



Certified Formies Coach CFC

A Joy Academy program to develop and leverage consciousness



The program is based on the Formies approach:

an integrative awareness building method
for more balanced individuals
and more sustainable organizations, communities and societies

1. The vision behind the program:

consciousness@work

We believe in the power of consciousness. We believe that embracing consciousness brings mankind to the next level. The development and integration of consciousness in day to day life enables human beings to tap into their inner knowledge resulting in a boost of creativity and innovation.

- ▶ People will be able to see solutions to manifold global issues they couldn't see before.
- ▶ People will be able to coexist in a peaceful way because they are aware of global interdependences and can master their emotions.
- ▶ People will respect diversity and cease to control others because they transcend judgmental thinking and have inner clarity regarding their needs.

Imagine a world full of conscious individuals. They have self-esteem and respect each other. They are full of excitement and spread joy, energizing their environment. The more people gain inner clarity and become aware of the issues inside them, the better we will be able to solve our global issues and to make this world and our lives sustainable.

2. FormiesCoach@work

Individuals with the qualification of a Certified Formies Coach have numerous employment and engagement opportunities due to massive disruptions in the outside world. There are disruptive changes in technology, e.g. in energy, mobility and medicine. Globalization leads to multiculturalism and growing interdependencies and complexity.

We see the transformation towards a knowledge-based economy and a wide-scale digital transformation. We experience massive value shifts mainly in Generation Y and Z towards the search of meaning, self-determination and co-determination.

Large-scale transformation on an individual, organizational and societal basis is inevitable. Individuals with qualities and skills contributing to sustainable transformation will be in increasing demand.

This is what a Certified Formies Coach can offer. With a stable connection to their inner knowledge, Certified Formies Coaches can support individuals and teams on their transformational journey.

A Certified Formies Coach is able to contribute to deep rooted transformation in numerous contexts:

Organizational context

- ▶ In-house leadership development or human source development in organizations
- ▶ Programs to establish fit between organizational and personal purpose
- ▶ Programs to enhance creativity and innovativeness
- ▶ Coaching (individual or group) for systemic awareness building

Higher education

- ▶ Institutional leadership training for business leaders, community leaders and NGO leaders
- ▶ Leadership education (elective) in business schools
- ▶ Individual learning via online courses and coaching for sustainable personal growth

Primary education

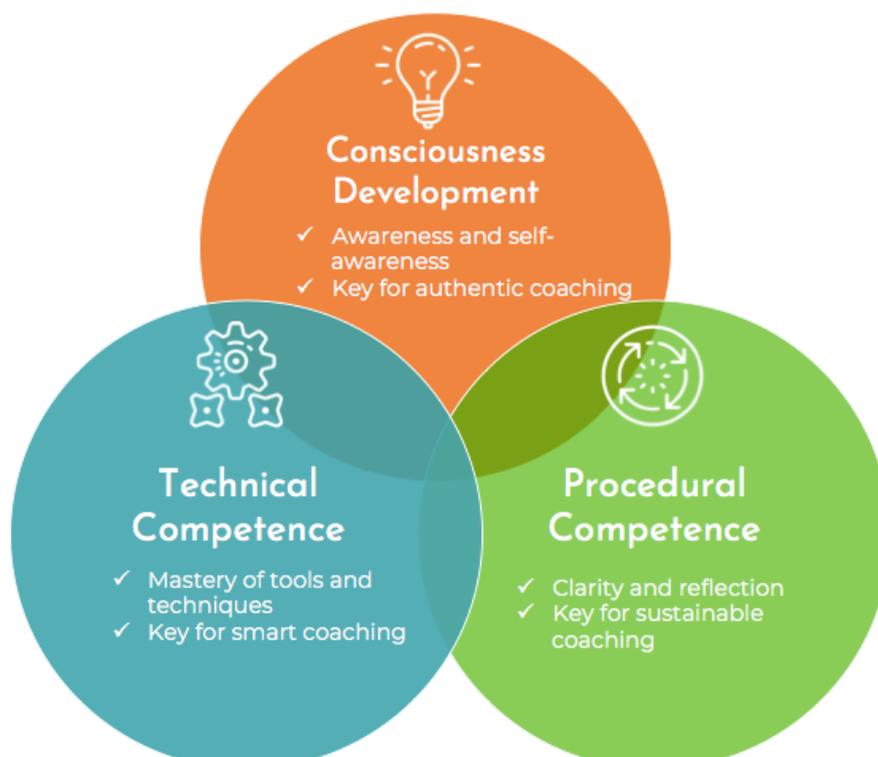
- ▶ Awareness-building for pupils of elementary schools, middle schools and high schools

Societal development

- ▶ Initiatives to use ethnic diversity, especially for multicultural integration

3. Program goals

The program is based on three pillars: Consciousness Development, Procedural Competence, and Technical Competence.



Upon completion of the program, the learners

- ▶ will have extended their knowledge of their inner issues
- ▶ will be able to identify their coachees' issues
- ▶ will have inner clarity of who they are
- ▶ will be able to guide their coachees towards self-awareness
- ▶ will have compassion for themselves with all their aspects, regardless of so-called strengths or weaknesses
- ▶ will be able to help their coachees to increase their self-esteem
- ▶ will have a rather stable connection to their core (inner knowledge or intuition)
- ▶ will inspire their coachees to improve their connectedness to their core

The key target of the program is to raise the learner's consciousness level. This is the prerequisite for a Certified Formies Coach to be authentic and credible.

The ideal development goal of the program is a human being that is fully aware of him or herself at any given point of time, which means 24/7, even during sleep. Awareness means being attentive, switched on, and in full command of all senses, thoughts, and feelings, at any moment.

The program strives for developing the learner to get as close to this goal as possible within the program duration. The journey of consciousness development is a life-time theme. Therefore, regular supervision sessions are part of the coaching practice of a Certified Formies Coach.

As consciousness as such might be too abstract for many individuals, we have translated consciousness into six qualities that reflect awareness and self-awareness, and that are related to leadership and self-leadership:

Courage
Open-mindedness
Resilience
Appreciation
Focus
Action-orientation

How do these qualities look and feel?

▶ Increase self-confidence

Learners develop a clear view of themselves and strengthen access to their intuition through 'Conscious Me'. They have a better understanding of who they are and how they

(re)act. They recognize and feel the connection to their inner knowledge and build trust in themselves. They become more courageous and can encourage their coachees to take bold and clear decisions.

▶ **Foster an attitude of self-reflectiveness and empathy with others**

The learners experience diversity inside them and learn to accept particularities, strengths, and weaknesses of their inner team. This acceptance of differences and the use of diversity can be transferred to relations with others. Learners can more easily change perspectives without judging. They become more open. This is a crucial attitude of a coach.

▶ **Align self-perception with external perception**

The internal dialogue with their inner team enables learners to understand what exactly is happening inside them. Contradictory needs, can be identified and 'experienced' easily. The inner dialogue allows learners to detect blind spots and discuss perceived weaknesses or issues with others in a neutral way. This increases the learners' resilience and helps augment the coachees' resilience.

▶ **Enhance effective communication**

With the help of the Formies, learners gain greater clarity about their inner motivation and what motivates others. They can use

these insights to express themselves better. They typically also have greater listening skills, as they are trained in listening to their 'inner voices'. This makes them more appreciative, another crucial quality of a coach.

▶ **Strengthen mindfulness**

Learners become more sensitive to the needs of their inner team. This improves the power to focus attention and to stay focused. Learners get trained in switching between their inner voices and make it a conscious choice whom to listen to, and whom to act upon. This quality enables coaches to dive into deep listening, fully focused. It is an important coach quality to make the coachee stay focused on one topic, even if it is uncomfortable.

▶ **Improve decision-making**

A better connection to inner knowledge enhances decision-making power. Learners enter into an inner dialogue regarding a decision they need to make, consulting with their inner team. The quality of the decision increases, as more angles are covered. The learner is more at ease of taking fast decisions, a quality that helps the coach with ad hoc analysis and action-orientation in form of asking the right questions in a coaching setup.

4. The methodology: the Formies approach

The Formies approach is an integrative approach based on the non-dualistic Far Eastern tradition of wisdom combined with insights from contemporary leadership theories, intercultural management, anthropology, quantum physics, neuro-sciences, psychology and pedagogy. It stimulates intellectual, emotional, systemic and social intelligence alike.

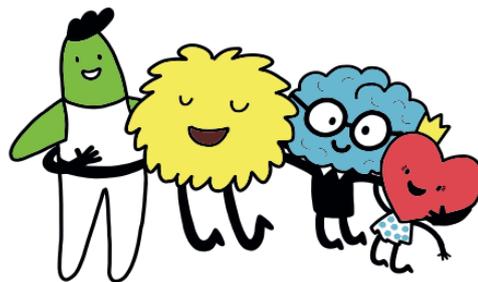
The Formies approach provides structure and orientation for self-development with:

- ▶ The personification of the main parts of a human being – mind, body, heart and consciousness, in the form of the Formies (Four Mes)
- ▶ A navigation system, the L-Loops, to guide people through the process
- ▶ A toolkit with templates for self-exploration.

Awareness building with the inner team

The individual is seen as an inner team with representatives of the mind, the body, the heart, and consciousness.

Each part of the team is a character with a specific look and language.



The personification has the purpose of:

- ▶ making awareness-building an intuitive and joyful process
- ▶ providing a structure to recognize internal issues on a mental, emotional and physical level
- ▶ facilitating an inner dialogue for better self-recognition
- ▶ stimulating a positive attitude towards all aspects of oneself
- ▶ creating a vehicle to address touchy and touching issues making it easier to talk about oneself
- ▶ enhancing the willingness for interpersonal exchange on personal growth and awareness topics
- ▶ lowering the threshold of awareness building to make it cheerful and comprehensible for children and individuals without access to higher education

Procedural competence: The L-Loops

The L-Loops provide the framework for all self-development activities. They guide learners towards effective self-observation. They are a blueprint for self-management. Together with the Formies, they build a common reference frame for individuals to talk about their self-development experiences and insights.

There are six loops. Each loop focuses on a main activity.

Certified Formies Coaches learn to think in L-Loops. Thinking 'loopish' helps the coachees to gain clarity of their self-exploration journey and re-orientate themselves. The process uncovers interdependencies between issues and supports pattern recognition. It is an important vehicle to structure the coaching process.



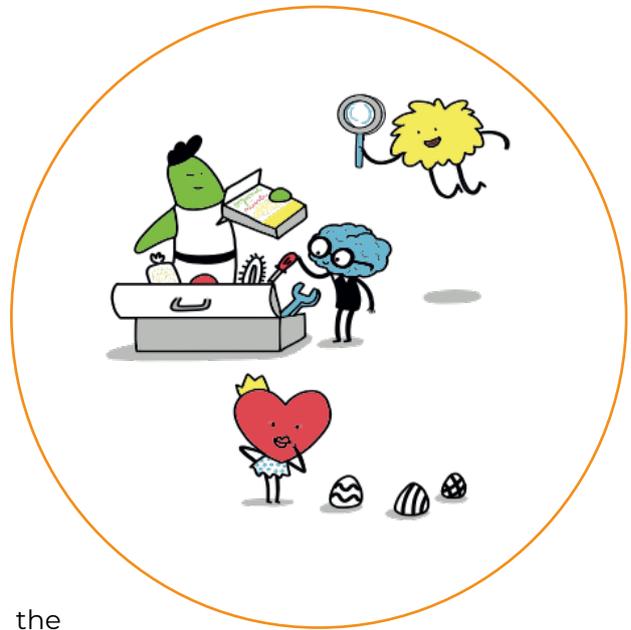
Technical competence: the toolkit

The third pillar of the program is the toolkit which helps to follow the process with the L-Loops.

There is a package of templates to facilitate the exploration of each part – the mental part, the physical part and the emotional part.

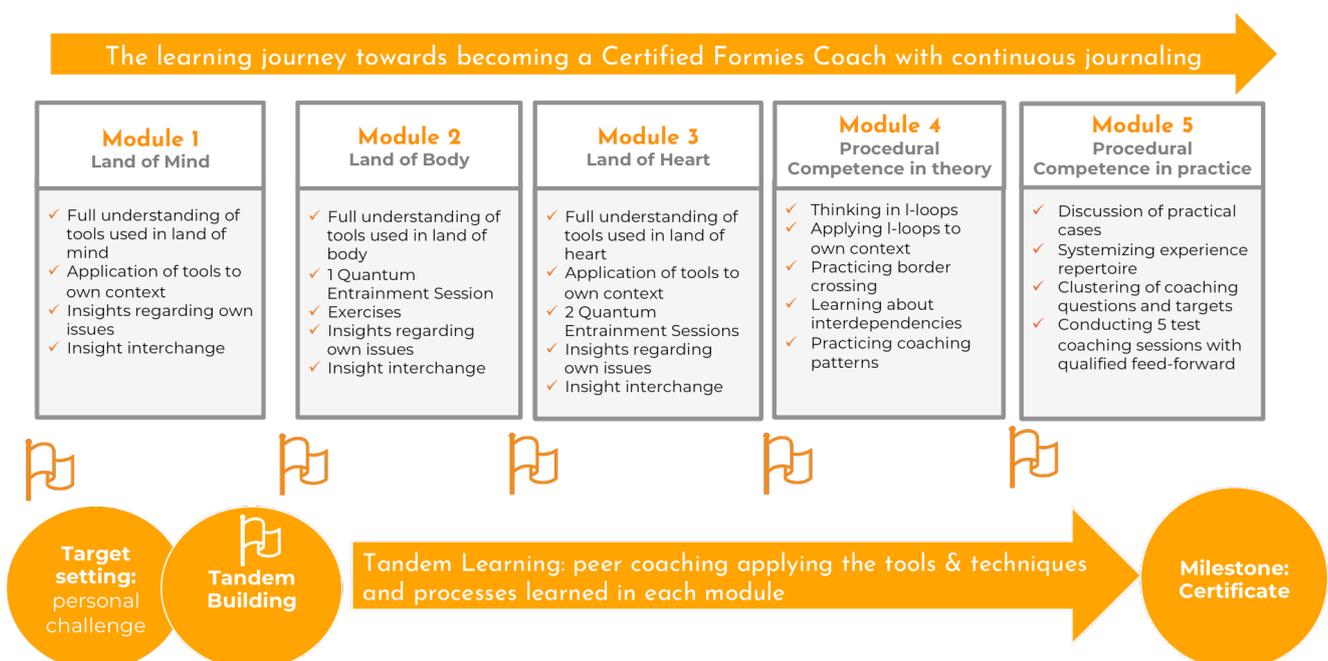
The templates in each part help to identify issues and let them go. They are the vehicles of how to change, how to get rid of self-limitations, and how to get used to new habits and behaviours. Therefore, the templates are vital for an effective self-development process.

The prerequisite for successful application of the Formies approach is the coachee's willingness and determination to grow and to build up awareness. If the coachee is not willing to drive his or her self-exploration journey, any coaching effort will be fruitless.



5. Program Structure

The program has an overall duration of 6 months and comprises of 5 modules.



The program is dual-tracked.

Track one: The Formies approach is applied to the learners' personal development. Having gone through the process themselves, the

learners know from their own experience about the challenges of awareness building. They have the opportunity to create their own cases and customize the tools.

Track two: Transfer of the learners' experience to typical issues coachees are faced with. The issues are clustered by nature and are rooted in the coachees' private and professional lives. In addition to cases taken from the coach manual, we use the tutors' and peers' personal experiences to widen the learners' horizons.

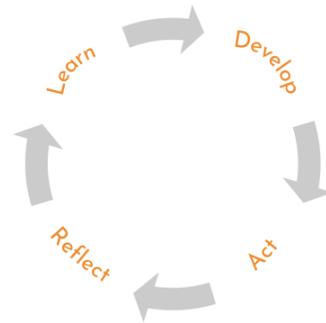
Both tracks are interwoven. They are followed in all modules. We use both tracks for insight interchange to extend knowledge and create collective wisdom. This is co-creation at work to continuously improve and enrich our programs.

The learning and co-creation process is going in loops, in analogy to the L-Loops.

The learners develop themselves, apply their insights, act accordingly, reflect on the outcome, and create new learnings they can apply again.

We call this learning approach the DARL-cycle:

Develop – Act – Reflect – Learn



Faculty



Kathrin Köster
Developer of Formies approach,
main tutor



Zebib Ghile
Certified Formies Coach,
tandem learning partner



Renate Gottwald
tandem learning partner

Program Delivery

Due to comprehensive pre-qualification requirements, there typically is a small number of program participants. Learning in small groups enables high individualization of the learning process..

Currently, the program is conducted online with group coaching and one-on-one coaching sessions. Quantum Entrainment Sessions leverage consciousness to accelerate the learner's process of identifying and letting go of their issues.



The program requires a monthly time invest of approximately 45 hours which includes contact hours, peer learning and individual learning:

Group coaching sessions: 2 x 3 hours

One-on-one coaching sessions: 2x 1.5 hours

Tandem learning: 2-5 hours

Individual learning: Time for self-reflection, analysis and journaling on average 1 hour per day

Language

Program language is English.

Certificate

The high quality of the program is ensured by a thorough qualification process, the personal tutoring by the developer of the methodology, Prof. Dr. Kathrin Köster, and a comprehensive field training with a systematic evaluation and feedback process. If standards are not met, Module 5 can be repeated without any additional tuition fee.

6. Fit between learner and program

For any impactful endeavour, it is crucial to have a maximum overlap between personal purpose and organizational purpose.

Therefore, we would like to encourage individuals with a strong passion for consciousness to enrol for the program.

You will be a successful Formies Coach, if you

- ▶ are passionate about liberating yourself from mental and emotional patterns
- ▶ are curious of what consciousness really is
- ▶ love to change perspectives and put yourself in the shoes of your counterpart
- ▶ have tried many different things in your life (e.g. different professions, lived in different countries, learned different languages)
- ▶ have a strong will to question everything, especially yourself
- ▶ are thrilled by using consciousness to build your own reality

Pre-requisites

1. Track record of self-development

As the development of consciousness is a life-time effort, the program requires the learners to have a certain maturity level regarding self-awareness at program start. Ideally, the learner has developed the habit of documented self-reflection over a period of time of more than one year.

2. United States of You

Regarding procedural and technical competence, the program relies on rough knowledge of the tools, techniques and processes as outlined in the book United States of You.

The learner should have read the book once to gain an overview of the toolkit and the learning process.

Send us your motivational letter, video, or anything that represents you best. Tell us your story about why you want to take up the role of a Formies Coach.

7. Tuition Fees

The Joy Academy is a social business with the vision of developing and leveraging consciousness. Therefore, we have a flexible tuition scheme for the program that is related to the income of the learner.

In addition, we strive for co-operations with the learners. If they assume a regional ambassador role, or any other role that is conducive to the Joy Academy's vision, we are happy to negotiate a mutual service agreement.

Standard tuition fee per module: 1.200 Euros (plus VAT)

Overall tuition fee for program: 6.000 Euros (plus VAT)

Certified Formies Coaches operate under a Joy Academy licensing scheme. 10% of the CFC's revenues are invested in the further development of the Joy Academy.

The licensing scheme entitles the Certified Formies Coach

- ▶ to use both brands: 'The Formies' and 'Joy Academy'
- ▶ to use the channels of the Joy Academy to position him or herself and to gain global visibility
- ▶ to translate new content into local languages
- ▶ to tap into the knowledge and experience base of the coach community
- ▶ to have regular one-on-one supervision sessions with Kathrin Köster
- ▶ to purchase merchandising material at a discount

8. Contact

Contact us to discuss further details.

Questions regarding your learning journey?

Just send an email to:

Zebib@joy-academy.eu

