

Be A Force for Good. Become a Coach.

THE LUMIA SIGNATURE PROGRAM SYLLABUS

An immersive life coach certification for irreverent individuals who are inspired to change their life and launch a coaching practice they love.



Formerly known as





What Makes Lumia Different?

So, you want to become a coach.

Not just any coach – You want to **make a difference** while carving out more **personal freedom** for yourself.

You've probably been having casual coaching conversations with people for ages. You love to watch people come alive as you share your story, and you know you can make a bigger impact with the right training and support.

There's a lot of training programs out there, but there's never been a coaching company that combines coaching and community like Lumia.

We've been building Lumia for the better part of a decade and our team brings **thousands of coaching hours, expertise and valuable insight.** We're ICF accredited and pride ourselves on our no-bullshit approach, a unique blend of adaptive therapeutic training and modern day coaching concepts and techniques.

Experience the joy of an encouraging community of 1500+ other coaches, eye-opening education, and support that extends far beyond your training.

**THIS ISN'T JUST A LIFE COACHING PROGRAM,
IT'S A LIFE CHANGING PROGRAM.**

It's time to move past your fears and allow your story to impact the world. For good.



John Kim

THE ANGRY THERAPIST &
COFOUNDER OF LUMIA

Noelle Cordeaux

CEO OF LUMIA

The Lumia Training Experience



LIVE, ONLINE TRAINING

Industry experts teach a variety of methods and techniques to help you become a successful life coach.



SMALL CLASS SIZE

A cohort of about 25 fellow classmates to support you through certification.



PRACTICE COACHING

Coaching practice opportunities to prepare you for coaching in the real world, not just in the classroom.



BUSINESS, MARKETING + SALES TRAINING

Classes on branding, entrepreneurship, niche, marketing, and sales to launch your coaching business the right way.



COMMUNITY SUPPORT

Access a community of 1500+ Lumia coaches to get your questions answered, network and experience immense support.





ICF ACCREDITED

Lumia is accredited by the International Coach Federation.



DEDICATED PROGRAM COACH

Your personal guide for the length of the program.



LUMIA COACH PROFILE

You'll be added to our alumni directory on our website for clients to book sessions.



LIVE EVENTS & PARTNERSHIPS

Enjoy the real-world connections with Lumia coaches as we provide coaching to the public at SXSW and other wellness events.



LIVE OFFICE HOURS + COACHING MASTERY

Get personalized access to Lumia founders through weekly Office Hours with John Kim and monthly Coaching Mastery with Noelle Cordeaux



"Before Lumia, I was only making a bit of money, working with a couple of clients. **Now I have a full client roster of 15 clients with many on a waitlist to work with me.** I am so much more expansive and abundant. **I no longer feel like an imposter.** I actually feel like I belong with the heavy hitters in this industry.

Jamie Rea - 2019 Graduate



The Lumia Signature Program

The Lumia Signature Program is a life coach certification that provides deep education and personal development, prepares you to work with clients and allows you to launch your business as a coach.

Then, with that solid foundation, you'll go deeper into the ICF core competencies and receive advanced coach training in professional interventions, ethics and standards.

LEVEL UP WITH AN ICF CREDENTIAL

Lumia Signature will allow you to pursue your ICF Credential via the ACC Portfolio Path. ICF credentialing can take your coaching skills and talents to the next level and signal to potential employers and clients that you're a credentialed, professional coach.

If you plan to coach professionally, want to pursue coaching jobs at large companies, work as an executive or business coach, or develop more confidence, expertise and experience as a coach, we encourage you to pursue the Lumia Signature Program.



Lumia Signature is Great For You If:

- You're ready to develop the skills, tools and advanced techniques to open your own coaching practice.
- You're interested in professional and personal growth and development.
- You're looking for a solid community to keep you accountable and motivated.
- You're eager to work with clients from all walks of life, including corporate and executive clients.
- You want to command a higher salary and hourly rate as an ICF credentialed coach.

Lumia Signature Also Includes...

- ✓ 60 CCE ICF HOURS UPON PROGRAM COMPLETION
- ✓ LIVE TRAINING AND 5 GROUP MENTORING SESSIONS
- ✓ DEDICATED CLASS COACH
- ✓ ICF COACH KNOWLEDGE ASSESSMENT (CKA EXAM PREP)
- ✓ PRACTICE COACHING EXPERIENCE & HOURS LOGGED TOWARDS ICF CREDENTIALING
- ✓ EXCLUSIVE LEARNING PORTAL WITH ADDITIONAL RECORDED CONTENT & RESOURCES

The Essentials Track

Ready to get your life coach certification in six months? The Essentials Track is an expedited, six-month version of the Lumia Signature Program that offers incredible coaching education, support and community without the additional ICF education or credentialing prep.

Essential Track is Good for You If:

- You want to graduate and launch your coaching business in six months
- You're not interested in obtaining your ICF ACC credential
- You want to work in the world of wellness and develop personally and professionally



**NOT SURE IF YOU WANT TO
PURSUE ICF ACC
CREDENTIALING YET?**

Enroll in the Essentials Track and add on the Lumia Signature Program at any time, for an additional fee.



What You'll Learn

How to coach using theories, techniques and more

Build a strong coaching foundation and learn one-on-one coaching, relationship coaching, solution-focused coaching, group coaching, and so much more.

Go deep on evidence-based methods such as positive psychology, neuroplasticity, the art of questioning, coaching presence, ethics, boundary setting, and more.

Tailor your experience to your needs and explore appreciative inquiry, finding purpose and meaning— all from a person-centered approach.



"I knew I wanted to be a coach when I began Lumia, but I was not sure how to coach, I was not confident in my abilities, and had some limiting beliefs holding me back. Now I am confident that I can coach anybody. I am so excited to get out there and help people. Lumia helped by teaching **science-backed personal development and coaching frameworks**, providing amazing instructors to support my learning, setting up small classes and cohorts to create an intimate learning environment, and connecting students to the broader Lumia community."

Leya Aronoff - 2021 Graduate





Build your coaching skills with practice

Gain a deeper understanding of how to coach through skill-building coaching sessions with others.

Put your skills to good use and implement new methods and techniques. Unpack your experiences in class and receive feedback as you go.



"I was working full time for a BIG corporation. I had all the "perks" & "benefits" but absolutely NO time. I recognized my potential and signed up for Lumia with an idea to quit corporate life and venture on my own. **Little did I know I would find such amazing tools, enough to help me be brave and quit early! Now I am a full-time personal coach!** I help people thrive in confidence, through mindfulness and hope."

Graciela Moore - 2021 Graduate

Launch your business and build your brand

Prepare your business to launch as you learn how to build your brand with integrity.

Discover your niche and understand what makes your practice unique as you zero-in on your target client and figure out how to reach them effectively.

Overcome your fears around self-promotion and visibility as you take on digital marketing and close clients with intention.



Sample Curriculum

FOUNDATIONS & FUNDAMENTALS OF COACHING

The 5 Step Coaching Framework
Applied Person-Centered Theory
Ethics & Contracting
Art of Questioning
Reframing & Reflecting Techniques
Intro to Frameworks: 5D Processing

COACH & CLIENT STORIES

Intro to Intersectionality
Two Way Mirror
Mindfulness in Coaching
Building Your Container
Coaching Psychology & Neurobiology

THEORY & SCIENCE

Understanding Trauma
Positive Psychology
Unconscious Bias

BUSINESS DEVELOPMENT

Essential Sales Skills
Entrepreneurship 101
Intro to Branding & Niche
Digital Marketing & Social Media 101
(Seasonal workshop)



Foundations & Fundamentals of Coaching

The 5 Step Coaching Framework

Dive right into the basics of coaching and working with clients using the Lumia 5-Step Coaching Process. Learn to begin all coaching engagements with clarity and focus.

Applied Person-Centered Theory

Discover and utilize person-centered coaching techniques that focus entirely on welcoming your client on their own terms. Learn the power of holding space, active listening, and how to build empathy.

Unconscious Bias and Connecting Across Cultures

Discover the importance of ethics and the differences between therapy, coaching, mentoring, and consulting. Create and introduce coaching agreements with clients and begin your peer coaching experience.



Art of Questioning

Gain awareness of how to ask powerful questions that move the dial for your clients, as well as common question mistakes and how to fix them, how to use client profiles, the funnel model and generating options.

Reframing & Reflecting Techniques

Learn essential reframing techniques to use with clients. Grow more comfortable with reframing by practicing out loud in class, with feedback and support.

Intro to Frameworks: 5D Processing

Get introduced to coaching frameworks with the 5D coaching process for working with clients to help them set achievable goals and move towards those goals effectively.

Coaching Practice & Application

Apply what you've learned and practice your coaching skills with your peers. Gain valuable insights and learn by doing, with feedback and guidance as you go.



"My business has literally grown by 75% since enrolling in Lumia! I owe much of my newfound success to the confidence and support I've experienced through this six month journey with Lumia! Thank you from the bottom of my heart for making me a better human, better coach, and giving me what I needed to grow my success container!"

Kathryn Pirozzoli - 2020 Graduate



Theory & Science

Understanding Trauma

Coaching can sometimes lead to unresolved trauma bubbling up. Coaching steers clear of working with trauma directly. Learn how to identify it, respond appropriately and understand when to refer out.

Unconscious Bias

Gain awareness of a variety of bias and how it relates to cultural competency as a coach. Explore and discuss concepts of equality, nuance, difference and understand ethics and equality as a global standard in coaching.

Positive Psychology

Positive Psychology informs how coaching fits into the evolution of human thought. Learn critical theories and principles to support positive psychology based coaching interventions in order to restore clients from baseline to flourishing. Review the coaching framework of life design to provide an actionable and structured process through which to apply the concepts of positive psychology.



"Ever since the moment I started with Lumia, I knew that this was the space where I would feel constantly supported in my growth to becoming a life coach. **I joined Lumia to help better equip me with evidence-based strategies, and I can definitely say my toolbox is packed!** Each coach has a different personality in their teaching style and in their passion for their craft. **It was so refreshing to be in a group with individuals who think and care for others just as much as you do."**

Joy Erika Diwa - 2020 Graduate



Business Development

Essential Sales Skills

Discover a coaching-centered perspective on sales and closing clients. Working from a heart-centered outlook, learn how to value your work, demonstrate your value to prospective clients, and do it all with authenticity.

Entrepreneurship 101

Learn the ins and outs of entrepreneurship, how to establish your big and small business goals, create systems & structure, build your business management toolkit, and how to intentionally take your first steps into getting clients and launching your business.

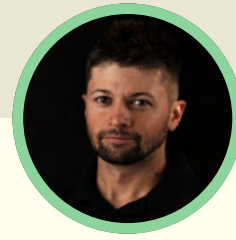
Intro To Branding & Niche

Every great business needs a fantastic brand. Discover the basics of branding, how to discover your “why” and uncover your unique niche, learn specifics on developing your brand identity, identifying your audience, and zeroing in on your ideal client.



Digital Marketing & Social Media 101 (Seasonal Workshop)

A quarterly workshop where you'll learn to use your time wisely by investing in the right areas. Discover what social media channels to use and when, how to develop content that connects deeply with your ideal client and get specifics on how to stand out from the crowd with your digital presence.



"Lumia Coaching is REAL people looking to REALLY change lives. I

felt not just welcome, but home. The group is amazing and supportive.

Everyone is there for you. Lumia provides everything that you learn and access to the groups FOREVER.

The cost to take the program?

Worth every bit and more."

Zackary Henson - 2019 Graduate

END OF ESSENTIALS TRACK

LUMIA SIGNATURE STUDENTS CONTINUE

ICF Core Competency Training

After completing Essentials Track, Lumia Signature provides extra training and practice to prepare you to obtain your ICF Credential and launch a stronger professional practice by immersing you in the ICF Core Competencies.

Five group mentoring sessions will take place between classes and may consist of Q&A, practice coaching, and a deeper dive into content with your mentor coach.

PART 1: FOUNDATION

Understand and consistently apply the ICF code of ethics and standards of coaching.

PART 2: CO-CREATING THE RELATIONSHIP

Create clear agreements about the coaching relationship, process, plans and goals. Partner with the client to create a safe, supportive environment that allows the client to share freely. Maintain a relationship of mutual respect and trust.

PART 3: COMMUNICATING EFFECTIVELY

Focus on what the client is and is not saying to fully understand what is being communicated. Facilitate client insight and learning by using tools and techniques such as powerful questioning, silence, metaphor or analogy.

PART 4: CULTIVATING LEARNING AND GROWTH

Partner with the client to transform learning and insight into action. Promote client autonomy in the coaching process.



Meet Your Instructors

Our live, virtual classes are taught by our diverse group of expert instructors, trainers and coaches.

We're eager to create an engaging, lively learning environment that will help you create real knowledge and expertise of your own. That means high-quality instruction, and our instructors are dynamic, skilled facilitators.

Many are ICF Credentialed, and all of them are experts in their field of knowledge with strong specialties that will help you gain exposure to new ideas and techniques along with tried and true methods of coaching.

We take feedback seriously and are constantly improving each class we teach, to ensure it's up to date and incorporates the latest techniques and learning.



What Our Graduates Have To Say



"After joining Lumia, everything began to fall into place. Not only was I becoming a more well-rounded coach, but I learned more about myself than I imagined I would. My habits changed and I felt a new sense of belonging as I became a part of this powerful community. **With the Lumia Community behind me, I am more confident, have growth and business opportunities that are offered to me almost daily through the group, and I am serving my clients at a higher level.**"

Michelle Rabell - 2017 Graduate



"Despite having experience working in the mental health field and being well versed in a clinical therapeutic practice, Lumia provided the missing pieces of the puzzle. While my clinical therapeutic background provided me with the tools to help people heal, being a catalyst has supplemented my tool box to help people grow. On a personal level, having gone through the course has provided me with an opportunity to learn a better way to love, live and perceive the world."

Aileen Uy - 2015 Graduate



Graduation Requirements

To obtain a Certificate of Completion of the Lumia Signature Program, you must complete the following graduation requirements.

Graduation requirements certify that you are trained in the methods and practices of Lumia.

- ✓ ATTEND AT LEAST 80% OF THE LIVE ZOOM CLASSES.*
- ✓ COMPLETE ALL REQUIRED PRACTICE COACHING SESSIONS.
- ✓ COMPLETE ALL REQUIRED HOMEWORK ASSIGNMENTS.

*Any classes that are missed must be made up via the Lumia Missed Class Policy which involves watching the recording and writing up a summary of your learnings.



Partnerships & Live Events



LUMIA COACHING LIVE EVENTS & VIRTUAL RETREATS

Lumia is truly a global community, and we connect in person and virtually several times a year at various meet-ups and weekend-long events designed for Lumia Coaches and Students only.

We skill build, learn from experts, form long-lasting bonds and dive deep into all things coaching as a tight-knit community.





COACH LIVE WITH LUMIA AT SXSW & OTHER WELLNESS EVENTS

Lumia Coaching on the road! We provide coaching to the public, network with wellness professionals and companies, and connect in person with fellow Lumia coaches at public-facing events!

Lumia works year-round to secure business partnerships and opportunities that advance the coaching careers and financial success of our graduates.



SO, WHAT'S NEXT?

It's Time to Become a Coach.

Coaching is about powerful questions, so we want to ask you:
One year from now, how will your life be different as a result of investing in
yourself?

Join the Lumia Signature Program – a life coach training program as unique
as you are, with authentic instructors and fellow students who are dedicated
to forging their own path in the world.

Let's talk, human-to-human, about your goals and how coach training with
Lumia will help you get where you want to go.

The world needs what you have to offer as a coach and a helper.

Join the Lumia Signature Program and get started on launching your unique
coaching practice now

[SCHEDULE YOUR CALL WITH US HERE](#)

lumia[®]

Formerly known as

