformational Coach Toolkit as well as your Training Manual. We're going to give you access to really the Blueprints, the Patterns that you need to work with to coach women in this way.

**So you're going to be able to integrate that and utilize many of the practices and the frameworks that we work with in Feminine Power in your own brand and in a way that you are able to use in a professional context with clients. You'll be very clear about which ones and you can use any of those toolkit exercises with clients and integrate them into your own brand, crediting this as a Feminine Power exercise, of course.**



You can integrate these transformational tools and empowering women tools and Feminine Power tools and frameworks absolutely into your own brand.

We will give you coaching templates that share:

- Exactly what to do in an introductory session
- Exactly what to do to help set intentions
- Exactly what to do to set up the relationship
- Exactly what to do to break through an inner glass ceiling that are non-branded to Feminine Power.

There are Transformational Coaching for women Blueprints that you can take, you can integrate the Feminine Power toolkit, and you do not owe a percentage whatsoever of anything you do in that context to us as an organization. And you can brand yourself as a Certified Feminine Power Coach. When you complete your certification, you will be able to do that.

We have women who coach executives or they coach women going through grief or they coach women going through divorce or they coach women who are new mothers or they coach women in all of these different areas to attract love and they have their own brand and ideas and creativity, but they're utilizing these Feminine Power coaching blueprints and practices with their clients.

So that's the first way that you can use the materials and the training.

The second option is we've had so much feedback from women about how powerful the seven-week course is that **we are creating a branded package for you to coach women for three months with digital access to the seven-week course and have a specific template for a coaching session that you coach women through each week of the course.**

The women you coach will get full access to the Feminine Power seven-week course with all the exercises, the handouts, the practices, and you'll be able to guide them through a three-month coaching package where they're awakening their feminine power and manifesting and creating something extraordinary in their life as a result.

We're going to have branded, done-for-you materials with that so you can enroll people into a Feminine Power coaching package and they'll get access to the course and you'll be able to use my materials and blueprints exactly in a branded context and you will need to pay a materials fee for every client that you sell that branded program to.

I think it's going to be around \$150 per person and the average coaching package, I would say, for that 3 months would be \$1,500 that you would enroll a client into and be able to, take them through this very branded Feminine Power experience and work with them one-on-one in that way.



You don't have to do that. Most of the women who take the training do a combination of both, some just do that, others will be integrating it into your own brand. And so I'm excited to offer this to you.

You can imagine the power of going through the seven-week course, if you had a coach working with you one-on-one to integrate all of the different materials as you went through and worked through. But you are going to have the skills.

**I'm going to teach you how to design your own coaching programs, how to design your own transformational processes with women, and you can integrate everything into your own brand and you won't owe us anything other than your tuition of the training. Does that make sense?**

So those are two different ways that you can be using and integrating and working with the tools.

**My desire is for you to be able to leverage everything I've built to be able to take it forward and empower women in the greatest way possible.**

So that's how that works.

### **Question 3: Tuition**

Our next Frequently Asked Question has to do with the tuition for the training. Okay. So the tuition for the training.

The coaching training includes the nine training modules. It includes the Super Powers training and it includes the Practice Pods and it includes the Launch Pods and the Practicum and the Coaching calls. We'll send you a list of everything that is included.

The feedback that I've had is that the level and depth of training that we are offering in this program, as well as support, is on parallel with Coaching Certification Trainings that are around \$15,000 to \$20,000. There's that much value in the different aspects of the training.

We are going to be setting the tuition next year to be \$10,000 for the Coaching Certification Training. This year, we are going to be offering everybody in our group of graduates a discount on that to be able to register for \$7,990, I think. It's like nearly \$8,000. There are payment plans available.

And as a bonus, we are including the Business Training and either the Influencers Masterclass or Leadership Training, depending at what level you join, we'll send you out all of the information about that, as well as Feminine Power Mastery, which is...the value of that is \$2,500 for the Gold Tier alone.

So the Certification Training, plus all of these additional things have extraordinary value and it's my absolute privilege to be able to make the training available for this tuition.



We have payment plans available. You can do a 12-month payment plan, you can do a 16-month payment plan. There's ways in which this is very affordable and this is such an extraordinary structure. Over the next 12 months starting, you can start right away and join the pre Zone of Greatness program. It's an extraordinary structure for your personal and professional development and we'll give you a certification and skills to be at the forefront of the women who are specializing in empowering women at the level of self-actualization.

Another thing is that you will have access to take the training over and over and over again. This is one of the things that I think enables you to get to a level of mastery. There is the opportunity to continue on as a part of this Global Community for life.

We are a Global Community and a network. A lot of our graduates are very active and involved. They'll be supporting you as Mentor Coaches. In the future, you'll have an opportunity to be a Mentor Coach in the program. This is very much a movement and a network and together, we are taking on a project to create the blueprint of a culture that empowers women between us.

There's a very deep bond that forms between all of the Coaching, Facilitation and Leadership graduates who are leaders in standing to empower women. We are natural collaborators, sharing resources, sharing learning, being an ongoing network for life if you want to be.

And people cycle in and out of community, as well. This will always be a home for you in the world if you are wanting to plug back in. Every year at the Live Intensive, there'll be an opportunity to come and plug back in for a few days and be re-inspired and reenergized by the "Mother Ship," so to speak.

This is a pathway and a community I'm committed to that's the priority in my own professional life and work and destiny and I've organized our organization and all of our resources around this as the primary thing that we're doing and creating.

Feminine Power as a movement, as a brand, is growing. And one of the reasons why we're wanting to discount the tuition and invite as many women who are called to participate this year, especially, is because we are expanding and we are growing and Feminine Power is fast becoming a global movement.

I would like to see coaches and facilitators in 100 countries by 2020. We already have Coaches and Facilitators in, I think, 30 countries. So I would like for there to be Coaches and Facilitators on the ground in all corners of the world and women in different countries leading those Coaches and Facilitators as I believe we are going to expand and this global movement is going to grow exponentially.

This may be one of the last years that I'm directly mentoring coaches in the first years of the program because at the end of the training...one of the things we're going to teach you



at the end of the course, the professional certification, is really the pathway to mastery and how to add on the different skills of, say, coaching groups or working with specialty groups and launching your own brand and doing Masterminds and working at higher levels.

I am going to be developing a Master Coach and Master Facilitator training in 2020, I believe, will be the first time that that is going to be available and you will need to complete the first year of the training. That will be with a smaller group of women. It'll be a practicum over several years and, from which we will be drawing a Leadership Body for the Feminine Power training from.

There's a lot of opportunity to continue on over multiple years being on a pathway of personal and professional development. But, **you're going to have everything you need in this first year to be a professional coach, to be a highly trained specialist and being able to cause and create and catalyze personal transformation in these eight areas with women in a way that you can succeed in making a living and be yourself and have the skills to get to lift off.** So, that's a bit about the tuition.

We will have payment plans, with lots of different options. One thing I want you to know, if you want to add the Facilitation Training, it's only 50% more. It's actually very affordable to add the Facilitation Training, as well, in terms of time too, because there are a lot of courses that are overlapping.

I'll be sharing a full overview with you about that, but please know in that pricing, you can access the Facilitation Training for only an additional 50%. And for everyone taking Coaching and Facilitation together, we will be giving you the Leadership Influencers Academy as well as part of that.

So, I would encourage you to look seriously at the option of doing the "Wonder Woman Program," so to speak, being a complete agent of transformation in the first year. Sara is telling me it's actually just under 40% more to add Facilitation.

So we'll share about that on Saturday. We've organized the schedule and the pricing and everything to enable you to step into all of these opportunities to make them affordable.

#### **Question 4: The Practicum and Time Commitment**

You will need to have a certain number of hours. I'm going to send out all of these details to you. You will need to have a certain number of practice hours and a certain number of client hours. There are some that are paid, there are some that are unpaid, but they are all practice hours that you would need to do to successfully develop your skills and launch a practice.

We're going to go over all of those details with you when you register and you can put them into your schedule. One question we've had is about **the time commitment involved**, and I would say, there will be core trainings a month: Coaching Super Powers, Transformational Coaching Super Powers, the Business Training, the Leadership Skills, the Coaching Clinics.



There are different options depending on how much time you have available to participate. We're going to send you out an overview of that. I think that's probably easier than me talking through the different options live here on the call.

But I would say, if you want to develop in ways that are significant and gain the power to be able to have this kind of impact, this is probably the most efficient, fun, energized, engaged way of doing it.

I think that's my biggest promise to you, is that you are going to be spending time that is going to have you be engaged in very high level personal and professional development in a way that's manageable with your schedule.

We've had women who are busy professionals, who are MDs, who are PhDs, from all over the world who are up to big things in their lives. Women in this training, in this program are extraordinary. They are women who are united by a deep care for others and wanting to contribute to others at a high level.

They're often very busy professionals and their call with their Launch Pod or their training call is something that they've integrated as part of their life because it's what is enabling them to step into and feel like they're on track for their destiny paths.

So that's really exciting and inspiring that whether you have a lot of time in your life and you're ready to dive into this, there'll be a lot that you can participate in, every Coaching Clinic, every Power Circle, every pathway for Personal Practice.

But if you're someone who's a busy professional, this is something that you want to create space for, it's going to be time that you're investing that's going to have you be forwarding the future that you're committed to creating.

#### **Question 5: What kind of women tend to join the program?**

If I'm in a Triad or Practice Pod, who are the women that I'm going to be with? So I would say there are women who are brand new to coaching, who are incredibly caring, who are deep, who have a lot of desire to want to help and want to contribute.

There are women who are already professional coaches. There are women who are seasoned professionals, MDs, PhDs, who have a tremendous amount of life experience.

There are women who are already launching coaching practices, who are getting to the next level of their own brand.

We are united and we're together in one larger network and a culture that empowers women, sharing our resources and our skills and our tools and our expertise.

In our Practice Pods, what I've found really works is a sense of true peer-ship. One of the things that we are doing in our Practice Pods, in our Professional Development Pods, is **we**



**match you up with other women who have similar aspirations and life experience to you so that you feel a sense of being mirrored, of being met, of having true peers.**

I can't even begin to tell you the power of these kinds of Practice Pods and group experiences that women have where they find their friends for life, they find collaborators for life, they support each other, they show up for each other's launches, they stay up all night with each other working on their book proposals or their websites. I mean, the level of sisterhood, of support, of being surrounded by true peers is really extraordinary.

And what happens in this community of Transformational Coaches is **we have a shared language with Feminine Power. We have a shared destiny to empower women. We have shared frameworks and tools and a shared level of commitment. And the alchemy of that is so extraordinary in terms of what happens in the program. It's really, really inspiring.**

**They are sharing with us that they've never experienced anything like this in their lives in terms of the depth of support, in terms of the depth of mirroring. And we're practicing all of these tools of amplifying and igniting the greatest with each other in this, you know, chrysalis and container and amplifier and incubator of our greatness.**

**That's very much what we are coming together to create.**

### **End of Frequently Asked Questions**

That's an overview of the opportunity to become a Transformational Coach. What you need to succeed, how our program is designed to support you, to develop the tools, the training, and support. I do hope if you are interested or called to this opportunity that you will apply when registration opens.

Please join us on Saturday or listen to the recording later to the Facilitation Masterclass. It'll give you a whole other dimension of how that fits together with this. Please join us on Monday for the Leadership Masterclass that's going to give you another dimension.

And I'm going to stay on to answer some of these specific questions here. So thank you so much, everybody, for joining us. It's my absolute honor to be able to invite you in and I can't wait to get started.

I think we're going to do something truly historic and world changing in this next cohort with our blueprint that we're creating of the culture that ignites and empowers women's potential. And if you are called to be a part of this, I want to encourage you to jump on in.

Our team is going to meet with you and answer your questions and I can't wait to be with you again soon. So thanks, everybody, for joining us tonight.



### **Specific Questions:**

So let me stay on at the back and just answer some more specific questions here.

So, Victoria in Vancouver says, **“Do we need to attend pods during the weekdays or the pods on Saturday? Please give an example of what the time commitment would need to be able to book off work if necessary.”**

The Practice Pods and Launch Pods happen at all different times.

We’re going to send out a grid because there are training modules that you can listen to on your own time and there are going to be Practice Clinics at different times. And the Launch Pods are completely at flexible times, as well.

I would say that there’s a lot of flexibility about when the pods are. They’re not at one particular time, so if you have time constraints, you’ll be able to join a pod at a time that suits you. So thanks, Victoria, for that question.

Claire in London was speaking about a Feminine Power coach who does amazing work with London that she’d love to be able to speak to. I’m going to have Sara connect you directly with her. Claire, thanks so much for asking.

Sitara, yes, we have payment plans. We’ve worked this out to make it very accessible for women to be able to join in.

Belle from Wagawasis (SP?) says, **“I’m very interested in learning the coaching skills such as mirroring, naming, conflict resolution, feminine superpowers, but not necessarily interested in launching a coaching business as it’s never been an aspiration of mine to become a coach.**

**I can’t see a coaching business fitting into the future I desire to create. So I’m not sure if this training is a fit, but I would love support to learn the transformational skills. Is there any way in the training to learn these skills without the intention of launching a coaching business?”**

So, Belle, I would say the core training is really about the Transformational Coaching skills. I’m including the Business Training as a bonus for people. But what I would say is you could take the Business Training in a way that is not about launching a coaching practice. It’s about developing the ability to have the kind of impact that you want to have.

So here’s the thing, whether or not you want to launch a coaching business, my guess is you want to have the greatest impact with your gifts and motivate people to participate with you in a way that they can truly receive what you have to offer. And there’s a lot that you’re going to learn in that training that’s going to help you do that in whatever form or help you get clear about who you’re here to be of service to and how to apply these skills. Right?



I would say that the core training really is exactly the Transformational Skills, empowering women, and the Business Training is part of it as a bonus that I've included because I think it's really important. And I think when you see an overview of what's included, I would encourage you to take a look.

Who do you want to empower to have what kind of transformation? I can help show you how what you're going to learn there is going to help you. Because right now, I don't in myself experience any difference between Transformational Skills and Business Skills.

They're all part of the skill set of being a change agent in the time that we're living in and using the internet and being able to communicate well and being able to motivate people and being able to create value and create impact. That's very much the way that I'm going to teach it.

So, you know, if you told me more about it, I could help with that, and so will whoever you speak to when you apply for the training. They can answer that question and help you answer that question too. Thank you so much for your question. I hope that's helpful.

Cynthia from Brunswick asks, "Hi, Claire. **What specifically was your turning point as you were struggling to really launch your practice and have success? What is it that you discovered you were missing?**"

When I first started out, I had a lot of skills, but I didn't have a structure or have an offer. I didn't have a really clear offer for, you know, with clarity about who I was here to serve, what their problems were, and an offer that was able to address that.

I had a lot of these skills, I described myself as a "Professional Bodhisattva," but I didn't have an offer. I certainly didn't know how to do outreach and I didn't know how to do enrollment. So it was the three things coming together that's in the Business Training that were the turning point, and they're pretty easy to learn.

But it all started with like actually having a coaching package that is seven sessions and it costs this much and it's going to solve this problem that I could deliver on. I started doing that really effectively and I got a ton of referrals. So I think that's, you know, very much what I would say is the turning point. And that's very much what I'm going to teach you how to do in the Business Training.

Melissa, **the Practicum Requirements.** We'll send out a chart and how that's all going to be logged and you're going to get started right away. And what I will say, if you can complete the practicum throughout the training, you can start day 1 logging practice hours pretty much and logging client hours pretty much. And you can do it, you know, paid or non-paid in a way that you're just building your practice and your work as a result.

Natalie in Vancouver asks, "**Curious about how this translates into working with men as I see myself working with men and women.**"



**We're going to do a special module on that exactly in the training because there are a lot of other women who are called to work with men.**

So we are going to...I am going to bring into the training the leading edge...we'll do a module with a leading edge overview of like the developmental challenges and opportunities for men at the level of self-actualization. So I would say how this translates into working with self-actualizing men.

And my amazing friend, Dr. John Gray, wrote a book called *Conscious Men*. I'm going to see if I can reel him in to be guest faculty about this because I do think that there's a really deep need for these skills to, you know, be translatable to work with men.

So, I would say understanding and having those frameworks about how what's the translation we can do in one session and all of those Transformational Coaching skills and Developmental skills you'll be able to apply to work with men at that level, as well.

So I'm excited that you feel called to do that. I really want to support leaders who want to work with men. That's great. And you'll not be alone. There's a group of women who want to pioneer that together. So you'll just be...

I hope that's helpful, Natalie.

Bonnie in Colorado Springs is asking about **logging practicum hours**. You'll just have a sheet where you'll log practicum hours yourself and you will submit them with all your certification materials. So I hope that's helpful.

We're going to be publishing additional Frequently Asked Questions. We're going to have a big Frequently Asked Questions session, Q&A session about all of the trainings together before we open up registration and you can ask all of your questions that you have to one of the women who will be working with you in your interview for the training after you apply.

She'll be answering all of your questions and helping you get clear about who you want to serve and the impact that you're here to have and which trainings are going to support you best as a part of the process of registering, or, getting clear that this is not for you. That's their goal, is to help you to get clear about what it is that you want to create.

So that's our Masterclass, that's our training, and I am so excited to get started. Thank you so much for joining us and I look forward to being with you soon. And I would love to have the opportunity to be your mentor and teach you how to become a world class Transformational Coach, empowering women at the level of self-actualization. Thank you so much. Much love, many blessings. I look forward to being with you again soon. Bye. Bye.





## ABOUT YOUR INSTRUCTOR

CLAIRE ZAMMIT PH.D.

There are few woman alive today who have done more to empower conscious women to actualize their potential and realize their destiny than Dr. Claire Zammit. In her two decades as a transformational teacher and leader, Claire has shared her life-changing Feminine Power principles and practices with millions of women around the globe.

Her groundbreaking doctoral research on the underlying obstacles blocking intelligent, conscious, women from stepping into their greatness has been praised as a seminal contribution to the advancement of women in this century.

Over 40,000 women from more than 100 countries have graduated from her innovative online Feminine Power Academy, and her Feminine Power Professional Certification Trainings have trained hundreds more to create fulfilling, impactful and successful careers as transformational coaches, facilitators and leaders in their fields. She is fast becoming known as the “mentor of mentors” for gifted, conscious women.

In addition to building the Feminine Power global community, Claire is also a wildly successful conscious entrepreneur. In 2010, she co-founded Evolving Wisdom, LLC which, under her leadership rapidly grew to become one of the world’s most successful online transformational learning enterprises. In 2013, Evolving Wisdom was ranked #83 on the Inc. 5000 list of America’s fastest growing private companies and since its

inception, it has generated over \$50 million in revenue and reached millions of people from more than 180 countries.

A dedicated philanthropist, Claire’s personal contributions and fundraising efforts have been hailed as a major catalyst for the growth of the Girl Power Project which is on track to bring self-esteem and leadership training to over one million low-income girls in Uganda by 2020.

Claire is an active member of Jack Canfield’s Transformational Leadership Council and was the recipient of its Achievement Award, and is also a participant in Deepak Chopra’s Evolutionary Leaders Forum. She is also the recipient of the Just Like My Child Foundation Women’s Leadership Award.

She holds a Ph.D. in Transformational Learning & Change from the California Institute of Integral Studies and lives in Berkeley, California with her husband of eleven years, spiritual teacher Craig Hamilton.

