



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 interdependencies and can master their emotions.

- People will respect diversity and cease to control others because they are used to deal effectively with the diversity of their inner team.

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 joyful.

2. FormiesCoach@work

Individuals with the qualification of a Certified Formies Coach have numerous employment and engagement opportunities due to massive disruptions in all societies across the globe. 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 a must. Individuals with qualities and skills contributing to world-wide transformation are urgently needed.

This is what Certified Formies Coaches thrive on. With a stable connection to their inner knowledge, they inspire to courageously tackle change and 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 personal growth and identity development

Primary education

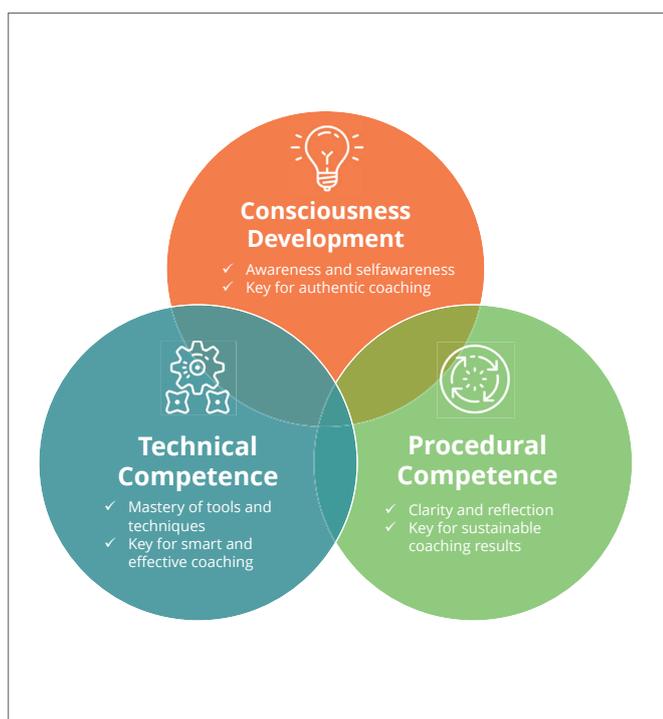
- Awareness-building for pupils of elementary schools, middle schools and high schools
- Upskilling for teachers to enable them to holistically educate children.

Societal development

- Initiatives to leverage diversity, especially for multicultural integration
- Initiatives to foster true co-determination in grass-root democracy movements

3. Program goals

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



On completion of the program, participants can support coachees with...

- discovering their inner issues (locating)
- cleaning up their issues (locating and letting go)
- recognizing patterns (learning)
- perceiving the four voices of their inner team
- listening to the voice of consciousness (Conscious Me)
- using the Formies self-discovery toolkit
- taking new perspectives questioning their self-perception

On completion of the program, participants have...

- a clear map of their own issues
- more clarity of what they stand for and who they are
- compassion towards all of their aspects, regardless of so-called strengths or weaknesses
- a rather stable connection to their core (inner knowledge or intuition)

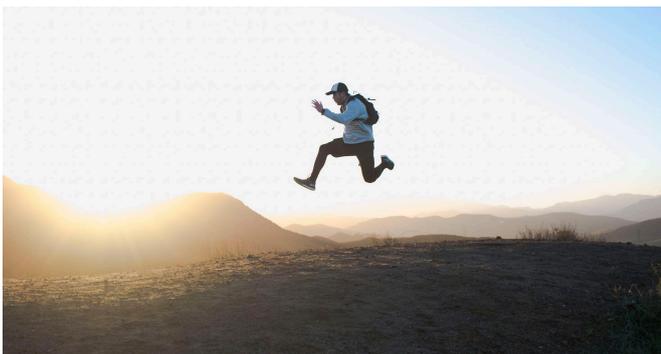
**THE KEY TARGET OF THE PROGRAM IS TO RAISE THE LEARNER'S
CONSCIOUSNESS LEVEL. THIS IS THE PREREQUISITE FOR A CERTIFIED
FORMIES COACH TO BE AUTHENTIC AND CREDIBLE.**

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. 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 towards getting closer to this idealistic goal 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. Each quality is related to leadership and self-leadership:

Courage
Open-mindedness
Resilience
Appreciation
Focus
Action-orientation



How do these qualities look and feel?

- **Increasing self-confidence**

Learners develop a clear view of themselves and strengthen access to their intuition through their inner observer. 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.

- **Fostering an attitude of self-reflectedness 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 acknowledgement 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.

- **Aligning self-perception with external perception**

The inner 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.

- **Enhancing effective communication**

With the help of the Formies, learners gain greater clarity about their own 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.

- **Strengthening 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 focussed on one topic, even if it feels uncomfortable.

- **Improving 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 mental, emotional, somatic, systemic and intuitive 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.

4.1 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:

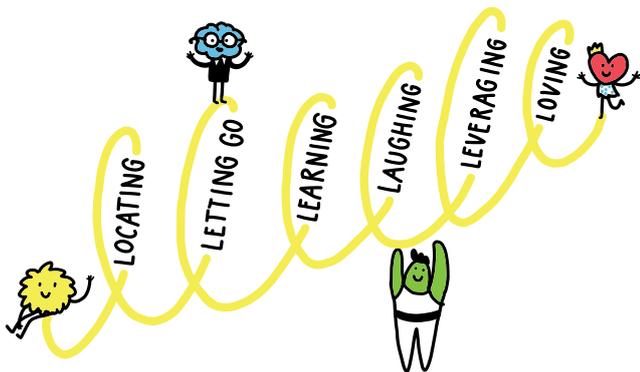
- making awareness-building an intuitive and joyful process
- providing structure to recognize internal issues on a mental, emotional and physical level
- facilitating an inner dialogue for better self-recognition
- stimulating a positive attitude towards all aspects of oneself
- creating a vehicle to 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



4.2 Procedural competence: the L-Loops

The L-Loops provide the framework for all self-development activities. They guide learners towards

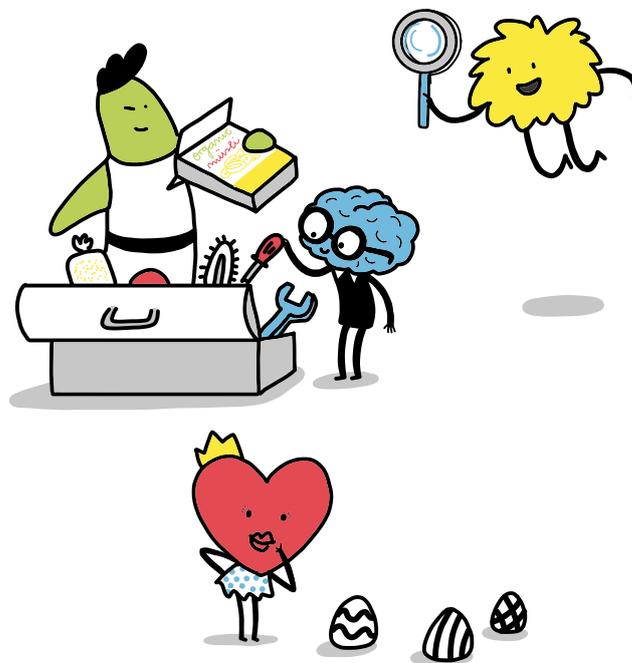


effective self-observation. They are a blueprint for self-management. Together with the Formies, they build a common reference frame for individuals to talk about their self-development experiences and insights. There are six loops. Each loop focuses on a main activity. Certified Formies Coaches learn to think in L-Loops. Thinking 'loopish' helps the coachees to gain clarity of their self-exploration journey and to re-orientate themselves. The process uncovers interdependencies between issues and supports pattern recognition. It is an important vehicle to structure the self-exploration and coaching process.

4.3 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 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, though, 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 learning journey towards becoming a Certified Formies Coach with continuous journaling

Kick-Off	Module 1 Land of Mind	Module 2 Land of Body	Module 3 Land of Heart	Module 4 Procedural competence in theory	Module 5 Procedural competence in practice	Certificate
<ul style="list-style-type: none">✓ Getting to know each other✓ Building learning tandems✓ Gaining an overview of the learning journey✓ Diving into the phenomenon of consciousness✓ Getting familiar with different forms of journaling✓ Tuning into the self-image of a Certified Formies Coach✓ Becoming familiar with the art of posing questions	<ul style="list-style-type: none">✓ Full understanding of tools used in land of mind✓ Application of tools to own context✓ Insights regarding own issues✓ Insights interchange with peers	<ul style="list-style-type: none">✓ Full understanding of tools used in land of body✓ 1 Quantum Entrainment Session✓ Exercises✓ Insights regarding own issues✓ Insight interchange with peers	<ul style="list-style-type: none">✓ Full understanding of tools used in land of heart✓ Application of tools to own context✓ 2 Quantum Entrainment Sessions✓ Insights regarding own issues✓ Insight interchange with peers	<ul style="list-style-type: none">✓ Thinking in I-loops✓ Applying I-loops to own context✓ Practicing border crossing✓ Learning about interdependencies✓ Practicing coaching patterns	<ul style="list-style-type: none">✓ Discussion of practical cases✓ Systemizing experience repertoire✓ Clustering of coaching questions and targets✓ Conducting five test coaching sessions with qualified feedback	<ul style="list-style-type: none">✓ Reflecting about coaching practice and experience✓ Connecting individual development with organizational transformation based on the 12 Alignments✓ Grasping and expressing personal essence✓ Recapping development tools and challenges✓ Presenting the certificate and celebrating the Certified Formies Coach life

Tandem learning: peer coaching applying the tools, techniques and processes learned in each module

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.

Team

Prof. Dr. Kathrin Köster



Creatrice of Formies approach, Webinar Tutor, Coach for 1:1 sessions

Dr. Adrian Kreppel



Webinar Tutor, Mentor

Carsten Scholian



Certified Formies Coach Mentor

Natalie Rodriguez



Certified Formies Coach Mentor

Astrid Gradischnig



Certified Formies Coach Mentor

Angelika Moniak



Certified Formies Coach Mentor

Nina Kleiber



Certified Formies Coach Mentor

Program Delivery

Due to 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

webinars, group coaching and one-on-one coaching sessions. On a needs basis, Kathrin can perform Quantum Entrainment Sessions to deepen and widen the process of identifying and letting go issues.



The program requires a monthly time invest of approximately 45 hours which includes contact hours, peer learning and self-study.

Group coaching sessions:

3 x 3 hours

One-on-one coaching sessions:

2 x 2.5 hours

Tandem learning:

2 x 2 hours

Individual learning:

Time for self-reflection, self-study with Formies toolkit, pattern recognition and journaling on average 45 minutes to one hour per day.

Language

Program language is English or German.

Certificate

The high quality of the program is ensured by a thorough selection 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, all modules 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
- love the interaction with people
- 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
- want to make a difference every day

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. The United States of You

Regarding procedural and technical competence, the program relies on knowledge of the tools, techniques and processes as outlined in the book *The United States of You*. It is required that the learner is familiar with the book.

Send us your motivational letter, video clip, 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

We strive for spreading awareness as fast and effectively as possible. Therefore, we have a flexible tuition scheme for the program that is related to the personal situation of the learner.

Consciousness needs to be lived on a daily basis. That's best done within a community of practice, the community of The Joy Academy. If the learner is willing to take a co-creator's role at the Joy Academy, we are happy to reduce the tuition fee in line with the co-creation contribution.

Standard tuition fee per module:

1,200 Euros (plus VAT)

Overall tuition fee for program:

6,000 Euros (plus VAT)

Certified Formies Coaches can assume an active role at The Joy Academy, such as becoming a mentor or co-creator.

Being a member of The Joy Academy entitles the Certified Formies Coach

- to have regular one-on-one supervision sessions with Kathrin Köster
- to tap into the knowledge and experience base of the coach community
- to participate in EnJOY network meetings to share good coaching practice
- to use both brands: 'The Formies' and 'The 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 in consultation with The Joy Academy
- to purchase accessories and customized coaching material at a discount

8. Contact

Contact us to discuss further details.

Do you resonate with our self-transformation program? Get in touch with us personally to find out more about us. Just call Kathrin or Natalie or send us an email.



Kathrin Köster
kathrin@joy-academy.eu
+49 172 7446822



Natalie Rodriguez
natalie@joy-academy.eu
+49 157 32298953