





**Life Map Coaching: Specializing in Transition and Development for Service Members, Veterans, and Their Families.**

- 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.

For the past ten years, BlueRio has offered the nation's first CCE-BCC Approved, FULL coaching certification program that specifically trains people to assist military veterans, their partners and families.



**Benefits Include But Not Limited to:**

- Acquire foundations for life coaching and career management
- Improve confidence in working with service members and their families coaching for sustainable life design and career management
- Recognition as a Certified Life Map Coach, Specializing in service members, veterans, and their families
- Develop heightened problem-solving skills
- Improve self-awareness and leadership abilities
- Develop leadership and development skills to help people in career, college and life management.
- Use insight to offer services in many communities for under-served populations

**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.





BlueRio trains individuals (civilians and military) using a high-caliber, robust curriculum. The core focus of the training is to inspire, educate and empower people to use coaching as a vehicle to assist military-connected individuals as they design sustainable lives, effective career maps, and master transitioning from a military-focused life to the civilian sector with dignity and purpose.



The program is also designed to encourage the participants to engage in deep reflection, experiencing profound shifts in their own lives as they train to support others. BlueRio's innovative process is founded in relational neuroscience, resilience and strength-based strategies, and what the founder calls Life Mapping that is relatable, realistic, and motivating.



While it focuses on service members and their families, the program offers tools and strategies for collaborating and supporting virtually anyone who is in a major career transition, seeking to improve their lives and careers, or for those who are currently managing teams of service members and would like to earn a coach certification.

Offering Personalized teaching – **AND online self-paced learning** – interaction with an instructor – not just computer learning. Cohort teaching available for groups.



This course includes worksheets, audio downloads, video, discussion area, and plenty of bonus materials. This is rigorous program with a time frame to earn Full Certification in 6 - 8 months.

**OPEN ENROLLMENT NOW**

**SPECIAL PRICING THROUGH THE END OF August. Military Discount of 10% and additional discounts for group enrollment.**



Earning a BlueRio Certification does NOT require any formal education. Also, Certification under BlueRio requires no additional recertification fees once all requirements are met.

For those who wish to earn the additional CCE Board-Certified Credential, other requirements must be met. Participants may enroll in more than one course to meet minimum training requirements for the BCC. Inquire to learn more.



“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***

“Jessi is a top-shelf coach and motivator. Equally important is her passion to improve the lives of all people, and especially our veterans. As a former Marine, who has studied leadership many times over, I have found the Hawk Eye Coach Training Program to be ONE of the best coaching programs that I have undergone. I plan to keep at the ready all of the tools from this program in my toolbox”.

— — ***Semper Fi, Cleve Arrington, CVDC, US Veteran (Washington, DC)***

**This TOTALLY comprehensive program goes far above and beyond what one would expect to cover in a 20 CEU program.** If you want to provide exceptional services to Veterans, this is definitely the best investment you will ever make!

...This program is definitely worth several times what I paid... and I feel very fortunate that I heard about it from CCE. —Barbara J Kiernan Former Career Coach for UOP (Active Military and Veteran Students and Alumni) Track C

[Track C is a Continuing Education Course Based on the Full Certification Curriculum]

“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***

## OUTLINE OF COURSE: (Overview Of Lessons)

Four modules, 22 lessons



### Module 1 Lessons - Basics of Coaching - Understanding The Clients

- Coaching History, BlueRio's Foundational IA™ process,
- Military Experience: General lessons on military mindset, experiences inside military, experiences for family and spouses, experiences with transitions - work and life balance - lecture, videos, interviews
- Ethics: BlueRio Code of Ethics, BCC Ethics
- Coaching Session Samples
- Setting Foundations, Creating Agreements - Screening, Creating Intake Sheets, Developing Agreements, and Contracts.
- Setting Boundaries as well as terminating Clients
- Assessments - how to assess for strengths, gaps, etc.
- COACHING VS. THERAPY & MORE:

**MODULE 2 Lessons: Understanding Motivation, Communication & Conflict --** explore how people are motivated, how they communicate and manage conflict, and how IPNB and relational neuroscience supports these findings and offers ways for coaches to serve clients to their best capacity while tapping into a sense of Purpose.

- Basics of the Brain
- Basics of IPNB, relational neuroscience, attunement, etc.
- Motivation Theories
- Delving into Purpose (Strengths, weaknesses)
- Goal-Setting, WOOP
- Communication and Conflict

### MODULE 3 Lessons: Platforms for Messaging of Purpose, Branding

- Strategies & Problem-solving: Ladder of Inference, GAP Analysis, Force-Field Analysis, SWOT, SOAR)
- Personal Branding
- Mapping Life/Career - more in-depth Coach Planning and Case Studies

### MODULE 4: Finishing Up....



## 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***

