



Creating  
World-Class Leaders,  
Coaches and Trainers

# BUSINESS COACHING CERTIFICATION TRAINING

"Empower Business Growth"



4 Days Approved Certification Training by  
Professional Business Coaching Alliance

# What Is The Business Coaching Certification?

Business coaching is a booming industry for good reason: It works. If you are interested in providing professional business coaching services, you have come to the right place. In the PBCA Business Coaching Certification Program you will learn how to be a professional business coach, and you will also learn how start and grow a thriving coaching and consulting practice of your own.

As PBCA graduate you will be equipped to launch an incredibly rewarding career: Help others achieving their full potential. You will empower business owners and top executives in the areas of business growth and personal effectiveness.

Traditional consultants just tell their clients what to do. PBCA certified coaches go further: they partner with their clients to achieve greater clarity of their objectives, priorities, strategies, plans, and actions. PBCA coaches help clients to get through the rough spots when they get distracted with professional or personal issues - enabling them to get their initiatives back on track so they can reach their goals and highest levels of business or personal success.



## Training Benefits



### Significant income generating ability

Business coaches are paid a premium because the ROI is so great.



### Variety of income streams

Individual coaching, group coaching, consulting, training, and fractional service offerings (such as part-time "Sales Manager" for hire, or "CFO" for hire") are just a few of the different service-offerings you can incorporate into your practice or firm.



### Repeat business

Business coaching is typically a retainer-based service and coaching relationships can last for years... sometimes, forever!



### Very low overhead

You can operate your own independent business coaching practice without large capital expenditures.



### Flexibility to work where and when you want

You can work from home, from an office, or from the road. You make your own hours (full-time or part-time). You can coach clients in person or online. The world is your territory!



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### 4 WAYS TO GET IN TOUCH

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2. Email: [support@nlptopcoach.com](mailto:support@nlptopcoach.com)
3. Phone: +66 2 120 9443
4. Mobile: +66 81 843 4272

# Who Should Attend?

## **Business Owners, CEO, Senior Executives, Heads of Department, HR Managers**

Being a business owner and top executive can be a challenge. We all can get stuck or overwhelmed. With the PBCA certification you will get the tools and techniques to grow your business or department in the areas of sales, marketing, customer service, employee issues, partnership challenges, family business dynamics, leadership growth, finances, systematizing the business, strategic planning, exit or succession planning, and a variety of other areas of business effectiveness. Those are extremely valuable for you as an entrepreneur and leader, even if you have no intention of becoming a business coach.



## **People Who Want To Be A Professional Business Coach**

If you are interested in providing professional business coaching services in your town or around the country, you've come to the right place. In the PBCA Business Coaching Certification you'll learn how to be a professional business coach, and you'll also learn how to start and grow a thriving business coaching and consulting practice of your own.



## **Anyone Interested In Becoming an Entrepreneur**

Do you have a dream to start your own business? Confused? Wondering how to start? This Business Coaching Certification will give you confidence of knowing exactly what to do. Many of our students graduated to successfully start their business.



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# Training Overview

This 4 days training is designed to immerse you in a unique, powerful and advanced set of business tools, techniques and skills to apply in your coaching practice. You will be able to help business owners, top executives and department heads to achieve breakthroughs in the areas of profit, revenue, marketing, human resources, general finance, processes and procedures, leadership, exit/succession planning and customer service.

Each technique is delivered through a process of theory, demonstration, role play, practicing, debrief, Q&A and story telling with experiences from professional coaches.

## This Program Includes

1. 4 days total immersion live training or/and live virtual seminar from anywhere around the world so that you can experience transformation in a fun, powerful and practical environment.
2. Twelve no-nonsense online implementation coaching sessions (1 hour each) to make sure your learnings from the training do not fade away - and instead, install it as a new behavior to succeed in your life.
3. Lifetime access to membership site so that you can review the entire course at your convenience.
4. Sebastien's step-by-step "Everything You Need Manual" with proven coaching tools & techniques so that you can produce guaranteed results for yourself, your family & your team.



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# Business Coaching Training Agenda

## Day 1

- 9.00 Meet Your Master Trainer & Coach
- 10.00 Benefits of coaching for individuals and organizations
- 10.45 **Coffee Break**
- 11.00 A listing of common business challenges that are common among business owners
- 12.30 **Lunch**
- 13.30 The Deliverables of Business Coaching
- 14.45 Coaching fundamentals
- 15.30 **Coffee Break**
- 15.45 Strategy coaching model to earn new clients
- 17.00 Practice the Strategy coaching model exercise
- 19.00 Debrief
- 19.45 Conclusion

## Day 2

- 9.00 Top 10 mistakes business coaches make
- 10.30 **Coffee Break**
- 10.45 Business effectiveness fundamentals
- 12.30 **Lunch**
- 13.30 Exercise on Business effectiveness
- 14.15 Personal Effectiveness Fundamentals
- 15.00 Exercise on Personal Effectiveness
- 15.30 **Coffee Break**
- 15.45 Strategy coaching model to earn new clients
- 18.30 Practice the Strategy Coaching Model Exercise
- 19.00 Debrief
- 19.45 Conclusion

## Day 3

- 9.00 101 Strategies
- 10.30 **Coffee Break**
- 10.45 Exercise on 101 Strategies
- 12.30 **Lunch**
- 13.30 Continue exercise on 101 Strategies
- 14.00 On boarding a client
- 14.45 Exercise to on board your first client
- 15.30 **Coffee Break**
- 15.45 Leading through Coaching
- 17.00 Exercise on Team coaching
- 19.00 Debrief
- 19.45 Conclusion

## Day 4

- 9.00 Service Offerings / Pricing fundamentals
- 10.30 **Coffee Break**
- 10.45 Exercise on Service and Pricing
- 12.30 **Lunch**
- 13.30 Marketing fundamentals
- 14.30 Mastery of your elevator pitch
- 15.30 **Coffee Break**
- 15.45 Exercise to get your elevator pitch right
- 16.30 The most powerful way to end a seminar
- 18.30 Scheduling fundamentals
- 19.00 Debrief
- 19.30 Graduation & Dinner Celebration

## Special Bonuses

As a graduated student of the [PBCA Certification](#), you are welcome to be a coaching assistant and retake the course complimentary (except coffee/lunch break). You will be assisting the head trainer and participants to ensure that they have a great learning experience.



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# Receive The Internationally Accredited Certification As A Business Coach



## PBCA Memberships Benefits

**As a PBCA member-coach, you will have full-access to a library of over 950 coaching tools including**

- Sample Contracts
- Non-Disclosure/Confidentiality Agreements
- Client Binder Templates
- Business Assessment Tools
- Group Coaching Programs
- Business Diagnostic Tools
- Person Effectiveness Tools
- Seminars / Workshops
- Blogs
- Articles
- Training Courses
- Sample Email Marketing Sequences
- Strategic Planning Templates
- Much More



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YOUR TRAINER

# Sebastien Leblond

**Author,  
Asia's #1 Master NLP Trainer & Business Coach**

Over the last 10 years, Sebastien has trained and certified over 40,000 individuals and corporates from more than 30 different countries around the world.

He has delivered 1,000s of Seminars, accumulated 10,000s of hours of One on One Coaching.

He popularized Neuro Linguistic Programming (NLP) and ICF Coaching, founded the company NLP Top Coach to continue his mission to change the world by creating World-Class Leaders, Coaches and Trainers.

Through his training, you will Unleash Your Power for Success and Happiness to create an Extraordinary Life in your Career, Business, Wealth, Health, and Relationship.



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# SUCCESS S T O R Y



**Bhada Sinhaphalin**  
Founder of FEELGOODX  
Pte Ltd.

*"Did you know the difference between a good business coach from one to another and what is their secret? My name is Bhada. I'm a certified ICF Coach and with the knowledge that I learned from the PBCA course. It's helped me to create a good foundation to be a great business coach, the alliance and the information in addition to the course itself. It creates a much more network and expands my horizon. Thank you, Sebastien Leblond and NLP Top Coach, for making this course available in Thailand and around Asia. I truly appreciate and once again, thank you."*



**Dr. Mizuyo Matsumoto**  
Business Coach

*"My name is Mizuyo Matsumoto. I am Business coach based in Ho Chi Minh City. I took a PBCA course with NLP Top Coach because I wanted to become a Business and Executive Coach. These 4 days course gives me so much knowledge, skill and confidence to coach any business owner. There were a lot of tools, techniques and structure to be a successful Business Coach. So, if you don't know where or how to start your coaching business owner then this course will be great for you. Thank you, Sebastien!"*



**Rafael Barreto Plasencia**  
Captain flight instructor at  
Vietjet Air

*"I would like to say Thank you to Sebastien, Gloria and NLP Top coach Team to give me an opportunity to give a testimonial about my experience with PBCA Training. I have a few businesses and after joining PBCA I learned the system and process on how to run the proper business and feel confident to coach Business Owners from different industries. After the PBCA course I took the massive action and got the deal with Spanish stock exchange institute to do group coaching and then upselling to one on one coaching for business owners and CEOs. And I highly recommend anyone to learn from Master Coach, Sebastien Leblond."*



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