

# HACK YOUR MIND WITH FRED KOFMAN

CREATE YOUR OWN FUTURE \_.

PROGRAM



By Fred Kofman

Unlock your potential  
as a business coach,  
consultant or leader.

**The only training in Conscious Business  
Coaching** endorsed by Fred Kofman,  
aimed at executives, business leaders,  
consultants, coaches and professionals.

**NEXT  
GENERATION  
BEGINS  
MAY 19,  
2025.**

**CBC** CONSCIOUS  
BUSINESS  
CENTER  
By Fred Kofman

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[cbcinternational.org](http://cbcinternational.org)



# SPECIAL PARTICIPATION OF FRED KOFMAN IN 2 SESSIONS WITH EACH STUDY GROUP.

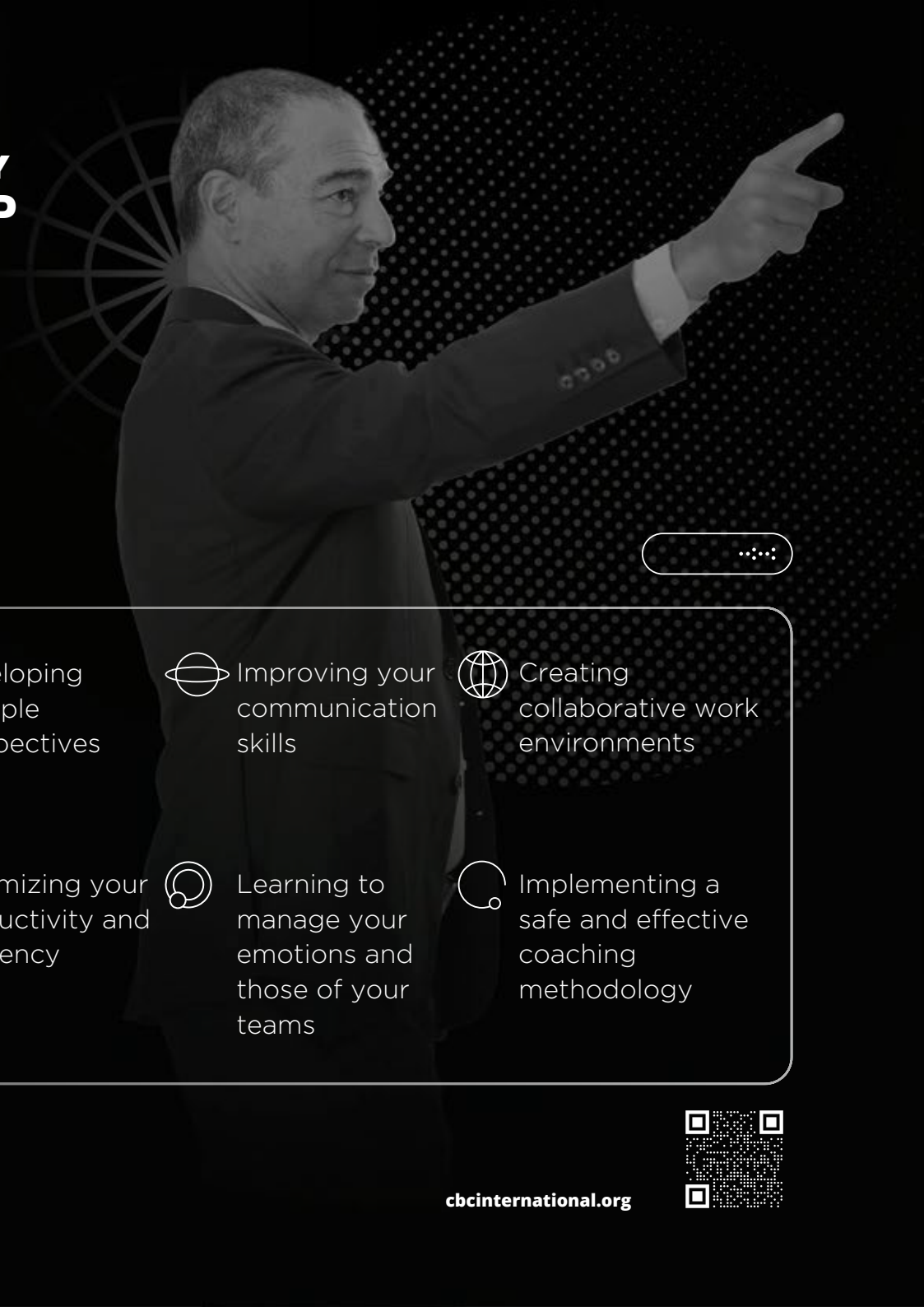
## PROGRAM OBJECTIVES:

- + The CBC+ prepares you to differentiate coaching from other disciplines, understanding the company's reality.
- + You will acquire skills and tools that can be applied to coaching processes, supporting organizations and leaders.
- + You will gain tools to transform unproductive mental models into productive approaches to both doing and being, grounded in Responsibility, Humility, Integrity, Communication, Collaboration, Coordination, and Emotional Mastery.

**POSITION  
YOURSELF AS AN  
ELITE COACH IN  
THE ORGANIZATIO-  
NAL AREA**



**THE WORLD MOVES FORWARD,  
EVERYTHING IS UNCERTAIN, AND NOTHING  
GUARANTEES YOUR SURVIVAL. YOUR ONLY  
ASSURANCE LIES IN YOUR AWARENESS AND  
THE DECISIONS YOU MAKE TODAY. LEARN  
HOW TO **HACK YOUR MIND** WITH FRED  
KOFMAN AND SHAPE YOUR FUTURE WITH  
— CBC PLUS.**



## **WHAT DOES HACKING YOUR MIND MEAN?**



Transforming your mindset from victim to protagonist



Learning to make decisions that drive your growth



Developing multiple perspectives



Improving your communication skills



Creating collaborative work environments



Developing ethical business leadership



Optimizing your innovation and problem-solving skills



Maximizing your productivity and efficiency



Learning to manage your emotions and those of your teams



Implementing a safe and effective coaching methodology



# PROGRAM STRUCTURE:



## 33-WEEK PROGRAM WITH ONLINE WORK - 100% VIRTUAL LEARNING PLATFORM:



- »» Alignment session with your group (maximum 6 people).
- »» 31 weekly group sessions with a CBC Certified Coach of 90 minutes each.
- »» 2 exclusive sessions with Fred Kofman for 90 minutes each.
- »» Free webinars with Fred and other top leaders.
- »» The only program that provides an initial diagnostic test and three 30-minute one-on-one sessions with a coach, offering personalized feedback and tracking your progress as a future Conscious Business coach.
- »» Community of practice to consolidate learning.
- »» Networking through the 'Padrinos' program, which includes optional meetings to build a face-to-face community in each city.





# OUR CBC PLUS PROGRAM HAS TWO PHASES:



## PHASE 1

### CONSCIOUS BUSINESS

You will gain an understanding of the context of a conscious company and the competencies required for a leader to transition from unconsciousness to awareness. You will also apply proven tools from the executive field, enhancing your effectiveness as a coach in supporting executives and leaders.

## PHASE 2

### CONSCIOUS BUSINESS MODEL

You will learn the Coaching RoadMap developed and successfully applied by Fred Kofman in leading global companies and with top-tier leaders. You will receive a guide with clear steps and stages to follow.

#### BLOCK I

##### Consciousness, Leadership and Culture

- »» Introduction to Conscious Business
- »» Leadership
- »» Culture
- »» Mindfulness

#### BLOCK II

##### Intrapersonal Dimension - Mental Model of the Conscious Leader

- »» Response-ability
- »» Stoicism
- »» Humility and Perspectives

#### BLOCK III

##### Interpersonal Dimension - The We (Collaborative Network)

- »» Authentic Communication
- »» Collaboration
- »» Impeccable Coordination
- »» Essentialism
- »» Co-evaluation

#### BLOCK IV

##### Intrapersonal Dimension - Emotions

- »» Emotions

#### BLOCK V

##### The fundamental premises of the CB Coaching Health Model

#### BLOCK VI

##### Walking the RoadMap of a Coaching Session - Part 1

#### BLOCK VII

##### Walking the RoadMap of a Coaching Session - Part 2

#### BLOCK VIII

##### Walking the RoadMap of a Coaching Session - Part 3

#### BLOCK IX

##### IT Dimension: Applying the CBC model in Organizations and with Leaders



# BENEFITS OF CERTIFYING



## »» ONLY CERTIFICATION IN CONSCIOUS BUSINESS COACHING BY FRED KOFMAN:

Get a certification signed by Fred Kofman and learn directly from his experience and recognition as one of the top 5 coaches in the world.

### »» INTEGRAL METHODOLOGY:

We combine theory and practical tools to offer coaching services in organizations.

### »» FRED KOFMAN IS A REFERENCE FOR OTHER COACHING SCHOOLS:

We are chosen by coaches from various schools for the practical and effective intervention model of CBC Plus.

### »» QUALITY LEARNING:

Our approach is based on Fred Kofman's "author coaching" model, which has been used for over 30 years with world-class leaders and organizations.

### »» COMMUNITY AND NETWORKING:

Join a network of more than 30,000 conscious coaches and leaders, expanding your opportunities for collaboration and professional growth.

### »» RECOVER YOUR INVESTMENT:

Enhance your professional offerings by facilitating our programs and integrating them with your services as an independent coach.

#### CBC COACH CERTIFICATION REQUIREMENTS

- + Attend the online program for approximately 9 months, meeting attendance, participation, and practice requirements.
- + Complete the required practical sessions after finishing the online phase.
- + Complete the required practice sessions after finishing the online phase.
- + Pass a written exam.
- + Pass an online certification session with a Master Coach certifier.



# THE TIME TO TRAIN WITH FRED KOFMAN IS NOW.

## WHICH PATH DO YOU CHOOSE?

Consciousness or Unconsciousness



**Contact us to reserve your place!**

(Enrollment is limited to two cohorts per year,  
starting in May and November).

**brenda.slettemark@cbcinternational.org**



**Values**

USD 2800 without certification

USD 3160 with certification

(Payment: We accept Visa and MasterCard credit cards.  
We offer payments adapted to the needs of each person).



# CBC CONSCIOUS BUSINESS CENTER

By Fred Kofman

We are an educational institution dedicated to promoting human flourishing through exclusive programs developed and endorsed by Fred Kofman. Our mission is to cultivate coaches and leaders who exemplify consciousness and professional excellence.



**WE HAVE  
+30000  
MEMBERS  
IN OUR  
COMMUNITY**



**PRESENCE  
IN +30  
COUNTRIES**



**+150 OF OUR CERTIFIED  
COACHES WORKED  
WITH US IN 2023**

