



LIFE COACH
UNIVERSITY

Company Overview

Rise Coaching is a speaking, training and coaching agency that helps individuals and organizations to take the guesswork out of personal growth and development.

Rise Coaching was founded in 2017 with the mission to help young professionals to thrive within their careers by supporting them in creating more fulfilling life experiences outside of work. Over the past 4 years, we have served hundreds of corporate professionals through our 1:1 coaching services, group coaching programs as well as our live workshops and virtual seminars.

What sets Rise Coaching apart from other agencies is our focus on mindset specialty coaching. We train and develop our certified niche coaches to support their clients using the **RISE Mindset Framework** for all services: Following the steps of **Realization, Intention, Strategy & Execution** as the path to developing our clients and getting them to their specific goals each time. Ultimately, the work that we do will bridge the gap between personal wellness and professional advancement.

Values

- ❑ **People** - Are the reason why we serve. Significant change within the world starts with significant change within people.
- ❑ **Process**- Energy, Effort & Execution Everytime. We do not skip steps, take shortcuts or cheat the system. Integrity is the only way that we forge to the goal.
- ❑ **Performance**- High Level execution, from half-stepping to high-achieving. Our goal is to identify the gap between where our clients are and find the opportunity that will help them to get to their desired outcome and beyond. We 10x the mindset of the individuals that we work with, encouraging them to set goals around identity and intrinsic value. Furthermore supporting them in inevitably meeting all other goals as a result of an improved self-perception and improved worldview.
- ❑ **Profitability**- Transformation breeds exponential increase. When clients identify ways to create more opportunities for themselves, they can produce wealth in all aspects of their lives. Profits include but are not limited to: financial wealth, physical health, improved relationships and career advancement.

Vision: “Scale Impact”

- ❑ **Team Growth** - Our goal is to transform the trajectory of work culture by supporting more team members within organizations to become happier and healthier individuals. Expanding our team consistently will help us to fulfill the mission to serve more.
- ❑ **Corporate Partnerships** - The conversation of wellness is often overlooked within the workplace; we want to incorporate this experience into the place that your team members spend more than a quarter of their everyday lives.
- ❑ **Digital Offerings**- Convenience is key, especially for hard working professionals. Creating easily accessible content that can help support our clients at their leisure will help us to impact more lives.
- ❑ **Live Events** - Pre COVID-19 live events, workshops, speaking engagements helped us to really engage on a more intimate level. As coaches we thrive in environments that allow us to feel the energy in the room and we look forward to creating new experiences that will allow us this opportunity.

Philosophies

- ❑ Every problem comes with a solution
- ❑ Excellence is a practice
- ❑ Success starts from within

Mission

As a mindset specialty coaching agency, our mission is to support professionals throughout their personal journey to wellness by helping them to rise above the limitations of their minds. Doing this helps our clients to achieve balance within their personal lives and thrive within their careers.

Rise offers three avenues of support for clients, coaches and corporate partners.

Team

Ladajah Jackson: Lead Coach & Clinical Therapist (healing specialty)

Tiara Armstrong: Lead Coach (confidence specialty)

Charisma Hoskins: Certified Trainer

Lanasia Angelina: Certified Trainer & Coach (mindset and leadership specialty)

Founder

Rise coaching, formerly known as Rise & Be Great was founded by Lanasia “Angelina” Buck in 2017.

“My number one mission as a coach at the time was to help others to identify what I called “success barriers”. These are the limitations within our mind that hinder us from walking in our true greatness and creating the life that we deserve. Over the years, I have helped several women to overcome these limitations, get married, start businesses, leave toxic relationships, create healthier lifestyles, all by accepting that the only real barrier existed within their mind; which is also where greatness exists.

After realizing that people not only wanted to change their minds but they wanted to be empowered to create more opportunities within their careers, I began supporting professionals in strengthening their public speaking skills. I later published “The Balance” book which is a walking coaching experience, created to help individuals to navigate through life’s challenges by learning how to successfully manage their mindset and emotions through a 21 day journey of guided motivation and meditation.

It’s always been my mission to transform as many lives as possible by sharing testimony and techniques and in 2020 God gave me the vision to “Scale the impact”. I took this as clear instruction to develop more leaders within the coaching industry to help impact lives through coaching. This revelation birthed the Rise Life coach certification Program and secondary Rise Specific & Mindset Coaching Certification.

Certified Life Coach
NLP Mindset Certified
John Maxwell Certified Leadership & Training Coaching

All students who complete the Rise Coaching certification program will qualify for a Rise Coaching secondary training and coaching partnership for corporate vending opportunities.

Program Objectives

Life Coach University is a fundamental skills and techniques training for aspiring coaches and coaches that desire to sharpen their skill-set in order to increase their impact.

This 10 week training program will:

- Educate you on the history and fundamentals of coaching
- Train you on techniques that will enhance your coaching experiences
- Help you to identify and narrow your niche
- Provide you with the tools, knowledge and strategy to grow as a coach
- Provide you with ongoing mentorship
- Help you to skillfully coach your clients beyond their perceived limitations
- Confidently pitch yourself for potential clients and speaking opportunities

Program Expectations

- Preparation
- Commitment
- Effort
- Focus
- Execution
- Positive Mindset
- Coachability

Program Deliverables

- Edified
- Empowered
- Enlightened
- Enriched
- Elevated



LIFE COACH UNIVERSITY

Life Coach University
Week 1: Intro to Coaching

Week One: Intro to Coaching - What is coaching?

What is your interpretation of coaching?

I want to start by explaining the distinct differences between **coaching, therapy, consulting and mentorship** because they are often used interchangeably and this blurs lines of their purpose.

- ❑ **Therapy:** Therapy is looking back and coaching is looking forward. Therapy typically focuses on helping the client to process past experiences, personal trauma etc.
- ❑ **Consulting:** Consulting focuses on giving expert advice to other professionals on a specific business or personal matter. Examples; financial, business, legal
- ❑ **Mentorship:** Is simply providing a proven effective strategy or formula and having someone else follow it to a T to achieve the same results.
- ❑ **Coaching:** Coaching is an action driven experience. Everything that we do throughout this process is with the purpose of the client being motivated to take action and create change within their life. As you work together to identify what limitations the client has, you then support them in identifying what the best methods are for them to create positive results within their lives.

Coaching is described as interventions in competence to improve the actions of others but only if the coach and client are:

- **Committed** - Both in agreement to the experience.
- **Empathetic** - Open to opposing interpretations
- **Have Endurance**- Withstand to the process of coaching
- **Flexible** - Flexible to change one's beliefs or opinions

*****We'll discuss this more in weeks 2/3 "How do I coach?"*****

Fact of the matter is, we all need a little help sometimes, especially when it comes to journeys of self-discovery. Whether your goal is to be more confident or to find fulfillment in a passion project, it can be pretty tough to figure out how to get from point A (identifying a goal) to point B (actually going after and achieving that goal). That's where a life coach comes in. Like a therapist, a life coach is someone who can help you identify strengths and weaknesses and overcome obstacles holding you back. But who you should see depends on your issues and what you're hoping to achieve.

Many people have a general understanding of what a sports coach does: They help an individual or team identify a goal (i.e. winning) and then they develop a plan for that person or group. It's pretty straightforward—and the same holds true for life coaching.

“Life coaching focuses on what's happening right now, what a person wants next, and how that gap can be bridged,” explains certified coach Jane Scudder and founder of leadership development firm The New Exec.

<https://www.oprahmag.com/life/relationships-love/a29465193/what-is-a-life-coach/>

A common misconception is that life coaches provide advice, says Kate Bathras, a Certified Professional Coach and member of the ICF. “It's not a coach's role to impart wisdom, but rather to facilitate the client's own process of connecting to their inner wisdom, and making choices about their actions and next steps from that place of connection,” she explains. In that sense, a coach is an unbiased brainstorming partner—you're still the one doing the heavy lifting.

The History of Coaching

Thomas Leonard, an American financial planner, is generally acknowledged as the first person to develop coaching as a profession in the 1980s. Leonard believed that individuals wanted more of a personal relationship and desired guidance in achieving personal goals and living more fulfilled lives. He later started the first formal training program **“Coaching U”** which still stands strong today. Leonard and many other coaching professionals understood that people needed to experience real change. Clients today often refer to coaching as “The missing link”

So why is this history lesson significant?

This is important because when Life Coaching First hit the scene in the personal development arena it was believed to be cynical and many viewed it as the latest “fad”.

Life coaching today is proven to be a credible profession and has changed the lives of so many individuals in the area of personal, professional and business situations.

<https://www.lifecoachingprofessionally.com/history-of-life-coaching.html>

Overall Objectives for the client:

1. Long term excellence performance
2. Transformational change
3. Challenge Interpretations
4. Identify what motivates the client to take action

Before we begin this experience of developing your knowledge and skill-set as a coach, it's important that you first establish your foundation of why

Ask yourself these questions:

Why do I want to be a coach?

Why coaching over consulting or therapy? Also, coaching embodies a spiritual component which means you are working with a “spiritual being”... how will you represent or incorporate this throughout your coaching experience?

How can I help?

How will you use your expertise and knowledge to guide your clients throughout this process? Who needs you ? Which problem are you solving? Lastly, why you?

Who am I as a coach?

What are your core values, beliefs, and expectations for yourself as a coach?

Who do I need to become to embody the work of a coach?

It doesn't just start with the hard work, it starts with the inner work. What characteristics must you embody in order to represent yourself as a coach in this particular lane?

Homework

Visualization:

Create a depiction of yourself as a coach. What's a day in your life look like? Who are you helping? How are you helping? What are some of your strengths? What are your values? Non-negotiables? How much do you earn for your services? How do you deliver support to your clients?

Assigned Text:

Evoking Excellence - ch. 1-2

Laser Focused Coaching - ch.1

Bring 3-5 Questions about text to session 2