



# MINDJUICE LEADER COACH EDUCATION

NIVEAU 1





# Mindjuice Leader Coach Education

Leadership based on purpose before profit is profitable. In the process of developing people to contribute with their best – what we call peak performance – coaching is a pivotal tool to learn, cultivate, and implement as a leader.

What makes a skilled leader is self-insight, situational awareness, and the ability to connect with people and provide them with a sense of belonging in the organization.

Such a leader possesses integrity and authenticity, is a candid listener, and uses questions to continuously create opportunity for action. And such a leader can dance comfortably in all conversations to see and expand the potential of the situation at hand.

Imagine an environment where your employees conduct their work driven by a deep sense of meaning, because you, as their leader, can inspire your colleagues, peers, and superiors to act from a strong vision of contribution to customers, business associates and society as a whole.

Mindjuice Academy teaches you how to lead the way and challenges you, and those around you, to go beyond the fear of the next quarterly results. That is profitable, also at the bottom line.

Mindjuice Leader Coach Education is rooted in many years of experience in personal development and leadership combined with a growing commitment to create extraordinary leaders. By “extraordinary” we mean “something far beyond the usual.”

Our mission is, upon your completion of Mindjuice Leader Coach Education, that you are not only certified as a leader in a particular methodology. You have learned to be a visionary leader through comprehensive theory, training, transformation, and personal development as well.



FORMER STUDENT:

**Mindjuice Leader Coach Education is a treasure trove of insights and tools to create change in my professional and personal endeavors. I've discovered resources I didn't know I possessed.**



Torben Galst Partner,  
CTI Consultancy



# Program: Mindjuice Leader Coach Education

## Objective

Mindjuice Academy's models enable you to open up to the value-based goals for yourself, colleagues, and associates. Today, every organization works with goals. But how do you work so your goals are actually fulfilled because they are guided by a strong inner personal drive? Motivated leaders and employees represent an unmeasurable value to any workplace. In Mindjuice Leader Coach Education you learn how to access the drive inherent in every human: The desire to spend your time and your life on something meaningful.

Purpose before profit is a new way to view leadership in the western world. However, it is gaining traction everywhere because more and more people have realized that their level of wealth is an insufficient marker for success. Purpose that supersedes profit exists. When people get to the core of their personal purpose, they abandon resignation and become unstoppable. So do organizations.

In Mindjuice Leader Coach Education we work to implement purpose before profit on the corporate level. At the end of the day, having dedicated and committed leaders and employees is profitable.

## Coaching & Sparring

You will receive sparring and coaching from your teammates – they constitute a unique community – throughout the duration of the education.

Everyone associated with the education have been educated at Mindjuice Academy and have extensive leadership experience.

You will experience the efficiency of Mindjuice Academy's models firsthand. Furthermore, you will have the opportunity to practice the specific models in your own organization.

## Personal Leadership

All change begins with you. Once you adopt personal responsibility for your values by being authentic, you strengthen your credibility as a leader.

Leadership is not an innate talent. Everyone can learn to lead in their own way. But that requires answering the question: What is my purpose as a leader? The hardest person to lead is usually yourself. Working with the Mindjuice models you discover what kind of leader you want to be and how you can practice becoming that.

You will also learn to constructively handle conflicts between key employees and thereby develop your personal leadership style, inspiring your employees to cooperate on an entirely new level of self-responsibility.



FORMER STUDENT:

All my life I've worked as an entrepreneur and leader. My focus used to be helping other people in my vicinity. Mindjuice Academy taught me to stay in my own lane and use a questioning technique to stimulate my fellow human beings to realize their full potential rather than dictate their course of action.

Jesper Klein-Petersen  
CEO, Dacapo Invest





## Module 1: Clear goals

A prerequisite for creating lasting change and development in an organization is the initial creation of a strong purpose-oriented vision followed by a strategic plan containing specific goals in collaboration with your co-workers. Often the leader creates a vision as well as a strategy excluding the employees from the process. Consequently, employees assume little responsibility for attaining the organizational goals.

On this module you will learn how to use the Mindjuice Coaching Model® to create value-based visions and then a clear strategic plan including specific goals. You will experience how clearly defined goals increases the responsibility for attaining the goal in the person you coach.

The Mindjuice Coaching Model® for lasting change will be presented to you. It is based on theory derived from developmental psychology, pragmatism, philosophy, type models, leadership models as well as cognitive, systemic, and transformative coaching. The model consists of five basic steps, each step representing a particular significance in creating lasting change. This module will focus on the first basic step called Establishing Goals.

Furthermore, you will be thoroughly introduced to a special typology: The Enneagram, providing deep insight into the coaching and leading of different personality types in the most effective and inspiring fashion.

- **Many leaders believe they already practice coaching in their leadership style**  
However, this is rarely the case. Right from the start you'll learn how coaching differs from management, supervision, guidance, motivation, and counseling as well as distinguishing when coaching is advantageous and when other approaches are more appropriate.
- **The 5 basic steps of the Mindjuice Coaching Model®**  
Establishing Goals, Obstacles, Breaking Patterns, Possibilities, and Commitment. We will introduce you to Mindjuice's basic steps for change management, and we will demonstrate what you will be capable of upon completion of the education.
- **Phase 1 of the Mindjuice Coaching Model®: Establishing Goals**  
This is the first step in the model. Simple things look simple, but training is required for proficiency in Establishing Goals. Many leaders have limited knowledge of defining detailed goals, and training in this domain will create substantial changes in any organization within a short time span.
- **Typology**  
You will be introduced to nine personality types in the most applicable typology of today. You will gain insight into the unique strengths and weaknesses of each type. You will learn to apply this typology to support and motivate each type. You will also be capable of using the typology to support change processes by creating teams of personality types who will benefit from each other.



## Module 2: Communication

In leadership, communication is essential on every level, such as staff meetings, performance reviews, conversations about sick leave, conflict resolution, addressing problems with teamwork, organizational changes etcetera.

Mindjuice Leader Coach Education will sharpen your attention and enhance your ability to listen powerfully. Seemingly simple, although a major challenge to practice.

The focus will also be on Powerful Communication® as opposed to limiting communication.

You will gain insight into how to change limiting forms of communication to new, powerful ways of communicating. This is based on Mindjuice Academy's models for communication, drawing from a combination of assertiveness training, modern management theories, and the understanding of typology.

You will also learn how to transform obstacles and barriers into challenges that inspire you.

- **Powerful Listening**

Apparently simple; in practice a major challenge. We often begin to interpret and evaluate moments into a conversation, and that influences our attention. As a consequence, we may miss vital information, and the other party may experience us as absent in the conversation. If you want your employees to have potentially difficult conversations with you as their leader, about stress, conflicts, fear of failure or mistakes made, that requires you to listen actively. Therefore, you will be trained to listen while refraining from interpretation and evaluation. You will learn to continually recreate what your employee is saying. That increases your attention to what is being said, and your employee will experience you as a very present and listening conversationalist.

- **Powerful Communication® versus limiting communication**

Generally, we are not even aware of our use of limiting communication. But we all do it. Our thoughts have created a course of action, and over time this has become habitually ingrained. If, however we pay closer attention to our communication we may change our ways and forms of communication. You will gain insight into how you can change your limiting communication to new and powerful ways to say what you have to say. You will practice different forms of communication and realize what results they create. Also, you will learn the difference between forcing a decision and creating lasting inspiration and support of new initiatives and changes.

- **Phase 2 of the Mindjuice Coaching Model®: Obstacles**

The greatest obstacles typically lie within. We may imagine that we will fail to attain our goals. More often than not, this assumption is fear devoid of facts. On this module you will learn to distinguish and examine obstacles in yourself as well as your employees.



## Module 3: From insight to action

Motivation and pattern breaking are essential for creating lasting change. Motivation derives from the value bestowed upon each goal. An exceptional desire to attain a particular goal makes it easy to imagine what that would mean to attain. Therefore, it is important for you to learn to stay focused on the outcome produced by attaining the goal.

When you and your employees know the actual reason for wanting to attain a goal, it will provide a substantial increase in your inclination and energy invested in succeeding.

As you and your employees' faith in yourselves increases, so does your mental strength and will. The more you experience your goals being actually attainable, the more your willpower and belief in yourselves will increase.

On this module you will learn how to motivate, break patterns, and create lasting change in yourself, your employees, and your teams.

- **From the stands to the field**

Responsibility provides strength. Victimization creates fear. You will learn to see how all of us are the cause of our own experience of our professional lives, as opposed to being a victim of circumstances. You will learn to pass on this mindset to your employees, inspiring them in the process.

- **Phase 3 of the Mindjuice Coaching Model®: Breaking Patterns**

Creating lasting change requires breaking away from old patterns, creating new ones that support our goal. This process is typically vastly underestimated because we often resort to "problem-solving". Breaking a pattern requires us to have been specific during the steps Establishing Goals and Obstacles, because this is where the pattern emerges. You will practice several ways to break patterns, thus making way for a breakthrough.

- **Your personal strength**

No one gains access to their full potential without encountering their fears. Our ambitions grow naturally when we are no longer afraid of failure in our relations. You will learn to distinguish interpretation from fact and regain the strength in your professional relations.

- **Leadership style**

There are a multitude of theories regarding leadership styles and leadership MO's. Mindjuice has created its own model for leadership typology. We will examine which of these models you typically use. What are the advantages for each leadership style, and what are the challenges? How can you integrate different leadership styles, thus creating an entirely new one which will support you as a leader, while remaining true to yourself and developing yourself in the process?



## Module 4: Possibilities and commitment

Assuming a new level of responsibility in an area of life creates the opportunity for insight and a new way of thinking about a goal that has eluded us because of a limited mindset. Transforming our thinking habits around goals leads to new courses of action, providing new preconditions to succeed with whatever we wish to create [or change] in our life and surroundings.

On this module, you will learn how to create consciousness and development as a leader

in yourself and others, and how to create lasting change through commitment.

The new discourse of purpose-based leadership is to develop yourself and your employees as human beings. Not human resources.

For this reason, this module will focus on how to combine your being as a coaching leader with new actions to take – and your ability to foster the same in others.

- **Phase 4 of the Mindjuice Coaching Model®: Possibilities**

What becomes possible when creating breakthroughs in a coaching session? We provide you with the tools to ensure that new behavior is in accordance with the values of the individual as well as the organization, ensuring lasting development in both domains.

- **Phase 5 of the Mindjuice Coaching Model®: Commitment**

Anchoring organizational changes in a corporate environment requires committed employees. If commitment is not firmly established, changes will disappear into thin air. Fortunately, there are many roads to creating commitment to new initiatives, and you will learn to ensure the commitment of your employees to your common goal.

- **Vision and mission**

Few leaders take the time to formulate a personal vision and mission for their leadership. This module will see you committing yourself to a truly inspiring personal leadership. When your mission as a leader is clearly defined, this will enable you to inspire and motivate your employees to work towards your shared goal.



## Module 5: Implementing coaching in the leadership role

As a leader you need to master a variety of conversations, such as staff meetings, performance reviews, developmental conversations, and conversations about sick leave, dismissals, conflicts, and many other hard conversations. It will be advantageous to employ your newly learned skills in listening and questioning as an effective leadership tool in all these conversations.

On this module we will practice how to use all, or part of, the Mindjuice Coaching Model® in

relation to conflict resolution, managing meetings, developmental conversations, and organizational challenges.

The purpose of the training is for you to walk out the door as a certified Mindjuice Leader Coach feeling confident that you not only master the theory of a variety of extraordinary tools, but also having created a foundation of confidence and experience readily available to use in your organization.

- **How do I apply coaching as a leader?**

Any leader encounters a string of common challenges once they apply coaching as part of their leadership style. You will learn to assess whether or not applying coaching is advantageous in the situation at hand.

- **The hard conversation**

As a leader you need to master a variety of conversations. Coaching-based leadership is applicable throughout vast parts of the leadership spectrum. We will go through relevant theory and practice the application of coaching as an integrated tool in leadership.

- **Written examination**

On this module you will be put to the test in the knowledge acquired throughout Mindjuice Leader Coach Education in order to properly certify you as a Mindjuice Leader Coach.

- **Oral examination and certification**

Finalizing the entire process of the education, you do an oral exam to display your abilities whereupon you will receive your certification as a Mindjuice Leader Coach.



WHEN YOU CHANGE  
THE WAY YOU LOOK  
AT THINGS, THE THINGS  
YOU LOOK AT CHANGE

WAYNE W. DYER



MINDJUICE



## Practical information

### What is the cost?

The fee for Mindjuice Leader Coach Education is DKK 89.995,00 ex VAT.

### Early bird discount

10% discount by registering 6 months prior to startup.

5% discount by registering 3 months prior to startup.

### The price includes

- 6 modules, 2 days each [9.00 AM – 5.00 PM]
- 10 educational videos
- The most advanced leadership- and performance tools in the world
- 10 hours of mentor coaching [both individually and in groups]
- Written examination during module 5
- Oral examination and certification

### Teachers

Teaching is conducted by Mindjuice Academy founder and PCC-certified ICF Coach Pernille W. Lauritsen. In addition, we employ a small handful of extraordinary teachers, all of whom have graduated from the extensive teaching program at Mindjuice Academy.

### Location

All in-person modules take place in Mindjuice Headquarter, Vimmelskiftet 41C, DK-1161, Copenhagen or on a nearby location.

In case of force majeure, teaching will be conducted online.

### Catering

Lunch, coffee, tea, fruits, and snacks during modules are included.

### Program for the education

The included program displays the contents of Mindjuice Leader Coach Education. Since every class is unique, we reserve the right to make changes in the sequence of contents to match the development of the class in the most effective way possible.

### Prerequisite for participation

You must participate every day of every module and be motivated to develop yourself and practice coaching and other tools between modules.

### Registration and procurement

You may purchase your spot online at [www.mindjuice.com](http://www.mindjuice.com), by mail to [info@mindjuice.com](mailto:info@mindjuice.com), or by telephone to +45 3313 3301. Please get in touch if you wish to register multiple employees from your organization to discuss a possible corporate agreement or discounts upon registration of teams.

### Conditions for cancellation

Cancellations must be in writing to Mindjuice Academy, Nansengade 41 A, DK-1366 Copenhagen.

Cancellation invokes a fee of 15% of the course fee. Less than 6 weeks prior to startup the fee is 50%. There is no reimbursement 30 days (or less) before startup.

You may resign from this agreement for any reason within 14 days. Should you wish to resign, you must inform us here: [info@mindjuice.com](mailto:info@mindjuice.com). Please state the agreement you wish to resign from. If you start the education before the right of withdrawal has expired, you pay only for the parts of the education you have participated in.



## Mindjuice Academy expands your consciousness

Mindjuice was founded back in 2005 with a clear vision of helping courageous people and companies with defining their core purpose and use it actively to create a better world.

The method is simple: We teach, educate, and train our “students”, until they maintain a powerful presence.

Actually, we guarantee that you become more present with your family, your friends, and your colleagues. Because you get more present to what’s important in your life.

It gives you the opportunity to create what you’ve always dreamed of, both privately and professionally.

Today Mindjuice is a social entrepreneurial company that has facilitated more than 153 educations and trained more than 20.000 people from all social layers and professions all over the World.

We call them heart warriors – because they all know what they’re fighting for.



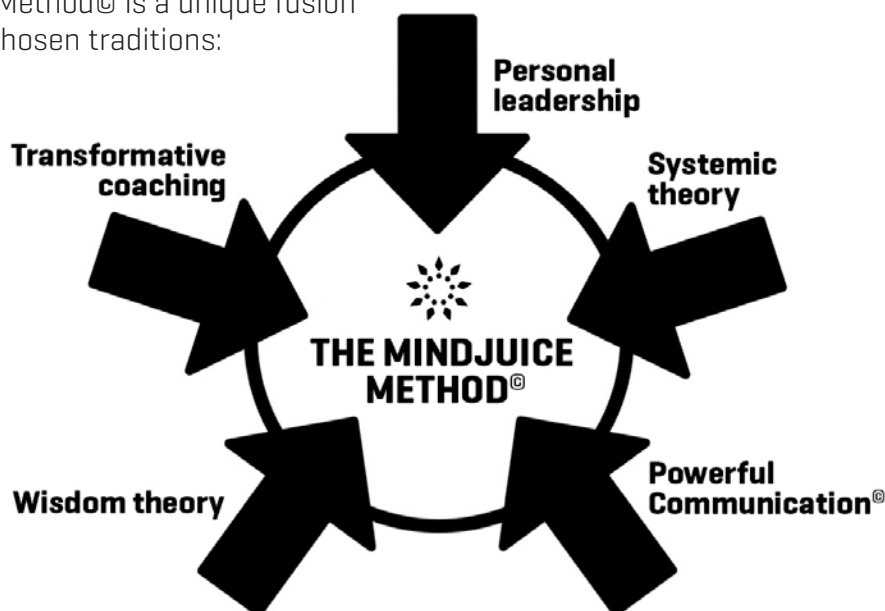
**The things I’ve learned at Mindjuice aren’t just something that can be used in a coaching context, but in all of life.**



Thomas Rydahl,  
Bestselling author & Mindjuice Coach

## The Mindjuice Method<sup>®</sup>

The Mindjuice Method<sup>®</sup> is a unique fusion of 5 carefully chosen traditions:





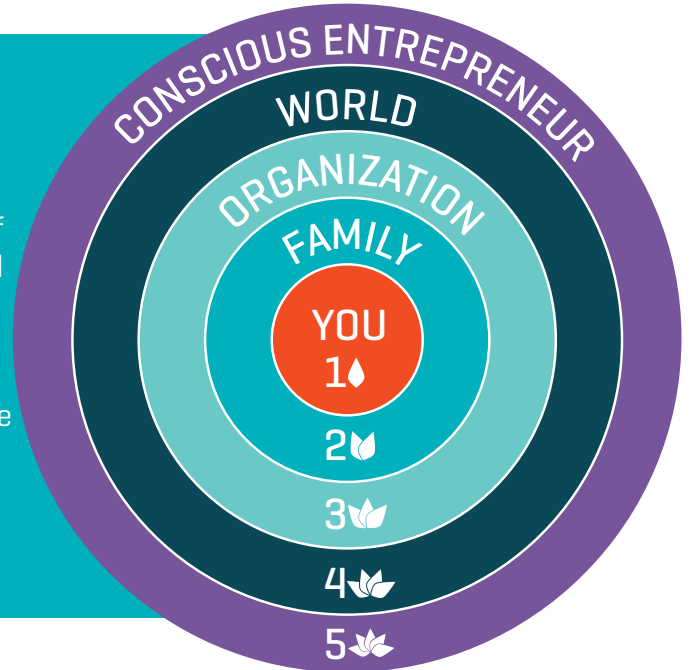
# Welcome to a conscious compendium in life

**All educations at Mindjuice have roots in old wisdom theory and philosophies.**

We take our point of departure in the World's oldest book "I Ching" [also known as The Book of Change], where you begin at the obligatory Level 1 and the starting point of the personal development is you.

Thereafter, you can freely continue practicing the skills that you wish to develop.

When you have completed all levels, you can call yourself a "Mindjuice Master of Transformation".



## LEVEL 2



### **Level 1: The Coach- & Leader Coach Education**

The education in consciousness and mindset with coaching as the tool. All change in your life begins with yourself, and Level 1 is your introduction to the Mindjuice Method®, where you'll learn personal leadership, Powerful Communication®, systemic theory, ancient wisdom from the Enneagram providing insight and an understanding of people, as well as transformative coaching.



### **Level 2: The Family Coach Education**

The education expands your personal leadership to the family dynamic. You will work with your own family relations, learn how to coach families, and create transformation in people's family relations.



### **Level 3: Master Education in Teamcoaching & Leadership**

Learn how to create transformation in a team and be authentic in front of a room, fully in touch with your integrity and your values. Learn how to facilitate and create a common set of values and a vision in a team dynamic.



### **Level 4: Master Education in Communication & Speaking**

The journey home to yourself that transforms your life story and your self-image. Alongside your personal development, you will learn how to communicate your personal history powerfully through lectures and with that inspire an audience into transformation.



### **Level 5: Mastermind**

Transform advanced theory into life mastery and unfold your purpose with spiritual entrepreneurship.



## Free your potential

**Your unused potential is found in seeking the things, you have avoided so far. With the Mindjuice Method® we have created a structured learning process that gives you access to exactly that.**

We all carry around an immense amount of unused resources within. It's caused by the common belief that you constantly need something more and new.

At our educations we work with the opposite movement by teaching you how to integrate and master your knowledge and resources.

Actually, your unused potential is NOT found in putting a greater pressure on yourself, but more likely in exploring the opposite of what you usually do.

The ego says: "Once everything falls into place, I will find peace."

The essence says: "Once I find peace, everything will fall into place."

What actually creates inner peace and courage is to be in touch with your real values and abilities, as well as the feeling of developing yourself.

In our Dojo you will be trained again and again in turning your fear into your advantage. Common for all of our students is that they're passionate about being change-makers. And all change begins with you.

Pernille W. Lauritsen,  
Founder of Mindjuice