

*“When you are inspired by some great purpose, some extraordinary project, all your thoughts break their bonds, your mind transcends limitations, your consciousness expands in every direction, and you find yourself in a new, great and wonderful world.” – Patanjali*

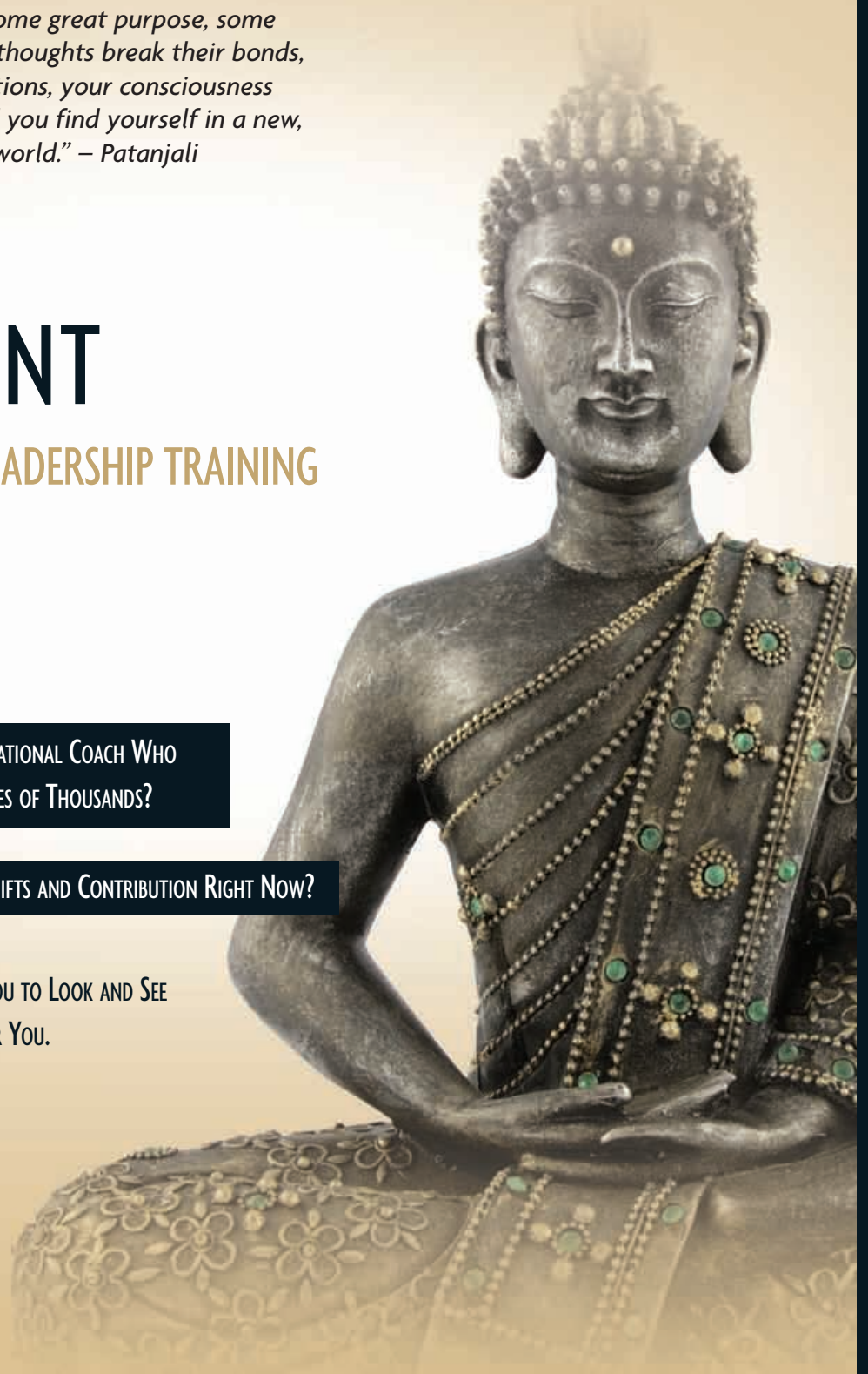
# BLUEPRINT

## COACHING & LEADERSHIP TRAINING

ARE YOU READY TO BECOME A GREAT TRANSFORMATIONAL COACH WHO HAS THE SKILLS AND TOOLS TO CHANGE THE LIVES OF THOUSANDS?

IS YOUR SOUL YEARNING TO DELIVER ITS GIFTS AND CONTRIBUTION RIGHT NOW?

IF YOU ANSWERED YES, WE INVITE YOU TO LOOK AND SEE IF THIS PROGRAM IS FOR YOU.



“Eight years after my Blueprint Coaching & Leadership Training, I am continually amazed at who I am in the world today.”

– Alisha Schwartz

“The Blueprint Coaching Training profoundly changed my life, delivering purpose, meaning and passion at a whole new level.”

– Rosemary Redmond

“I have found peace within myself and a level of self-respect that I didn't even know was possible. I've made peace with myself and my life and I now feel more like I belong in this world.”

– Marilyn Gausewitz

## MESSAGE FROM DEBBIE FORD

We are at a crucial time in the evolution of our world, a time when the world needs leaders, needs integrity, and needs distinctions and processes that deliver permanent and lasting change and enable people to impact the areas of their lives where they're suffering or resigned. We believe that choosing to lead others from limitation to unlimited possibility is a commendable act of service and a great contribution to the world. To live in the light of a new and unimaginable future, one must become fully present to a deeper truth – not a truth from the head but a truth from the heart, not a truth from the ego but a truth from the highest source. One knows that they are living the truth when they are in the presence of the greatest expression of their soul.

The people who train with us agree that doing the work of the **Blueprint Coaching and Leadership Training** has led them on an incredible journey of exposing and then fulfilling the promise of their soul's highest potential and purpose.

*Debbie Ford*



## WHY STUDY BLUEPRINT AND THE MYSTERIES OF THE SHADOW?

All of our lives are determined by a set of assumptions, core beliefs, behaviors and habits that were birthed out of shame and are now hidden in the shadow of our unconscious minds, affecting our relationships, our bank accounts, our bodies and blocking our true potential. These often hidden and rejected parts of ourselves are called our shadows and they create the limited view from which we can experience the world. Imagine if instead of being controlled by our shadows, we could follow the sacred path we were meant to live – the path of our soul’s blueprint. It is there that we stand firmly inside our innate blueprint, finally realizing our capacity for greatness. Rooted in our newfound strength, we discover that we have everything we need to respond to the calling of our soul.

With the release of *The Shadow Effect* movie and the forthcoming release of *The Shadow Effect* book with Debbie Ford, Marianne Williamson, and Deepak Chopra in May 2010, shadow work is rapidly becoming known as one of the most effective transformational modalities of our time. You have an unprecedented opportunity to be a part of this revolutionary work while birthing a new lexicon into the world. Can you imagine being part of this evolutionary shift?

In the **Blueprint Coaching and Leadership Training Program**, you will be trained to deliver a specific, defined and proven 12-week coaching process that guarantees extraordinary results. The training will lay the foundation for you becoming a world-class leader or coach while also unveiling a life that you are inspired to live. In this training, you will:

- Get an unparalleled education in the subtleties and workings of the shadow, the ego and the soul.
- Learn how to support others in understanding, identifying and transforming the shadow effect in their lives.
- Learn to connect to the intuitive impulses that will guide and support others to take quantum leaps in the areas of their lives that are most important to them.
- Experience the most extraordinary support you have ever had from a community that is utterly committed to you living your deepest purpose,
- and much, much more.

Our program is different from any other coaching program because our fundamental principle is that the answers are within each of us and our emphasis is always on empowering our clients to connect with their own inner wisdom to find their highest truth and the specific action steps that will lead them to having breakthrough results.

“When I graduated from the program, I left with unparalleled confidence that I could make a profound difference in the world...and I am.”

– Taylor Stilwell

## WHO TRAINS WITH US

The **Blueprint Coaching and Leadership Training Program** provides a high degree of specialized training in the skills, distinctions and presence necessary to serve as a catalyst for change in the world. If you are looking for a second career filled with passion, meaning and purpose or you are a therapist, counseling professional, educator, life coach, executive, manager, or someone who wants to deepen the work you're already doing, this program is designed for you.

## COACH SUCCESS NETWORK

After graduation, you will join an exclusive group of highly skilled and impeccably trained professionals. You will be part of a worldwide community committed to causing a global shift in consciousness. Our community of coaches are standing on the evolutionary edge of a global breakthrough and leading the way for thousands of others. As a Certified Integrative Coach, you become part of our *Coach Success Network* where you will be supported, trained, and mentored to success. This includes marketing tools to support you in launching your career.



COACH SUCCESS NETWORK

## PROGRAM OVERVIEW

This 12-month advanced professional training program is organized into four distinct modules, taken in sequential order, which include two profoundly effective in-person training intensives.

**“Your vision will become clear only when you look into your heart. Who looks outside, dreams. Who looks inside, awakens” – Carl Gustav Jung**

### MODULE 1 - BREAKTHROUGH

12 Weeks

Tuesdays 5:00 – 6:30 PM Pacific Time (Virtual Classroom)

September 29 - December 15, 2009

PLUS 4-day intensive in San Diego, California, November 19 – 22, 2009

Embark upon one of the most unique and cathartic personal transformations in the world. Unfold the great mystery waiting to emerge from deep within you.

- Melt away the old stories, lies and distortions that keep you in the repetitive spiral of mediocrity.
- Discover the jewels that are hidden within you – the dreams, the desires, the qualities and the behaviors that will bring you a life you love.
- Map out a soul-inspired plan of action that ensures you will thrive in all areas of your life including your finances, your body, your relationships, and your career.

**“By God, when you see your beauty, you will be the idol of yourself.” - Rumi**

### MODULE 2 - THE EXPERIENCE OF BEING COACHED

14 Weeks

Tuesdays 5:00 – 6:30 PM Pacific Time (Virtual Classroom)

January 12 - April 13, 2010

- Experience the benefit of being guided through the Blueprint Shadow Coaching model in a group setting.
- Begin to understand the underpinnings of how this unique coaching process works – the design, the distinctions, the technology and the process.
- Reveal your soul's blueprint and uncover the evolutionary impulses that will support you in fulfilling your soul's destiny.

“The real voyage of discovery consists not in seeking new landscapes but in having new eyes.” – Marcel Proust

## MODULE 3 - BLUEPRINT COACHING SKILLS

17 Weeks

Tuesdays 5:00 – 6:30 PM Pacific Time (Virtual Classroom)

April 20 - August 10, 2010

PLUS 4-day intensive in San Diego, California, May 12 – 15, 2010

Master the most effective and empowering coaching skills in the world today.

- Reclaim the aspects of yourself that will allow your most brilliant and inspired inner leader and coach to emerge.
- Learn the key distinctions of Integrative Coaching and the International Coach Federation's Core Competencies.
- Build proficiency in the foundational skills of Integrative listening, powerful questions and constructive feedback.
- Learn to listen for the highest expression of your client's life and the hidden limitations that sabotage their success.
- Be trained to ask provocative, life-altering questions, shift people's perspectives, and deliver communications that transform lives forever.
- Begin coaching fellow students and outside practice clients through the Blueprint Coaching model.
- Become a master at supporting others in clarifying their soul's purpose and creating extraordinary futures, grounded in purposeful action.

## MODULE 4 - BLUEPRINT COACHING PRACTICUM

9-Week Self-Paced Study

Master the most effective and empowering coaching skills in the world today.

- Be guided through an assessment and review process to ensure that you are most effectively using the skills and distinctions of the Blueprint Coaching model to deliver extraordinary results to your clients.
- Master the Blueprint Coaching model and demonstrate the knowledge, skills and presence necessary to be licensed as a Certified Integrative Coach.

### ADMISSION CRITERIA AND PREREQUISITES

No prior college coursework is required in order to be admitted into the program. To enter the program, students must have watched *The Shadow Effect* movie. By Module 3, students must have completed *The Shadow Process Workshop*. Students must also 1) have access to the technology required for telephone classes and web-based homework assignments, 2) commit to participation in residential intensives, and 3) agree to adhere to program standards of personal integrity and accountability.

### FLEXIBLE AND CONVENIENT VIRTUAL CLASSROOM

Designed to accommodate local, national and international student participation with weekly classes taking place on the newest interactive communication platform, the telephonic teaching format creates a global classroom that is bridging geographic, cultural and social divides. Each weekly class is conveniently scheduled in the evening (Pacific Time) to accommodate working students, and all homework is easily submitted via web platform.

## TAKE THE NEXT STEP

To speak to an admissions advisor, call +1-800-780-9198, email [admissions@thefordinstitute.com](mailto:admissions@thefordinstitute.com) or visit [www.thefordinstitute.com/blueprint](http://www.thefordinstitute.com/blueprint) for more program details



### ABOUT DEBBIE FORD AND THE FORD INSTITUTE

Debbie Ford, a pioneering force incorporating the study and integration of the shadow into modern emotional and spiritual practices, is the *New York Times* bestselling author of seven books, Executive Producer of *The Shadow Effect* movie, creator of *The Shadow Process* workshop and founder of *The Ford Institute for Transformational Training*. In response to the demand for training in this work, Debbie founded the Institute in 2000 to enable individuals from around the world to live incredible lives and support and lead others in doing the same. Since that time, the Institute has trained over 900 coaches from over 20 countries to deliver this revolutionary form of transformational work. *The Ford Institute for Transformational Training* remains at the cutting edge of spiritual and emotional education, developing three unique and distinct coaching models that deliver unprecedented results.

To speak to an admissions advisor,  
call **+1-800-780-9198**  
email [admissions@thefordinstitute.com](mailto:admissions@thefordinstitute.com)  
or visit [www.thefordinstitute.com/blueprint](http://www.thefordinstitute.com/blueprint)  
for more program details