

CVI Certified Practitioner Overview

A simple, effective method to significantly grow your practice, increase billable hours and land more coaching jobs.

The training and certification process will fully equip the coach to carry out the Best Standard Practice of Coaching with the CVI, lifting clients to higher levels of life contribution and job satisfaction.

The **Core Values Index™** (CVI) is the only assessment using strategic values in a simple word-choice format. The CVI reveals:

- a person's innate nature; how they are meant to contribute
- a person's core motivational drivers that cause us them take action
- a person's wired-in life challenges, and how to overcome them
- a person's predictable responses to life's challenges

Benefits of becoming a Certified Practitioner Strategic Partner:

- Establish a passive income stream with unlimited growth potential
- In-depth CVI training and 4 ICF continuing education credits upon completion (\$1,100 value)
- 3 Comprehensive Core Values Index™ assessments (\$150 value)
- Unlimited Basic CVIs for marketing to new clients
- Attractive revenue-sharing plan and no selling involved
- All executive coaching opportunities are referred back to you



Example of 10% revenue-share on a first-project with a client:

- \$10,000 project fee x 10% referral bonus = \$1,000

Certification is appropriate for:

Life coaches, executive coaches, counselors, HR professionals, business consultants, etc.

Practitioner certification in Seattle, WA, and Newark, NJ

Gain the necessary knowledge and skills to become a successful coach using the CVI. Learn how to help others identify their innate core motivational drivers and how to pair this knowledge for personal and professional success. Our program provides exceptional coaching and business development skills to grow your coaching practice.

Working with core values nature provides a springboard for understanding motivation for action, sense of personal mission, and the interpretation of individual work and life activity as meaningful. Using the CVI, a coach helps clients discover *who they are* and **how to consciously direct life choices by their deepest innate core value.**

Registration includes:

- Two 2-hour online/webinar training on CVI fundamentals with CVI-creator, Lynn Taylor
- Coach training workbook
- 3 Comprehensive CVIs (\$150 value)
- Unlimited Basic CVIs in a member account, to market your services (*priceless!*)
- 4 ICF continuing education credits (\$1,100 value)
- The Core Values Handbook (*e-book and print version, 176 pgs, covering CVI fundamentals*)
- Toolbox of marketing and support documents
- 1:1 follow-up session with Lynn Taylor, CEO and creator of the Core Values Index
- CVI-Certified logo, available in a variety of formats
- Certificate of completion and certification