

## LEAD AND THRIVE –



### Leadership and Resilience Coach Training and Certification

- **OPEN ENROLLMENT,**
- **100% ONLINE,**
- **SELF-PACED LEARNING**

Training to become a professional coach is truly transformational. It is about aligning your calling with your skills, qualities and traits and then developing a platform to manifest your vision.

Whether you intend to coach managers, leaders, teams or even parents – having the right tools and understanding to leverage your coaching ability is a must.

### Benefits Include:

- Understand the foundations for professional coaching
- Understand Ethics as it pertains to the Coaching Industry
- Knowledge of IPNB (Interpersonal Neurobiology), Brand-Centered Sustainability, basic theories of resilience building
- Familiarity with intro concepts of organizational development
- Understanding leadership models/theories
- Understand personal conflict modes and how to address conflict in other
- Train and become certified as a BlueRio Leadership and Resilience Coach [CLRC]
- Free Listing on Coach Directory
- Two coaching sessions [after graduation] with founder [value \$400] – 36 hour, for the 60-hour participants  
Three coaching sessions [value \$600]
- \*30, 60 & 120 hours BCC-Approved Training for Credential or CEUs

### AND MORE!



BlueRio Institute is a provider of life coach training and certification as well as leadership coach training and certification offering high-quality, rigorous programs that meet the Center for Credentialing and Education's guidelines for participants who wish to earn the ADDITIONAL credential and a CCE Board Certified Coach.





Beyond offering foundations for understanding and refining your coaching process, this course offers deeper insight into Resilience and Leadership.

It focuses on you working with individuals who are bouncing forward from a place of great challenge or crisis as well as helping you master coaching people who are in leadership positions and must enhance their capacities for building sustainable and resilient leadership.

You will gain a clearer picture of how challenges and trauma affect leadership – either as a role or as a process. Even as you train to support others, the program encourages you to also improve your capability to approach difficult decisions and challenging experiences with the skills and clarity to move forward.



Personalized teaching – **AND online self-paced learning** – interaction with an instructor – not just computer learning.

Ability to use training hours toward earning a BCC credential & **MUCH – MUCH MORE!**

This course includes worksheets, audio downloads, video, discussions, and more than 10 hours of bonus materials. Private Group Cohort Available for Teams of 5+ people.



**OPEN ENROLLMENT NOW**

**SPECIAL PRICING THROUGH THE END OF SEPTEMBER**

“With a wide background and interest in multicultural experiences, Jessi supports participants with encouragement, unafraid to share experiences that may expand their perspective while bringing compassion to the experience. I have had several opportunities to study with Jessi’s guidance and even as a licensed counselor and a board certified coach, I find her style inviting and supportive for my own growth. We continue to learn when we open our selves to the opportunities. Don’t miss it!”  
*Jocelyn Sherman, PhD, BCC, LPC*

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**FOR MORE INFORMATION**

**[BlueRioInstitute.com](http://BlueRioInstitute.com)**



“This course really helped me to locate myself within the transition. It’s so needed, and heartfelt. Jessi, is an instructor like none other I’ve known when it comes to passionately

showing others how to assist others (particularly veterans)! I’m so glad to have had this experience. I know I’m a better coach now, because I have the Hawk Eye effect going on! Lol!”

***Wanda Petty, Retired Sergeant First Class, U.S. Army, AKA Sistah Soldier, Certified Veteran Development Coach***

The Survive and Thrive Course provides a rich opportunity to learn and stay abreast of current knowledge of the psychology of and coaching insights in this critically important area of successful life/work management. I was impressed with the variety of informative content that includes videos from leading professionals in the field, recent and relevant research, Jessi’s experience-based and heartfelt presentations, and the opportunity to further the learning by interacting with other professionals in the field. The portal was easy to use and a convenient way to access content around my schedule. I highly recommend the course for anyone interested in learning more about and developing their insights and competencies for surviving and thriving in today’s fast paced and rapidly changing world.”

***David Borchard, Ed.D., BCC Executive and Life Transition coach***

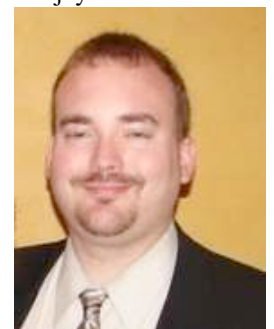
I connected with Jessi LaCosta over six years ago as I decided to start my own business and become a career coach. Jessi is dedicated to the coaching profession and is an amazing educator, advocate, mentor, and coach herself! She is supportive, compassionate, and is extremely knowledgeable about coaching and veterans. I have taken three of her programs to meet the requirements to sit for the Board-Certified Coach exam and continue my CEU requirements for recertification. The courses are online, flexible, easy to navigate and I have come away from each course with a strong foundation in the subject and tools to use in my practice.

I highly recommend Jessi and her amazing coaching programs! She provides the platform for you to grow professionally and support your clients meaningfully.

***Autumn McClenaghan  
Career 1125  
Board Certified Career Coach BCC 3234***

“Jessi LaCosta brings skill, knowledge and wit to an array of topics that are important to students and other potential leaders in our community. Jessi has the ability to tailor her presentations to fit a multitude of audiences, so that complex topics can be understood by all, from beginners to experts.

The quality that sets Jessi apart from others, though, is her passion for her work and her compassion for her clients. She understands the true nature of coaching – she “gets it.” Jessi has been a true joy to work with both as a participant in workshops and as a presenter, and is a valuable asset to any individual or group as a coach, trainer, facilitator or speaker. Jessi is a top-notch professional and an excellent communicator.



***Anthony Butler, University of Baltimore***



## Jessi LaCosta, Founder

is a CCE Board Certified Coach, leadership and resilience advisor. She focuses on fostering leadership potential and maximizing resiliency in individuals and organizations. Her background includes 20+ years working across public, private and non-profit sectors in strategic communications, program development, reputation management and organizational effectiveness. Her education in Interpersonal Neurobiology (IPNB), has equipped LaCosta with a deepened insight into managing crisis and conflict along with developing people to their fullest potential.

She was one of the first in the United States to use IPNB along with brand development, conflict management and coaching to develop programs, build businesses and improve upon leadership processes.

More than seven years ago, LaCosta founded the USA's First CCE, BCC-Approved veteran focused coach certification training program that produces quality, certified coaches who assist USA military veterans with life mapping, career transition and career development. She also has designed and delivered a BCC-Approved Leadership and Resilience Coach Certification program. LaCosta has provided in excess of 3000 hours of coaching to individuals and teams. She is approved to administer many feedback and 360 assessment tools.

LaCosta sat on the Board of Directors for GAINS (Global Association for Interpersonal Neurobiology Studies) for seven years, is the recipient of both the H. Mebane Turner Service and the Thomas J. Pullen Outstanding Young Alumna Awards from the University of Baltimore, and received a Certificate of Special Congressional Recognition "In recognition of your dedication to support our veterans and their families."

In 2013 she was chosen by San Diego Metro Magazine as one of 20 Women Who Impact San Diego. LaCosta now resides in Chapel Hill, North Carolina. She has been featured in local, regional and national media.

### CREDENTIALS:

- ***Certified Resilience Coach***
- ***Trained in Resilience for First Responders***
- ***Certified Transition Writing Specialist: Writing Through Transitions®***
- ***Certified Modern Classroom Trainer: Logical Operations***
- ***Certified Crisis Management & Communication Professional (CMCP): ICOR-The International Consortium for Organizational Resilience***
- ***CCE-Board Certified Coach: Career, Leadership and Resilience Coaching #685***
- ***Interpersonal Neurobiology Certificate of Completion: Portland State University***
- ***Conflict Resolution Certificate of Completion: Conflict Resolution Network Australia***
- ***Art of Convening Certificate: Center for Purposeful Leadership***
- ***Certified Mediator: California: North County Lifeline***
- ***Certified North Carolina Woman-Owned HUB***



## ABOUT COACH TRAINING - WHY SHOULD YOU?

Every few years, the ICF (International Coach Federation), via PricewaterhouseCoopers LLP, administers a global study of coaches worldwide (including non-ICF members), the results of which, comprise a snapshot of where the profession of coaching is, right now, and what the future of coaching may be.

### HIGHLIGHTS FROM THE 2020 ICF Global Coaching Study: Executive Summary:

Globally, it is estimated that there were approximately 71,000 coach practitioners in 2019, an increase of 33% on the 2015 estimate

#### So What do Coaches Earn?

- Income varies widely...
- Factors include number of years practicing and type of coaching offered
- Globally, coaches average \$47,100 per year USD.
- The highest earners are in N. America (almost \$62,500) followed by Oceania (\$61,100,), followed by, and W. Europe (\$51,100).

The estimated global total revenue from coaching in 2019 was \$2.849 billion U.S. dollars, representing a 21% increase over the 2015 estimate.

## WHAT ABOUT TRAINING AND CERTIFICATION?

Nearly all coach practitioners (99%) report that they have completed some coach-specific training. Increasingly, training is through programs accredited/approved by a professional coaching organization

(93% in the 2020 study, up from 89% in 2016). 93% of managers/leaders using coaching skills have received some coach-specific training, including 79% through programs accredited/approved by a professional coaching organization.

The people and organizations who receive/use coaching expect their coaches to be certified/credentialed. Almost three in four coach practitioners (74%) said they currently hold a credential or certification from a professional coaching organization, up from 70% in the 2016 study.

**The Board Certified Coach (BCC) credential** is a mark of distinction for credential holders and a source of credibility for their clients. A BCC has met professional coaching competency standards established by CCE and subject matter experts.

The BCC certification demonstrates to the public that a professional coach has:

- Met educational and training requirements
- Passed a psychometrically sound coach-specific examination
- Obtained experience in the field of coaching
- Professional peer references
- Accountability to an enforceable ethics code
- Commitment to continuing education

The achievement of the Board Certified Coach credential solidifies the professional identity of the coach. The BCC credential is attractive to professionals who would like to provide independent third-party verification that they have achieved certain coaching competency standards.

**Enrolling in a BlueRio Course earns a certificate of completion or a certification depending on the program. Earning the BCC credential is separate from this and not mandatory.**

<http://www.bluerioinstitute.com>