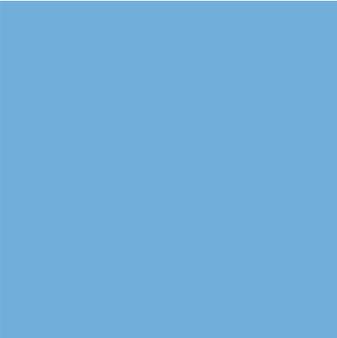
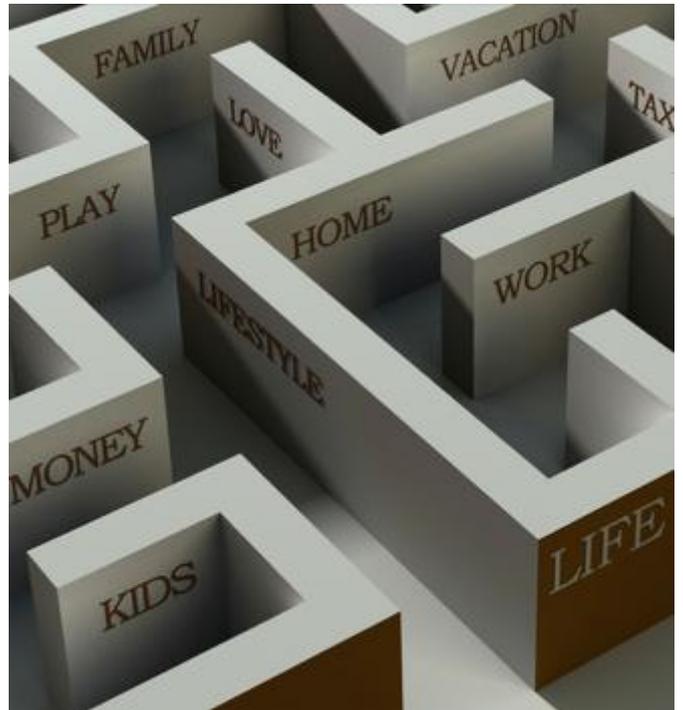




MMS
Coach Training
since 1974

Motivation: spark of passion or drive
Management: focusing that passion on execution
Service: making that vision become reality





Coaching is a Profound Experience... Whose Time Has Come!

Coaching is partnering with clients in a thought-provoking and creative process that inspires them to maximize their personal and professional potential.”
International Coach Federation (ICF)

We live in complex times. We are bombarded by more stimulation than ever before in the history of the world. We need to make more choices in one day than previous generations made in their entire lives. In addition the world we live in is constantly changing. The changes are environmental, technological, political, economic, scientific, and global. We also must contend with task-saturated lives in which responses are expected in nanoseconds, and there is less and less time available to process information and data. In short, there is less time, there are higher expectations, and a plethora of electronic devices that demand attention dictating the need to be “in the know” at every moment causes stress. When you are juggling multiple tasks, trying to get more done than seems humanly possible, and you are faced with

decisions you don't feel confident making... you are not alone. The pressure to make choices and make the right decisions weighs heavily on executives wrestling with expansion, relocation, and reorganization opportunities; it also concerns employees who have to make career choices about changing jobs, relocating to another country, or determining their main “driver” in making these decisions. This is the condition that has given rise to the profession of coaching. Professions come into existence when there is a need; they die out when that need has been replaced. In this fast-paced, intensive world coaching helps unearth vision and passion, focus motivation and make the dream become reality!

Why People Seek Out a Professional Coach...

- To sort out options and determine the most preferable direction
- To uncover your personal truth and receive support in achieving your dreams
- When the stretch between where you are presently and your desired future reality is more than you can imagine, your coach helps you bridge the gap between “here” and “there”
- Your coach can assist you in overcoming obstacles and breaking through blocks
- If you are a perfectionist, stuck in a pattern, or want to board the fast track, your coach can help you achieve your goals
- Your coach will help you sort out your capabilities, preferences, new aspirations to choose what is in your best interest, and then embark on your new venture
- When you have experienced setbacks or unfulfilled expectations, your coach can help you process disappointment, disillusionment, rejection, and even shattered dreams, and then get back on track with your life
- If you have had difficulty achieving your goals, or you’re holding back because of economic conditions, your coach can help you go for it
- Research has shown that people who believe in themselves are much more likely to make their dreams come true than those who don’t. If your dream requires you to stretch your self-image, then your coach can help you find the building blocks between your current perception of yourself and your desired future identity



Corporations Want Coaches for a Variety of Reasons...

- To enhance performance
- To increase effectiveness on the job
- To become more efficient, a better time manager
- To augment gaps in their professional development
- To prepare them for increasing demands on the job
- To develop a variety of skills in preparation for leadership
- To help an employee become more self-confident and focused
- It is less expensive to hire a coach to support an existing employee, than to replace that employee with a new one!



Types of Situations That Are Coachable

- To eliminate gaps between the present and the ideal future vision
- To break through obstacles like in the movie, “The King’s Speech”
- To address confidential and sensitive situations
- To support relocation orientation support
- To assist transitions between jobs or careers
- To advocate medical support when encountering a big choice/decision
- To establish priorities
- To formulate visions, goals, and strategies
- To illuminate legal issues that require sensitivity
- To bridge people concerns regarding mergers and acquisitions
- To overcome challenges with personalities on the job (or off)
- To facilitate choice-making from an inner-directed place

Logistics

125 hours of live and in-person Coach Training over three months

4+ hours per week

3 two-day intensive in-person weekends

6 Feedback coaching sessions

Final exam demonstrating coaching capabilities

“Coaches are the midwives of tomorrow’s realities!”

Chérie Carter-Scott, Ph.D., MCC

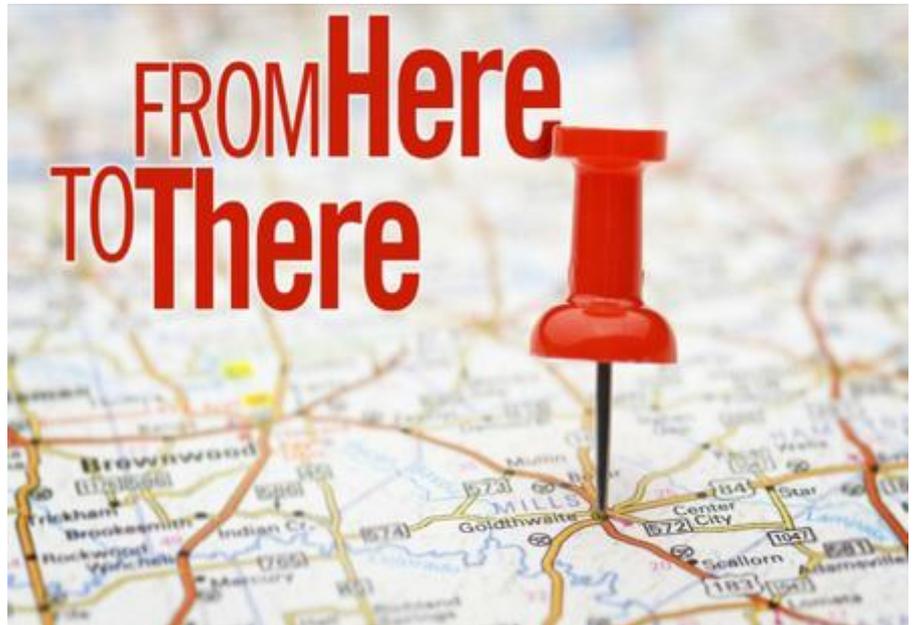
Why MMS Worldwide Institute, BV?

With a 40-year track record of successfully managing change, consulting Fortune 500 companies, and coaching executives to success in America and 25 years of conducting similar business in Europe, MMS has demonstrated that it possesses vision, constancy, and tenacity. After four decades of conducting global, multi-cultural business, we have a formula for success.

As a true pioneer company in training coaches, MMS has remained ahead of the curve while maintaining its integrity: MMS has developed with the integration of technology (IT) with the required interpersonal people skills.

MMS honors the core values of: ethics, honesty, respect, authenticity, collaboration, trust, willingness, choice, alignment, communication, responsibility, community, quality, and accountability.

We encourage these principles, we teach others how to embody them, and we lead by example.



MMS Coach Training



MMS Coach Training is the Original Coach Training

The first MMS Coach Training was designed and presented by MMS Institute, in the USA in 1974. MMS is accredited by International Coach Federation (ICF), the European Mentoring and Coaching Council (EMCC), and NOBCO in The Netherlands.

Who Should Consider Taking This Training

This training is for those who feel they have a calling to help others. If people continually seek you out to help them resolve issues that might also be considered a sign. It is for those who want to assist individuals and teams solve their challenges. It is for those whose jobs require them to have change management skills along with the emotional intelligence to support transitions, shifting expectations, and emerge decisive in the face of changing times. The training curriculum is in compliance with the ICF requirements and is taught by those with ICF Master Certified Coach credentials.

Some of the Skills Taught in the MMS Coach Training

- Connecting
- Coaching presence
- Establishing trust and safety with the client
- Suspending judgment
- Quieting the voices of the mind
- Active listening
- Focus of attention
- Powerful questioning
- Trusting your intuition & messages
- Direct communication
- Creating awareness
- Designing actions
- Discovering your leadership abilities
- Planning and goal setting
- Managing progress

***Please refer to the MMS Coach Training Syllabus for a complete list**

MMS Virtual Training

- Five hours virtual training with Dr. Chérie
- Accessible 24/7 from anywhere
- Enhances English coaching language skills
- Develops focus & listening skills

Benefits:

You Will Learn...

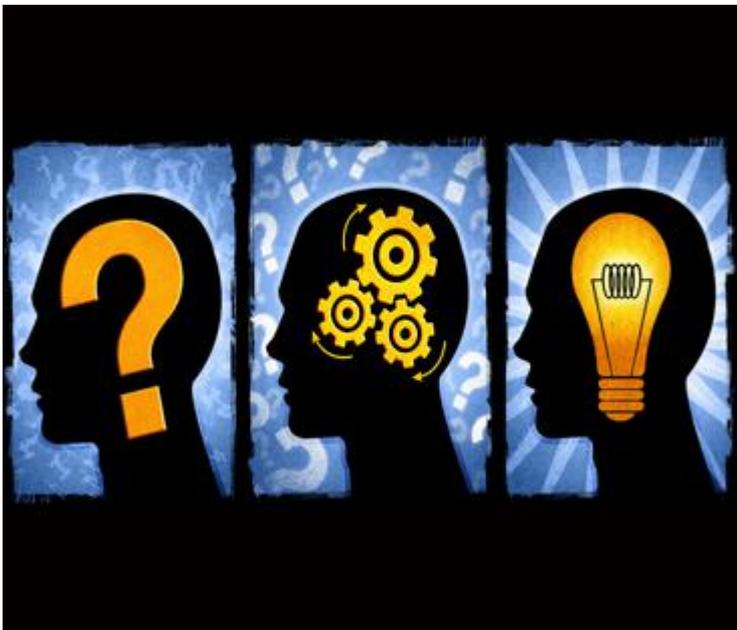
- Everything required to professionally coach
- How to listen to your inner voice
- How to say, "No"
- How to stand up and speak up for yourself
- How to self correct
- How to nurture yourself

You Will Be Able To...

- Discover your blind spots
- Start coaching immediately
- Develop leadership skills
- Stay in balance and set boundaries

You Will...

- Grow exponentially
- Remove blocks from your life
- Become a better listener
- Understand the do's and don'ts of coaching
- Be able to see when and why you judge
- Own and acknowledge your accomplishments
- Trust yourself more
- Have enhanced self-confidence & interpersonal skills
- Experience a new coaching community instantly
- You will be able to make a difference in the lives of many
- Become your authentic self



Frequently Asked Questions

Q: What is The MMS Coach Training?

A: The MMS Coach Training is a 12-week intensive and transformational certification program for people who want to be trained as a professional coach...

- 1) To develop their capacity to facilitate others
- 2) To develop themselves both personally and professionally

Q: How long have you been conducting the Training?

A: Dr. Chérie Carter-Scott, MCC designed and conducted the first MMS Coach Training in 1975. Since then we have continued to conduct MMS Coach Trainings around the world.

Q: How long is the MMS CT?

A: It is 125 hours of live in-person Coach Training over three months.

Q: What is the purpose of the Training?

A: The purpose of the MMS Coach Training is to become an MMS ICF certified coach; to learn coaching skills to apply to your career, and to grow exponentially in awareness and interpersonal skills.

Q: What do you bring to the Training?

A: The most important thing you can bring to the MMS Coach Training is a willingness to grow, your curiosity about other people, a passion to learn about yourself, the desire to develop interpersonal skills, and the commitment to become a "Brilliant" MMS Coach.

Q: Why do people take The MMS Coach Training?

A: People take the MMS Coach Training because they want to grow in dramatic and profound ways; because they want a supportive and nurturing environment in which to learn about coaching; and because they want to hone and enhance their ability to help and support others.

Q: What do they hope to get out of The MMS Coach Training?

A: Every person who enrolls wants to be of service to others, to develop the art of asking questions that originate in the intuition, and to develop ways to quiet the voices in their mind. It is possible to alter the orientation of life from one of regret, remorse, and recrimination to a life of unconditional acceptance, joy, and surrender to your life's purpose and path.



Q: What is the success rate?

A: Our success rate is extremely high because we know the program is not for everyone. We interview candidates to determine if there is a fit between what they are looking for and what we are offering. If there is not a match in expectations, we dissuade them from enrolling in the program.

Q: How is The MMS Coach Training different from other Trainings?

A: The MMS Coach Training is different from other trainings in these ways:

- 1) It is conducted in-person
- 2) It addresses feelings as integral to the process
- 3) It includes energy, chakras, and flow
- 4) Mirrors are a fundamental part of the reflective process
- 5) It goes deeper and is transformational

Q: Can you tell me about the MMS Coach Training method?

A: Our approach is Socratic in that we ask open-ended questions. These intuitive questions allow you to access your inner knowing or “answer channel” and find your answers. You will be amazed at what you will discover about your authentic Self. The basic premise is that unless you have your life the way you want it... it is difficult to support others to make their visions become reality. There are two parts to the CT process: The first six weeks the focus is on the Self. The second six weeks the focus is on the client or coach.

The first portion of the Coach Training is about being the best that you can be... so that you can truly be of service to others, support each person you coach in reconciling challenges, resolving issues, and in ultimately getting their needs and wants met.

The second portion of the program focuses on the Coaching aspect, and the emphasis shifts from “Self” to “Other.” Knowing what you want is your birthright. Helping people know what they want is a gift!

Q: What is the format of the Training?

A: The group meets weekly for four hours in our classroom training session. There are also three sets of process-Lab days (Saturday & Sunday), the first set of process days is the launch of the program. We have another set in the middle between sessions 4 & 5, and another set toward the end between sessions 10 & 11. In addition, there are six “Feedback Sessions” where guests are invited to do sessions with fellow participants, and private one-on-one feedback is provided to each participant.

Q: Are meals included in the price?

A: Coffee, tea, breakfast rolls and fruit are offered on the weekends.

Q: Are there testimonials available?

A: Yes and they are available to download from the website: www.themms.com.

Q: Is there any follow up after the Training?

A: Since MMS has the accreditation of ICF we are applying for the privilege to offer Continuing Coach Education (CCEs).

Q: Are there people I could talk to about their experience?

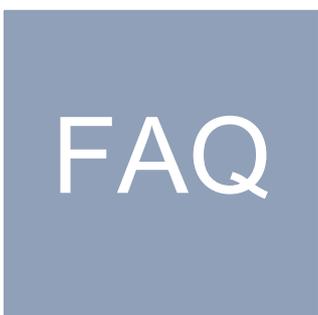
A: Yes, definitely. Visit www.themms.com to access a list of our Featured Coaches to contact. People are happy to share their experience of the MMS Coach Training.

Q: Is there a money back guarantee?

A: Yes, if you truly apply yourself, complete all of the assignments thoroughly, and go for all your objectives 100% and you still don't believe you have achieved your objectives, then, we will refund your money. This rarely happens since almost all participants feel as if they receive much more benefit than they could ever have imagined.

Q: What do I need to do to sign up for the Training?

A: Complete the registration form, then email it to office@themms.com and request an intake interview.



Comments from Graduates of MMS Coach Training...



"We introduced the MMS Coach Training process to provide a better means to connect to the members of our organization. We have tried several attempts to start mentoring programs that focused primarily on the "wisdom" of the mentor. Different with the MMS process, is the focus on the person being coached and their sought after objectives. In my experience, much human potential that could contribute to outstanding organizations goes unrealized often gets "trapped" within our people. Sometimes this is organizationally driven - yet other times it can be due to internal conflict, and personal needs that are not realized.

The MMS process enables a certified coach to focus on either the professional and personal objective of an individual and envision a desired result that the coach owns and is responsible for.

Throughout this past year, it is evident that our team of ten MMS coaches have assisted our mentors, to supervise and lead others better in the performance of their job duties.

In addition, better choices have been made in the areas of job retention, (members choosing to continue service vs. quitting), enhanced relationships that could otherwise affect work productivity, achievement of academic / training pursuits, and overall better focus on both personal and professional life.

All of our MMS Coach Training graduates would strongly agree that the value we received goes far beyond the investment our organization made.

My biggest triumph is that our people know that we care about them individually and through their willingness to utilize the MMS coaching process in the workplace trust has been restored."

Chief Dan Quinn
Retired US ANG



"MMS Institute's Coach Training was the most powerful training I have ever experienced. It gave me tools that I didn't even know that I needed. It was life changing in terms of the work I do. It took me to places inside myself that I healed but was unaware that they required healing. The MMS Coach Training gave me the opportunity to express parts of myself that I never allowed myself to express before. I saw myself in the other participants and as a result I see myself differently."

Suzy Prudden
Los Angeles, CA, USA

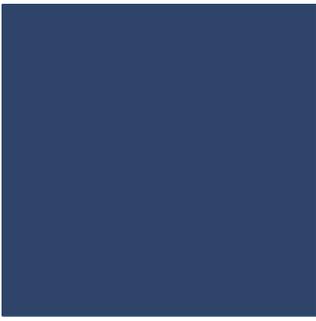


"The MMS Coach Training changed my life. It was the single most transforming experience I have ever had regarding human connection and service. Dr. Cherie has been my coach since 1990. Her effect on me is like the space shuttle transporting me into orbit. You help me realize my true potential."

Dieter Koenig
Kontex

"I can see a noticeable change in the way I relate to my clients since taking the MMS Coach Training. I have learned how to connect with them authentically and sincerely support them, especially in upsetting situations. I feel more comfortable managing problems as they arise and handling client's concerns with dignity and respect for their individual processes. I am so very grateful."

Monica Lenches
Real Estate Consulting



"I took the MMS Coach Training in October of 2005. I am a Manager of a real estate sales office, and took the training to increase my ability to work with and coach my agents to higher levels of success. However, what I have gained has been much more. It has benefited me in my marriage, my relationship with my children, which is invaluable, and of course my relationship with myself! I recognize now when I personally am stuck on an issue and know when to reach out and ask for help, of course from a graduate of the MMS CT! In my work environment I have discovered that I am more able to connect with people at a deeper level, in the coaching process and in dealing with people in general, be they sellers, buyers or potential recruits. I help my agents with much more than their real estate sales business, helping them work through personal issues as well as career issues. What I know is that when an individual is happier in all areas of their life, they are much more likely to succeed in their chosen profession, it is a true win-win. The MMS Coach Training has definitely helped me and I am very grateful for the MMS Coach Training."

Jo-Anne Guderian
Former-Manager of Coldwell Banker Premier Realty

"The moment I met Cherie, I felt a special connection and I thought: she can teach me some things that are important for me to learn. So I took the MMS Coach Training, which exceeded my already high expectations. I learnt a lot about myself, got rid of a couple of major limiting beliefs and learnt to be an effective coach, able to empower others. I use my newly acquired skills in my businesses, in my family and in every aspect of my life, wherever I find it appropriate to use them. What I especially like about Cherie and Lynn is that they really practice what they preach. This illustrates the power of their philosophy. I can highly recommend this course to anyone, regardless whether you want to become a professional coach, change jobs or just want to get better at what you are already doing."

Roland Slot
Aberkyn Team, The Netherlands

"MMS showed me that non-judgmental coaching creates opportunities. It helped me learn how to connect with my clients. I use the skills I learned in the MMS Coach Training every day of my life."

Paul van Hooft
Professional Coach

"I feel empowered. I feel touched. I feel incredibly enriched. I feel re-enchanted. I feel joyful and playful. I feel grateful. I feel connected and committed. Wow!"

Gertjan Mulder

"I feel thoroughly cleaned internally and in full transformation. I will continue to live the process for the rest of my life. I feel deeply gratified that I have been able to choose for the MMS Coach Training. This has been the greatest gift I have given myself."

Hans Vermeulen

"I'm ready to create my future around: freedom, adventure, helping others, authenticity, inspiration, and happiness."

Jantien Aarts



Chérie Carter-Scott, Ph.D., MCC

Dr. Cherie is an ICF Master Certified Coach (MCC), known to many as the “Mother of Coaching.” Additionally, she is an international bestselling author, entrepreneur, consultant, lecturer, Master Coach Trainer, curriculum designer, and seminar leader. Her organization, Motivation Management Service Institute, (MMS) has trained millions of people worldwide. Dr. Carter-Scott, has been coaching change successfully for more over four decades. She received her Ph.D. in Organizational Development. She has conducted media tours in Europe, Asia, and the US, and has appeared on Oprah.

Dr. Carter-Scott is a New York Times #1 best-selling Author of, *If Life is a Game, These are the Rules: The Ten Rules for Being Human*. She has over 16 titles in print, including *Transformational Life Coaching*, she has millions of books in print in 40 languages. Dr. Carter-Scott has taught in more than 30 countries on five continents.



Lynn U. Stewart, PCC

Ms. Stewart, Director of the MMS Worldwide Institute, BV based in Amsterdam, is an international Corporate Consultant/Trainer, and Personal Life-Design Coach. She is a proven expert on human relationships, both professional and personal. She creates bottom-line results for Fortune 500 clients which include: GTE, Burger King, Royal Bank of Scotland, and Meredith Publishing. Ms. Stewart assists clients in the implementation of corporate visions, goals, and the integration of their personal lives.

Clients consistently experience results that exceed their expectations, including job ownership, increased leadership/communication skills, and an expanded self-concept.

Ms. Stewart’s experience in facilitating personal power and positive self-regard in others is said to be “remarkable.” She has been coaching for over 35 years.



Michael Anthony Pomije, ACC

Michael Pomije worked in sports television for fifteen years then transitioned to become an international lecture agent and Executive Coach. He is certified ACC by the International Coach Federation and works primarily with executives on work assignments, family demands, discovering their passion, and achieving life balance in all areas including health, one of his passions.

Currently, he is Managing Director of Motivation Management Service, LP in Bangkok, and has worked with MMS Institute, LLC in the United States since 2000. He is an MBTI administrator and uses that skill in his coaching that help clients realize their work preferences, behaviors, and communication style.

He holds a BA degree in Business Management and also has his TESOL English certification.



+ Netherlands
United States
Thailand



The MMS Worldwide Institute, BV

Keizersgracht 62-64
1015 CS Amsterdam
The Netherlands

+31 (0) 6 42 54 00 07
office@themms.com

To order books, visit: www.drcherie.com for a personally signed copies.

You can also visit: www.themms.com, www.themms.eu, www.mmsthailand.asia, www.mmsvt.com