

PENDUKA

COACHING INSTITUTE



THE INTERNATIONAL
META-COACH™ TRAINING SYSTEM

Coaching at a higher level for success and transformation

**The Ultimate
Coach Training**



Neuro-Semantics

International Society of Neuro-Semantics
Actualizing Excellence

We invite you to embark on a journey of uplifting life change and exhilarating personal growth.

We challenge you to discover a higher state in yourself, then use it to transform the lives of others with grace and conviction.

We dare you to embrace excellence to nurture it, to cultivate it, to make it your standard for achieving outstanding performance.

We ask you to stand at the forefront of the world's second fastest-growing industry, to join an international coaching elite, take advantage of unlimited opportunities for extraordinary business success, and to make a significant difference to the lives of others.

We invite you to take...

The ultimate coaching journey!



Meta-Coaching is a cutting-edge coaching methodology that transcends traditional Performance Coaching, taking both Coach and Client to higher levels- to Developmental and Transformational Coaching. That is why we call it 'meta' which means a higher level. At these higher levels profound change occurs naturally and easily. And the result is the ability to customize your desired transformation.

Meta-Coach Training is an accelerated Coach Training System that supports participants to move through learning modules, culminating in the credentials for being a Master Coach.

Meta-Coaching is taught in an environment that gives participants every opportunity to excel as an Executive, Personal (Life), Business, Group and Team, Transformational or a Self-Actualization Coach.

This comprehensive program differentiates itself from other coaching education by integrating seven models so that, as a professional Coach, you can work systematically with clients. In the training we focus on yourself as a Coach, your coaching skills for professional competency, and your coaching business so you can create a commercially viable business.

Meta-Coach Training is based on the Cognitive Sciences of Neuro-Linguistic Programming (NLP) and Neuro-Semantics (NS) as well as the Self-Actualization Psychology of Maslow and Rogers. It integrates these models into a cutting-edge approach to coaching. The training programs are rigorous and qualifications internationally recognized.

Who will benefit from Meta-Coach Training?

Meta-Coach Training has both broad and specific application. Ideally it is for:

- New and experienced coaches who want to give their clients effective, cutting-edge coaching.
- People passionate about transformative human growth and development
- CEOs, entrepreneurs, managers, and sales managers who want potent tools to optimize the performance of their teams or business.
- Parents and teachers wanting to nurture and support human development.

Where will this training take you?

As you learn cutting-edge tools to create outstanding results for your clients and your business, you'll experience simultaneous quantum leaps in your own development. Meta-Coach Training gives you the power to transform any and every aspect of your life; to fulfill your wildest dreams and exceed previous expectations; to take the joyous and enriching path of excellence.

Master revolutionary coaching models

Your training is grounded in the Communication Model of Neuro-Linguistic Programming (NLP), and the Cognitive Sciences of Neuro-Semantics (NS). As you discover the Matrix Model you will have a systems model for knowing where you are with a client and for 'reading' a person's inner world. As a Change Agent, you will learn the Axes of Change Model for masterfully dancing with a client through the eight stages of change for a psychologically healthy person.

You will learn the Facilitation Model that informs you, as a professional coach, how to facilitate the highest and best in people. With the Self-Actualization Quadrants, you will discover how to detect and unleash a client's highest potentials. The Benchmarking Model will enable you to mark and measure progress so as to give evidence of the difference you make as a Coach with your Client.

This is unique in that you will learn the very structure of human development and be able to get inside the way people communicate, learn, and change so that you can coach for more complete and sustainable solutions. You'll use incredible techniques to bring about positive and profound life change.

International Accreditation

Your Meta-Coach qualification is recognized world-wide by the Meta-Coach Foundation, a non-profit organization based in Australia, United States, and Europe. You'll hold one of the most highly-regarded and sought after accreditation in the field of Coaching.

Dramatically increase your income

Learn proven, current business strategies from people who have built lucrative coaching businesses. Gain the confidence and drive to put them into practice, and enjoy a new level of job satisfaction and financial rewards.

What makes Meta-Coach Training unique?

Academic rigor and practical application

Meta-Coaching is the highest evolutionary state of two disciplines: Cognitive Behavioral and Self-Actualization Psychology. Meta-Coach Training has academic and intellectual integrity as well as practical coaching and business applications. Come and discover for yourself.

- Coaching skills and business strategies.
- The Communication Model of NLP (Neuro-Linguistic Programming)- an advanced communication model for precision and clarity.
- The Self-Actualization psychology of Neuro-Semantics (NS)- a cutting-edge model for translating great ideas and meanings into muscle memory for achieving peak performances.



Comprehensive, competency-based training

You'll undertake between 180 - 510 hours of coaching specific training. Other Coach Training courses average 50 - 100 hours. The internationally recognized Meta-Coaching qualifications are stringently assessed and tested on an ongoing basis.

Modular training that's fast and flexible

Meta-Coach Training is the most systematic Coach training in the world. A modular structure allows you to process through units or levels of accreditation right up to the level of Master Meta-Coach Certification at a pace that suits you. It allows you to complete modules of training that are immediately relevant to your life and/or business - then build on your qualifications as your confidence, experience and business develop.

Learn from Master Coaches

At every Meta-Coach training we interview Expert Coaches for you to model- professional coaches who have reached the pinnacle of their profession. This will enable you to learn from the Expert Coaches who specialize in the fields of Executive, Personal, Business, Group and Team Coaching, etc.

Ongoing support and development

A 'buddy' system, group mentoring, benchmarking tools for self-assessment and access to expert coaches throughout and beyond the training ensure you are supported to excel. You'll join an International Community of highly successful, highly creative people. You'll have access to ongoing releases of the latest research and development.

Three accreditation modules.

- Module 1: Coaching Essentials
- Module 2: Coaching Genius
- Module 3: Coaching Mastery



Three-day Introduction to NLP Coaching

This three-day program introduces the essentials of the coaching conversation to those new to Neuro-Linguistic Programming and Coaching setting you off on the adventure of coaching. You'll graduate from this module with:

- The tools and confidence to produce peak performance states in yourself and your coaching clients.
- Powerful NLP pattern for really hearing people, asking precise questions that get to the heart of understanding and meaning, and shaping behavior through non judgmental behavioral feedback.
- Skills to overcome barriers and blockages in your own life and your clients'.
- An inspiring start to a career as an internationally certified Meta-Coach.

Prior learning: If you have NLP or Meta-NLP Practitioner Certification from a recognized Institute, you already have studied the NLP Communication Model so you can go straight to Module 2.

Module 2: Coaching Genius Certification

Three-day Introduction to Neuro-Semantics Coaching

Learn the Meta-States Model and the magic that you can create with it. Experience the joy and excitement of unlocking your own natural genius and that of others and find the skills and confidence to create your successful coaching business.

This course gives new and experienced coaches the power to:

- Enrich your experience of life with more passion as you discover how to get to the highest levels of your mind and set the frames that will empower you for the kinds of relationships, career, health, etc. that you want.
- Eliminate any and every interference or blockage that may create a limitation in you— low self-esteem, lack of control, inner conflict, inability to act on what you know, troubling emotions, etc.
- Sharpen your focus by learning how to experience the state of “flow” at will.
- Experience 14 powerful coaching patterns in this training and the ability to use more than 200 additional coaching patterns. Discover the most basic Coaching Pattern.
- Think like an entrepreneur, and blow-out excuses for not achieving business success - lack of confidence, financial insecurity, fear of failure, not knowing what to do.
- Achieve extraordinary results by thinking and working systemically.

Prior learning: If you have Accessing Personal Genius (APG), or Meta-Master NLP/NS Certification, then you can skip this Module and go straight to Module 3. Module 3: Coaching Mastery (For ACMC credentials)

Eight-day Coaching Mastery Training

This advanced training module involves more than 180 hours of coach-specific education. Ideal for those who want to become a Professional Coach and those committed to personal development and self-mastery.

This Coaching Boot Camp will equip you with cutting-edge skills and business strategies for coaching in any of the following coaching specialties.

Executive Coaching

Coach CEOs, leaders, and executives for optimum personal performance, motivational mastery, and outstanding business results.

Personal – Life Coaching

Coach individuals to take charge of their lives and transform their career, relationships, health, personal development, and spirituality.

Organizational - Group Coaching

Coach groups to become high performing teams.

Self Coaching

Apply the coaching patterns to yourself for profound life transformation and personal mastery. This eight-day training program is the Meta-Coach Boot Camp- intense, rigorous, and powerful to challenge you in your own self-actualization so you grow in the following three areas:

Your Authenticity as a Coach

- You’ll emerge with a sharp, highly focused understanding of yourself and your life aspirations.
- Your highest abilities and individual powers will be thrown into sharp relief; you will discover the place from which you will excel - and be empowered to coach with and from this authenticity.
- You will learn how to balance life and work as you learn how to integrate training, consulting, therapy, and mentoring in a congruent way.



Coaching skills and mastery for You

- You'll gain the credibility and confidence from a thorough grounding in the most advanced cognitive behavioral coaching models in the field, including the Matrix Model and the Axes of Change Models.
- APMC accreditation licenses you to use Meta-Coaching methodologies and patterns with your clients.
- Facilitate extraordinary results for your clients by knowing exactly what to do, how to do it, with whom, when, and why in the coaching context.
- Facilitate clients in creating Business Plans with a comprehensive yet simple planning methodology.
- Enjoy the confidence of knowing that your professional development is sustainable. You'll learn advanced skills for benchmarking yourself and your clients for ongoing growth and development.

Coaching Business Intelligence for You

- Embark on the exhilarating journey toward your dream business. Gain the confidence and skills to build a highly-successful coaching practice that reflects your values and professional ethics to make your life ambitions come true.
- Learn from people who are at the pinnacle of their profession. Fast-track your own business by hearing, questioning, and replicating the practices of the expert coaches as you ask them about their marketing strategies, invaluable contacts, and business secrets.
- Learn business models for marketing, how to charge, how to position and advertise yourself in the marketplace and more.
- Grow your wealth. Learn how to create a coaching business that is both professionally and financially rewarding.

Who will benefit from Meta-Coach training?

Meta-Coaching is for anyone who is passionate about supporting others in making permanent positive change, and who want to be at the forefront of human development in terms of Self-Actualization Psychology. Specifically, Meta-Coaching is ideal for:

- **New coaches**
- **Experienced coaches**
- **NLP Practitioners and Master Practitioners**
- **Teachers and Trainers**
- **Individuals committed to personal development**
- **Sports coaches**
- **CEOs, entrepreneurs, managers and sales managers**



The International Meta-Coaching Community

The International Society of Neuro-Semantics (ISNS)

Meta-Coach training is accredited under the auspices of the International Society of Neuro-Semantics (ISNS) cofounded by Dr. L. Michael Hall and Dr. Bob Bodenhammer. The ISNS supports Neuro-Semantics in all of its applications around the world. There are more than 20 Neuro-Semantic Institutes throughout the world.

The Meta-Coaching Foundation (MCF)

The Meta-Coaching Foundation (MCF), cofounded by Dr. L. Michael Hall and Michelle Duval, governs and monitors the field of Meta-Coaching through scores of MCF Chapters around the world. The MCF ensures the preservation of ethical and professional standards as well as ongoing research and development. Under the auspices of the MCF, an independent Board of Meta-Coach Trainers protects the integrity of Meta-Coaching and Meta-Coaches. Meta-Coaches are encouraged to make a difference to their Community via the practice groups of the MCF Chapters.

Meta Coach Trainers

Dr. L. Michael Hall, Ph.D.

Michael is a modeler of excellence in human experiences. He is a developer, researcher, coach, trainer and prolific author in the Cognitive Sciences and has developed many cutting-edge concepts in NLP and NS: the Meta-States Model, Matrix Model, the Axes of Change Model, etc. Michael brings playful humor and passionate intensity to his trainings, and is renowned for his generosity and integrity. He cofounded the International Society of Neuro-Semantics and The Meta-Coach Foundation (MCF). Michael is the Academic Director and Researcher for the MCF and has authored and published more than 40 books to date.

Penduka Coaching Institute

Penduka Coaching Institute is an Independent Black and Women Empowered Human Capital Coaching Institute. Penduka Coaching Institute is headed by Dan Ellappa, a Neuro-Semanticist and Meta-Coach.

Penduka Coaching Institute (Dan Ellappa) is a member of the Institute of Neuro-Semantics, The Meta Coach Foundation, International Coach Federation (ICF), Coaches and Mentors of South Africa (COMENSA), and the International Alliance for Learning (IAL).

Penduka Coaching Institute was established as an independent training and coaching provider offering internationally recognized training for professional coaching. Penduka Coaching Institute aims to be the Coach Training and Coaching Consulting Service provider of choice for both the public and private sectors.



Dan Ellappa

Dan is an Associate Certified Meta-Coach (ACMC) with the Institute of Neuro-Semantics (ISNS) and an Accredited Change Practitioner with PROSCI (USA). A Neuro-Semanticist, Eduactionalist, NS Trainer, Keynote Speaker and Change Agent with over 25 years of experience in people, organisational and transformational change and development. Dan has spearheaded many training and development initiatives for large and medium sized companies including multi-nationals and non-profit organisations both nationally and internationally. What he brings to any organisation is highlighted in his personal motivation: Building teams, Inspiring Excellence, Managing Change and Generating Results.



Take Action Now!

Start your journey to Coaching Mastery, your dream business, and lasting life success by calling or emailing now to receive savings on tuition.
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