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Depth

Sacred Depths

**Transformational
Practitioner Certification**

PROGRAM OVERVIEW & SYLLABUS

Sacred Depths Transformational Practitioner

PROGRAM OVERVIEW

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Sacred Depths Transformational Practitioner

PROGRAM OVERVIEW

The Sacred Depths Transformational Practitioner Certification is for practitioners who are committed to excellence, and to co-creating deep, profound and life-long-lasting transformation with their clients. It is for individuals who recognize the vital importance of high standards in their work, of Ethics & Integrity in their client relationships, of helping clients to find their own Truths and Rhythms, and of continually evolving their own sense of self in order to be top-notch practitioners.

Most practitioner training programs focus on one thing only: teaching you skills.

The Sacred Depths Transformational Practitioner Certification is truly one of a kind in that it goes worlds deeper to support you in becoming a Transformation Virtuoso who not only owns accelerated Coaching/Transformational Skills, but possesses the Energetic, Soul-based and Spirit-based awareness and wholeness required to do off the charts coaching & mentoring work. To truly become a Transformation Virtuoso, every module of Sacred Depths is embedded with the following teachings, experiences and learning opportunities...



Mastery of Human Nature & Client Behavior

In order to bring your coaching skills alive, you must understand client behaviors, responses, and patterns intimately... this is why Mastery of Human Nature & Client Behavior is a game changer. This is the only practitioner program that will extensively train you in human tendencies, human responses, human archetypal behavior and human belief systems.



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PROGRAM OVERVIEW

Business Mastery

Business Mastery is NOT about the latest & greatest "funnel fad" or the best ways to re-target your ads. Instead, Business Mastery is about rock solid communication with those that are meant to work with you. It's about effective & in-integrity sales conversations. It's about knowing how to speak & write to the souls of your ideal client so that they deeply desire the solution you possess. It's about being brilliant in how you share your thought leadership. It's about asking the right questions that pique interest. It's about knowing how to address resistance. And it's about owning your confidence so deeply that all of your marketing materials radiate with magnetism. Every single module of the training helps you with these essential business skills. Plus, inside of Sacred Depths is a Home Study Business Mastery Program that includes a number of trainings & content to help you either get your business started or take it to the next level of success.

Masterful Coaching & Transformation Skills

You thoroughly learn the basic, advanced and Advanced-Advanced skills, techniques and tools that only the most effective practitioners, coaches & teachers use to co-create radical and incredible change with their clients. These skills are delivered through a combination of interactive training calls filled to the brim with juicy content & techniques, as well practice sessions for integration.

Personal Mastery

To be an exceptional practitioner that your clients trust and truly learn from, you must be solidly committed to your own inner work. You can only take your clients as far as you have gone yourself. Period. To go deeper with clients, you must work through your own fears & Shadows, look at your own belief systems, challenge your own habits and patterns. The work we do together in this certification program will change YOU forever. You will come to know yourself in ways you never thought possible, and transform behaviors and patterns that have long stood in your way.



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PROGRAM OVERVIEW

PROGRAM DELIVERY

The Sacred Depths Transformational Practitioner Certification Program is a ten-month immersion into the depths of decoding the human psyche, understanding the dynamics of archetypes, fear and resistance, and breaking through to the next expansion of your leadership and mastery as a guide and midwife of human transformation.

There are TWO LEVELS to choose from depending on your desired level of IMMERSION into the work: The 10-Month CERTIFICATION & MASTERY LEVEL OR The 5-month FOUNDATIONS LEVEL

Weekly Interactive Curriculum & Worksheets: Our go-minute calls are full of deep dive inner work, step by step skills, techniques and strategies with plenty of time for questions and answers. Each class will be accompanied by worksheets and resource sheets to help you go deeper with your learning.

Practicums and Demonstrations: Role playing opportunities and LOTS of Language modeling from Joanna so that you not only get to learn by practicing, but you have a treasure trove of exact words to use for specific situations

Optional Monthly Blueprinting & Q/A: The program includes an EXTRA call each month to bring ANY of your client case study questions, as well as questions about marketing, messaging, curriculum design, systems, and inner blocks to Joanna. On these powerful calls, Joanna will coach you directly and you will also, step by step, create your Business Blueprint for the month.

Optional Coaching Practice Partner: If you desire, you'll be assigned a practice partner to meet with to integrate and embody your weekly learning with specific assignments.

Optional Small Cohort Integration Groups: If you desire, you'll come together in an intimate group of 4-5 to go deeper into all the amazing content you are learning and integrate & embody it.

Highly Engaged Facebook Group: Our virtual classroom for connection, clarity and sharing insights. Joanna checks in and answers questions directly in the FB group nearly every day.



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PROGRAM OVERVIEW

BONUS BUSINESS-BUILDING SKILLS

If you are a newer coach, or a coach who needs to jumpstart a delayed business, having a treasure trove of business building skills is certainly helpful! That's why I've included a multi-module Business Building course with access to an AMAZING guest faculty as a bonus to Sacred Depths.

The end result of Sacred Depths Transformational Practitioner Certification is not only for you to become a highly-skilled, highly-nuanced, exceptional practitioner who knows exactly how to go deep to co-create transformations with your clients...but to support you in stepping fully into the integrity, confidence, courage, conviction, compassion, fierceness and tenderness required to be the teacher your clients will never forget and the entrepreneur who boldly shows up in your business.

THE PRACTICUMS

Throughout the course of Sacred Depths, you'll have access to a number of opportunities to practice your new skills on live calls especially devoted to s-t-r-e-t-c-h-i-n-g you out of your comfort zone and into your deepened abilities. On these calls you will receive direct feedback on your coaching from both Joanna and the Sacred Depths community of like-minded practitioners who are learning alongside you.

This is an incredible way to synthesize and lock in your new level of skills.



Sacred Depths

**Transformational
Practitioner Certification**

FOUNDATION LEVEL

Sacred Depths Transformational Practitioner

FOUNDATION LEVEL

COMPETENCY 1

Foster Powerful Client Relationships & Energetics

Empowering Presence and Transformational Container

The foundation of any highly effective coaching, healing or supporting is the Client Relationship. If the relationship isn't solid and strong, the coaching and the opportunity for results will never really take off. That's because the Client Relationship is what establishes trust, vulnerability, willingness to take risks, and so much more.

No matter how evolved you are, if you don't do the inner work necessary to be an incredible coach, teacher and mentor, your ego is going to get in the way. Your judgments are going to get in the way. Your own self-doubts and fears are going to get in the way. You will not operate out of integrity and with a commitment to equity. You need to know how to navigate all of this so that you can come to the coaching relationship clean, clear and open. Most coach trainings don't teach about relationships, but in Sacred Depths we start off with the challenging yet so rewarding work of looking at all of this and more.

You will learn:

- * The Energetics of the Transformational Container (& why this is KEY to your success!)
- * How to leave your ego, fears & biased judgments at the door & minimize your triggers as well as your clients projections
- * How to build Coaching Presence for greater connection and transformation
- * Shifting your own belief systems, fears and Shadows in order to successfully guide your clients.
- * Creating a safe and sacred container for your sessions so that your clients are ready to be open and do deep work.
- * Create & nurture open, loving, vulnerable, trustworthy, connected relationships with your clients. This is the basis of all successful transformation and results.
- * How to create a container that lasts throughout your client's work with you so that when she comes to a session after a week or even month's break, you don't have to waste time re-building your container.

Sacred Depths Transformational Practitioner

FOUNDATION LEVEL

COMPETENCY 2

Masterful Listening Skills

Activate Trust and Real Change

Listening skills are absolutely necessary in order to be a stellar practitioner. **Most practitioners know how to listen WELL...but they don't know how to listen masterfully.** They don't know how to hear 3 layers beneath the surface.

When you become a truly effective listener, you stop wasting time, & you move clients towards results way more quickly & with more integrity. Most importantly: your clients feel seen and heard by you...which is not only one of the most profound experiences you can give your client, but it also creates much more trust, vulnerability and motivation.

You will learn:

- * Hearing the true meaning beneath the words your clients share (this is tricky, yet VITAL to creating transformation)
- * Accurately read verbal and non-verbal cues to avoid confusion and frustration
- * How to detect what's NOT being said – because what is missing is usually just as important, if not more important, than what is being shared
- * Your own Listening Filters & Assumptions, when to use them powerfully and when they become a distraction and how to leave them behind (you will learn so much about your own beliefs and biases!...and also become more inclusive & culturally responsive)
- * Why clients often lie to themselves and how to know when this is happening
- * How to help clients feel heard and understood
- * Activating your own curiosity for more openness and intuitive ability
- * Listening to YOURself as guide & practitioner
- * Hearing where in the cycle of Growth a client is landing (most coaches don't even understand this concept, and it makes ALL the difference in co-creating results!)

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FOUNDATION LEVEL

COMPETENCY 3

Creating Awareness For Deep Healing

The Skill of Creating Deep Awareness

One of the hardest, most courageous...and POWERFUL things a coach can do is create awareness for clients around the Truths that clients are perhaps not willing to see.

A masterful coach HEARS the Truth that's under the surface and then **knows exactly how to present & reflect the Truth in ways that are loving, supportive, and results-oriented**...in ways that don't shame their clients or shut them down, but instead create massive breakthroughs and healing.

In this module, you not only learn the skills needed for Reflecting Truth, we also work together on your confidence level and level of groundedness so that you are able to deliver the truth with love and power.

You will learn:

- * The exact techniques you need to illuminate the unseen
- * The quickest way to detect your client's blind spots
- * How blind spots operate, and why it's important to bring them into the light
- * The 3 ways clients respond to becoming aware of their blind spots, and how to navigate each one
- * Why most coaches shy away from Reflecting the Truth and how to strengthen yourself to move beyond those fears
- * The Art of Acknowledging to allow for greater self-acceptance & self-love
- * The Art of Honoring What Is so that you never spiritually bypass or inadvertently cause harm to someone with less privilege than you
- * The Art of Celebrating so that your clients joyfully receive and accept their brilliance and progress
- * The Power of Personal Anecdote and exactly how to share your stories as transformative and transcendental learning tools for your clients

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FOUNDATION LEVEL

COMPETENCY 4

How To Actually Get Clients Started On Their Goals:

The Energetics of New Things

Did you know that for exciting as starting on new goals are, most clients will have a hard time with them? As a practitioner of change, you **MUST** understand the principles of New Things.

New goals have a different energy than goals in progress. Clients respond to new ideas, visions, goals, and projects in one of 4 main ways.

If you, as the practitioner, don't have a good grasp on these human responses (read: reactions) to starting something new – and know how to detect them - client goals will get foiled before they even get off the ground. If you do, you will be able to lead your client to be willing and excited to initiate their projects every time.

You will learn:

- * The 4 main client responses to embarking on new projects and how to help your clients navigate each one
- * The most common fears and limiting beliefs that come up when people try to initiate new projects and how to work with them
- * The ways that client behavior mirrors natural cycles and how to use the cycles to harness flow, ease and productivity
- * What to do if someone isn't ready to execute their goals yet (*because this happens a lot*)
- * The Maiden-Mother-Queen-Crone Theory for kickstarting project
- * How to help clients cultivate Commitment to their goals
- * The Theory of Planting & Initiation
- * How to handle Shiny Object Syndrome
- * The 5 best question sequences for co-creating motivation for new beginnings

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FOUNDATION LEVEL

COMPETENCY 5

Co-creating Magnificent Visions

That Stick & Flourish

Having a vision is the heart and soul of evolution. Without it, there is nothing to coach on. **It sounds simple to sit down and create goals and visions for yourself and with clients, but the truth is that most of the visions that get created in coaching sessions aren't aligned, and aren't fully in integrity with the client's deepest desires...**and therefore clients become stuck.

I will help you become an expert at supporting your clients to create aligned visions, to update visions as is needed...and successfully execute them.

You will learn:

- * Step by step methodology for helping clients create aligned, magnificent visions that truly match their desires
- * How to support clients to create goals and visions that are expansive yet "reach-able"
- * How to know if your client has so much fear about truly articulating her vision that she is holding herself back from really seeing that vision
- * What to do if your client gets stuck and stymied in her goals and vision creation
- * How to dummy-proof goals so that they remain vibrant, exciting and motivating
- * What to do & say if you sense your client is creating misaligned goals and visions and how to steer her back on her aligned path
- * How to give clients permission to dream BIG
- * The Stretch-Risk-Die continuum
- * How to Lead a client through the first coaching session of your package
- * What it actually means to "co-create" with your clients and how to do it in a way that empowers every person you work with



Sacred Depths Transformational Practitioner

FOUNDATION LEVEL

COMPETENCY 6

Become A Strategizing Master

So That Your Clients Execute Like Crazy

No matter what your expertise – business, relationships, health, acupuncture, real estate...strategizing is an art that combines your knowledge & experience with being able to help a client find her pace, her rhythm, her strengths, and her gaps.

If you don't know how to apply effective strategizing techniques to your expertise, client results will never get off the ground, because their plan and blueprint won't be personalized for them.

You will learn:

- * The 4 vital components that any effective strategy must have
- * How Natural Productivity Rhythms work and how to create a strategy to maximize those rhythm
- * To identify & maximize your client's rhythms to create a strategy that doesn't set her up for failure
- * How to activate your client's innate wisdom so that she sources her own solutions to strategy problems
- * The difference between a Master Blueprint and a Workplan, and how to use both for client success and results
- * The Flexibility Contingency Factor in a strategy and how to implement it
- * How to combine Coaching & Consulting for incredible client results
- * The difference between clients who are Consistent Do-ers, Deep Thinkers & Processors, Tipping Pointers, and Breakers...and how to strategize with each



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FOUNDATION LEVEL

COMPETENCY 7

Breakthrough Questioning

Transformations can't happen without deep understanding and revelation. Some of the best revelations come from powerful questions. Knowing how to craft masterful and effective questions is an art. Each and every word counts. Your specific word choices count. The content direction you choose as the coach counts. Your tone of voice counts. One question can make or break a breakthrough waiting to happen. Good questioning creates progress. Masterful questioning changes your clients' lives and opens up new pathways of growth and possibility...

You will learn:

- * Basic AND Advanced Coaching Skills to easily integrate with your private clients and groups
- * The mechanics of questions that create breakthroughs
- * The energy of the 8 different question "types" and how to know which one to use in any situation
- * The importance of timing, tonality and energy when it comes to masterful questioning and how to always rock these vital principles
- * The 3 questions you can ALWAYS ask to produce learning and awareness if you're not sure which direction to take your client in
- * How to formulate questions that go beyond revelations and even breakthroughs...and into cracking your clients' hearts wide open
- * How to set up advanced question sequences (it's RARELY about 1 standalone question)
- * How to connect straight to your Intuition so that you formulate the deepest and most effective questions
- * The difference between a Breakthrough & a Transformation and to help clients with both



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Transformational Practitioner Certification

CERTIFICATION & MASTERY LEVEL

Sacred Depths Transformational Practitioner

CERTIFICATION & MASTERY LEVEL

COMPETENCY 8

The 5 Resistance Archetypes™

*How to Navigate The Victim, The Judge, The Know it All,
The Flake, & The Needy One*

Something most coaches don't know when they start coaching: Your clients will at some point naturally go into Resistance not only to their goals...but to YOU.

The Resistance Archetypes for 1:1 work generally show up as The Victim, The Judge, The Know it All, The Flake, & The Needy One. If you don't know how to Navigate these Resistance Archetypes, it will derail the coaching relationship and coaching container. Your clients will cease to move forward in meaningful ways, and you will feel like you are struggling with them every step of the way.

Once you learn how to work with your clients' Resistance Archetypes, a ton of awareness, energy and motivation open up, and you get the greenlight to move forward powerfully with your client. This module is a powerful introduction to working with Shadow.

You will learn:

- * Exactly what each of these Archetypes are, how they operate, how they will show up in your clients to sabotage their goals and their relationship with you
- * The 3-step Overcoming Resistance Process
- * How to lovingly and effectively call clients out on their most persistent resistance
- * The Greenlight Coaching Theory and Technique to get client calls back on track after big resistance
- * How to ease-fully and expertly assist your clients to take control of their Resistance Archetypes
- * To identify your clients' & your own triggers and family dynamic projections...and how to harness them for healing and growth
- * How the Resistance Archetypes show up in your own life and work, and how to handle them
- * The difference between Fear and Resistance, and when to address each

Sacred Depths Transformational Practitioner

CERTIFICATION & MASTERY LEVEL

COMPETENCY 9

The Befriend Your Fear™

Transformation Process

Fear is one of the biggest factors that gets clients persistently stuck on the road to their goals. Most clients – as well as most coaches! – naturally reject, vilify and run away from their fears. All this does is make your fears stronger. What's needed is a new perspective and understanding of how fear works in human behavior.

I'll teach you the exact steps to take your client through so that **their fear can stop being the enemy** that gets them stuck in their tracks, and instead becomes their friend, their strength and their support system to achieving what they want.

Once you guide your clients to stop fearing fear...and start viewing fear as a natural growth process, everything will change for them.

You will learn:

- * The #1 most vital and important philosophical perspective that you MUST know in order to work with fear
- * The 4 different human reactions to fear and how to identify and handle each
- * How to help your clients distinguish between their fear and intuition
- * A step by step depth process for helping clients literally become comfortable and make friends with their fear so that the fear doesn't block their process
- * How to lead on-the-spot, personalized powerful somatic exercises that addresses fear
- * How and When to anthropomorphize Fear for client leverage
- * Techniques for working with & transforming your own fears (potent soul work you have for yourself whenever you want it!)

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CERTIFICATION & MASTERY LEVEL

COMPETENCY 10

Rewire Negative Thought Patterns Process: *Turning Breakthroughs Into Transformations*

Negative Thought Patterns are one of the most debilitating obstacles to growth and happiness. It is patterned and learned behavior, as well as limiting beliefs, that have been with your clients for decades, and that literally becomes grooved & wired into the brain. There are strong, old, and persistent patterns to break, but it is totally possible if you have the right tools.

When you are able to support your clients to re-groove new behaviors, patterns and thoughts...everything changes. Obstacles don't feel so big anymore. Motivation becomes higher. Excitement and joy get activated.

You will learn:

- * The neuro-science behind Thought Patterns, and how to leverage this information when you work with clients
- * Human behavior around Negative Thought Patterning, and how to work with clients on it
- * The 10 Categories of Catastrophic Thinking and how to identify and navigate each
- * The latest research on the Power of the Mind and the Pain Body
- * The step-by-step method to use to re-wire negative thought patterns with your clients (& yourself!)
- * How to use Behavioral exercises to turn breakthroughs in thinking patterns into long-lasting transformations

Sacred Depths Transformational Practitioner

CERTIFICATION & MASTERY LEVEL

COMPETENCY 11

The Wheel Of Self- Sabotage & The Myth Of Perfection

Way too often, clients will take themselves out of the game because they either get stuck in a cycle of Self-Sabotage or The Myth of Perfection. As a practitioner, you absolutely need to understand both of these phenomena inside out in order to powerfully and lovingly lead your clients out of these closed loop barrier scenarios.

They are trickier and more complex than meets the eye, and the more skill you have in breaking the patterns, the more forward movement your clients will make.

You will learn:

- * The specific stations a client continually loops through when they are on the Wheel of Self-Sabotage and how to find a break in the loop
- * How to build Client Resilience
- * Human behavior & motivation around Perfectionism and Black & White Thinking
- * The Shadow Archetypes of the Myth of Perfection and how to work with them
- * How to support clients out of a "God Complex"
- * The exact series of exercises I use to break clients out of Wheel of Self-Sabotage and Myth of Perfection, and how to adapt them for any client situation
- * The Anatomy of the Human Stretch Process and how to activate it for yourself and your clients
- * Single Occurrence Self-Sabotage vs. Patterned Self-Sabotage (& how to handle both)
- * The crucial difference between the Inner Critic and Shame, and how to handle each

Sacred Depths Transformational Practitioner

CERTIFICATION & MASTERY LEVEL

COMPETENCY 12

How To Create Accountability Structures

For Effective Follow Through & Results

If you aren't able to co-create Accountability with your clients, they will fail at the goals they have hired you to help them with. But most coaches, even very seasoned coaches, don't understand human behavior behind accountability as well as the different Accountability Styles of both the coach and client.

When you can master these vital teachings, you will stop spending countless extra hours following up with clients or feeling over-responsible for them, and your clients will be fully empowered to take their actions into their own hands and move forward at a pace that is aligned for them.

You will learn:

- * Why practitioners CANNOT make their clients do anything. Period.
- * The relationship between Listening Filters and Accountability
- * The Frame of Mind you must embody as a practitioner in order to motivate Accountability
- * How your relationship to Accountability impacts the coaching container
- * The ways that Shame play a role in Accountability and how to powerfully eliminate shame
- * What "Pre-Emptive" Accountability is and how to ensure it's part of your Coaching Container
- * Specific Accountability Structures you can use with your clients (& yourself!) to get things done!

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CERTIFICATION & MASTERY LEVEL

COMPETENCY 13

Embracing The Mystery

Radical Acceptance And Letting Go

Sometimes the most important role a practitioner can have is to support your clients in Letting Go instead of Creating. In our modern world, where so much emphasis is placed on more, more, more and Hell Ya, Let's Do it!....sensitive or deep-thinking/feeling clients can feel forced into going against the grain of their own nature and natural rhythms. But of course, the absolute best way to grow and achieve desired goals is to work in alignment you're your rhythms, not against them.

Because Release and Destruction are vital parts of the Creation process, this is one of the trickiest jobs of a guide (& MOST practitioners don't even realize that this is part of their responsibility!). It must be done expertly, masterfully and with great care in order to have impact.

You will learn:

- * About the 4 Parts of Any Life or Project Cycle and how to harness the power of the cycle with your clients
- * The meaning and incredible power of Being in the Mystery and how to support your clients through this phase of the cycle
- * To help clients identify the difference between what to continue and what to let go of
- * The art of Letting Go and how to guide clients to let go of what no longer serves
- * About the Shadow of Destruction and how to harness it for living in alignment
- * The Anatomy of Grief and how a coach can help a client with the grieving process

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CERTIFICATION & MASTERY LEVEL

COMPETENCY 14

Moving In Rhythm With Time

For Personal Peace And Motivation

Time is one of those topics that is all-encompassing and that causes deep frustration for those who have not worked on it. If you don't know how to help clients move in rhythm with time, you will be met with frustration, exhaustion and stress (from your clients and yourself).

No matter what kind of coaching, teaching or healing you do – **Helping your clients manage time and creating an aligned relationship with time is a big key to their happiness, their sense of peace and calm, and their ability to create change in their lives.**

You will learn:

- * How to heal your own relationship with Time (bonus: when you heal your relationship with Time, many money issues get healed along the way).
- * The 4 basic relationships with time that clients have and how they can leverage their relationship type
- * The 10 main limiting beliefs around time and how to detect it quickly for your clients
- * The importance of having an ideal schedule and how to help clients create one, pain-free
- * The Joy of Blueprinting for yourself and your clients
- * The Art of Receptivity, how it leads to Abundance, and how to work this with your clients
- * Bull's Eye Priority Exercises to eliminate confusion around where clients should focus their time and attention
- * The Shadow of Time Management and how to harness it

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CERTIFICATION & MASTERY LEVEL

COMPETENCY 15

The Most Empowering Transformation Tool: *Fostering Self-Love & Compassion*

Many of your clients will not have ever experienced the gift of True Nurturing, True Self-Love and True Self-Compassion. This is key to client motivation, to client well-being, and to client empowerment.

The best practitioners out there understand this and know that part of their job is to provide this necessary experience and teach this necessary skill for any human being who truly wants to thrive.

You will learn:

- * How to go deeper in your own practice of Self-Love, Self-Care and Self-Compassion
- * The definition of True Nurturing (hint; it's NOT simply taking care of yourself) and how it relates to achieving goals and visions
- * The 5 Sabotage Behaviors that get activated when individuals don't know how to nurture themselves or their projects
- * The energy and power behind the Archetype of the Ideal Mother and how & when to embody this energy for your clients
- * The mechanics of tough love and how to stay out of the pushing and shaming zone (more coaches mess up here than you might think)
- * How to help your clients take excellent care of themselves, their bodies, their psyches and their souls
- * The Power of Radical Acceptance and how to help your clients achieve this
- * The Shadow of Self-Care and how to help clients navigate it

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CERTIFICATION & MASTERY LEVEL

COMPETENCY 16: **Triggers, Projections and Family Dynamics**

In any intimate relationship between two human beings, certain tensions, fears, judgments and expectations will arise. The Client Relationship is no exception to this rule. Both client and practitioner have the potential to be triggered, to be projected upon, and to unconsciously bring their old family dynamics into the picture. As the coach, if you are well trained and have done the inner work to be fully self-aware, not only will you be able to avoid your own triggers and projections, but you'll be able to easefully use the Client Relationship as a vehicle for healing your client's own triggers.

This topic is one that most Certifications don't cover, but they should. It isn't only a transformation skill; it's an Ethics issue.

You will learn:

- * How to use the Coaching Relationship as a corrective experience for your client's triggers and insecurities.
- * What to do when your client treats you like "mommy", "daddy" or "sister"
- * How to keep your own triggers in check so that you don't slip into insecurity, angry, victimized or Judge in your coaching relationships
- * How to step into different Coaching Archetypes, and when each Archetype is needed
- * Advanced strategies for helping clients feel seen, heard and loved
- * How to show up as a fierce supporter without pushing too hard or shaming

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CERTIFICATION & MASTERY LEVEL

COMPETENCY 17

The Off-the-charts Power Of Journaling & Ritual As Transformational Tools

Most likely when you coach, talking will be one of your main modes of communication. However, there is so much power, transformation and forward movement that happens when you add other modalities to the mix. I have found Journaling and Ritual to be at the top of that list.

As a ritualist for the last 20 years, I have seen first hand how bringing ritual actions and the body into coaching creates extraordinary results. Over the course of this module, I will teach you how to use both Journaling and Ritual as companions to your coaching process – both in session and in between sessions. Much transformation happens for coaching clients during their sessions with you. But **don't overlook the incredible progress, healing and shifting that can happen in between your sessions**...if you know how to assign homework assignments and Solo Work activities that strengthen and seal the work you've done together.

In these classes, I will share with you strategies I use that are home runs every single time. **These strategies are rarely ever taught in any type of practitioner training program, but they make all the difference.**

You will learn:

- * Journaling as a Coaching Tool
- * Ritual as a Coaching Tool
- * Visualization as a Coaching Tool



Sacred Depths

Transformational Practitioner Certification

BUSINESS BUILDING BONUSES



Sacred Depths Transformational Practitioner

BUSINESS BUILDING BONUSES

Create Your Unique Marketing Message, 3 Hour Training

In this powerful messaging lab, you will unearth and hone your unique and sacred marketing message. Messaging is KEY when it comes to powerful marketing, and being able to magnetize your ideal clients and build community. We'll go deep together for you to articulate your brilliances and bigger mission on the planet.

Crafting Your Preview Presentations Training, 90-minute Training

I will lead you step by step through my secret formula for creating presentations that will knock the socks off of your audiences and have them running to sign up with you.

How to Bring More Clients into your 1:1 Practice and Programs!, 2-hour training

In this deep dive, I'll walk you through my easy-to-execute signature system for gracefully introducing prospects to your work and for ease-fully generating ideal referrals, new contacts, and new opportunities. (Watch out, world! Here YOU come!)

The Authentic Enrollment Skills Training, 5 Hour Session

If you're in the business of enrolling clients into work that will change their lives, then it's vital that you can do so with consistency, confidence and the grounded knowing that you are doing so in a way that is aligned with your work and your values. This 5-hour workshop will teach you to enroll clients in a way that feels good, never requiring pressure and never resorting to manipulation... While maintaining your confidence and power so that you can work with more people and change more lives. You'll never think of sales in the same way again!

Business Templates, Marketing Templates, Outreach Letters, Enrollment Scripts and More!

Sacred Depths Transformational Practitioner

BUSINESS BUILDING BONUSES

MEET YOUR GUEST BUSINESS FACULTY



Money Mindset *with Monica Shah*

One of the qualities that sets successful entrepreneurs apart is how you think about money, what you believe about money, and how you use money as an entity in your business. An aligned mindset makes all the difference in visibility, income generation, and income flow. We're lucky to have Monica Shah, who is the top industry expert on Money Mindset, share her most potent pieces of wisdom with us.



Being Responsive & ProActive to Issues of Race, Diversity & Inclusion in Your Coaching Sessions & Practice *With Makeda Pennycooke*

If you feel drawn to work with Joanna, chances are that it's important to you to make your practice nourishing and supportive for EVERYONE, regardless of race, religion, gender, and more. Even for "well meaning" coaches, the topic of race, diversity and inclusiveness in your coaching can be tricky. In this session, we will learn from guest speaker Makeda Pennycooke, the ins and outs of cultural sensitivity.



The Scope of Coaching vs. The Scope of Therapy *With Rea Wright*

Professionals join Sacred Depths Coach Training because they want to go deep and really work on the edges of what is possible within the realm of coaching: facilitating profound transformation on many levels. When you do this work, it is vital that you are able to recognize when a client requires psychotherapy, or is in the midst of an active mental health crisis. Join Joanna with psychotherapist and coach Rea Wright as they discuss these important distinctions.



Easy-Peasy Legal for Entrepreneurs *with Gena Shingle Jaffe*

In this super important and informative session, lawyer Gena Shingle Jaffe will share about the most important legal documents you need to start or grow your coaching or practitioner business.



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TESTIMONIALS

Sacred Depths Transformational Practitioner

TESTIMONIALS



"Joanna is absolutely masterful at teaching coaching skills, for both beginners and those more experienced. I've shared her coaching tools with my clients groups, and they loved her work. I've been thoroughly impressed by the quality and depth of her training. Highly recommended."

— **Bill Baren**



"For years, I have secretly wished for an experienced, mastery-level coach to step up and create the certification I wish I'd had back when I was new to coaching. Something that could cut YEARS off the learning curve of an ambitious, highly driven yet empathic woman like me; something with the repeatable secrets of how to REALLY move clients to their success. Joanna is that coach, and Sacred Depths IS that certification."

— **Elizabeth Purvis, 7-Figure Goddess**



"The whole experience has been over and above my expectations, and so very profound."

— **Marcy Stahl**



"I started unsure of how I would pay for the course, and ended up with more income than ever before!"

— **Michelle Thompson**

Sacred Depths Transformational Practitioner

TESTIMONIALS



"Sacred Depths was an illuminating, deep-dive program for coaches like myself who are called to take their mastery to the next level so that they can deeply serve their clients."

— Terra Christoff



"I have so much gratitude for what is genuinely a sacred and deep immersion, and for Joanna's fearless commitment to holding high standards in this field."

— Monika Nataraj



"My desire and ability to market are stronger because of the confidence I gained and I've very quickly found new clients. Sacred Depths is more than a course, it's a life changing journey. "

— Sharon Epstein



"I've been a full-time coach for 13 years now. The Sacred Depths Coaching Program gave me more tools to recognize my client's fears and resistance, and to help them walk through them. I've become a better coach and gotten out of ruts that I didn't even know I was in. The program has also supported me to go deeper into myself to fight my own resistance and procrastination. My clients now regularly rave about their sessions and send me emails afterwards saying how helpful they were. The program is a must on the path to become excellent and masterful as a coach."

— Monica Shah