



# MINDJUICE COACH EDUCATION

NIVEAU 1



## Mindjuice Coach Education

Mindjuice Coach Education is designed based on years of coaching experience combined with a growing commitment to creating extraordinary coaches. By "extraordinary," we mean something beyond the ordinary. Far too many people complete coach training programs without truly internalizing coaching.

Our mission is that when you complete our education, you're not just a certified coach—you have learned to *be* a coach through comprehensive theory, training, transformation, and personal development.



FORMER PARTICIPANT:

**Taking Mindjuice Coach Education has developed me immensely. The way I handle situations and people is noticeably different. I see life from new perspectives.**

Annette Nielsen,  
Customer Manager at TDC & Mindjuice Coach



## ICF as a Guarantee of Quality

Mindjuice Coach Education is one of the very few programs in Denmark accredited at Level 2 by the world's largest coaching organization, the ICF (International Coaching Federation).

This means the program is certified according to ICF's highest international standards for

coach training. A Level 2-accredited program at ICF is your guarantee of quality.

As a participant, it also makes it significantly easier for you to achieve personal ICF-certification as a coach afterward.





# Module 1: Goal clarification and typology

You will be introduced to the fundamental skills you need to practice in order to provide extraordinary coaching. You will gain insight into your own challenges as a coach, whether you aim to coach as a leader, educator, independent coach, or in another coaching role.

Additionally, you will be presented with essential knowledge about coaching and human nature, drawing inspiration from various

traditions such as developmental psychology, pragmatism, humanistic philosophy, as well as cognitive- and transformative coaching.

You will also receive an introduction to the Enneagram typology as a shortcut to extraordinary coaching. Being able to distinguish between different personality types makes coaching significantly easier.

- **What is coaching—and what is coaching not?**

From the very start, you will learn how coaching differs from therapy, supervision, mentoring, motivation, and consulting.

- **Powerful listening**

You will be trained to listen without interpreting or judging—something that may seem simple but is a significant challenge for most people.

- **The 5 classic core phases in the Mindjuice Coaching Model®**

Goals, obstacles, breaking patterns, opportunities, and commitment—you will be introduced to the classic core phases of coaching and get a taste of what you will be able to achieve by the end of the program.

- **Phase 1 in the Mindjuice Coaching Model®: Goal clarification**

Simple things may seem simple, but mastering goal clarification requires training. The bonus? The sharper you become, the more your own life transforms.

- **ICF core competencies and ethical guidelines**

Mindjuice is a member of the world's largest coaching organization, the ICF [International Coaching Federation]. We adhere to their core competencies and ethical guidelines for coaching and ensure that you become familiar with them as well.

- **The Enneagram**

You will be introduced to the nine personality types in one of the most powerful typology tools today—the Enneagram. You will gain insights into your type's unique strengths and challenges and learn how to use the Enneagram as a powerful coaching- and personal development tool.

- **Mental push-ups**

There is only one way to become an extraordinary coach—through learning and practice. Each module includes hands-on training, allowing you to integrate your new knowledge effectively.



## Module 2: Obstacles and Powerful Communication<sup>®</sup>

Communication is essential in both life and coaching. In this second module, we focus on how to communicate powerfully so that every word you say strengthens your life.

You will also gain deep insight into how we, as humans, constantly create obstacles in our lives—and how to overcome them.

- **Powerful Communication<sup>®</sup>**

You will be trained in different forms of communication, with a focus on the results they create. You will learn to distinguish between different types of obstacles your coachee may have based on how they express themselves.

- **The power of questions**

Coaching is largely about asking the right questions—not just any questions. You will continuously learn how to ask the questions that make a real difference.

- **Awareness of your words**

Thoughts become words, words become actions, and over time, actions turn into ingrained habits. You will gain insight into this connection and learn how to transform limiting communication into new, inspiring ways of speaking that bring out the best in others.

- **Your body speaks too**

You will receive training in being fully present with your coachee so that your voice- and body language reinforce your message rather than contradict it.

- **Phase 2 in the Mindjuice Coaching Model<sup>®</sup>: Obstacles**

The biggest obstacles exist in our minds, but it takes skill to communicate this in a way that allows the person you're coaching to truly feel its truth. In this module, you will practice identifying and exploring obstacles.

- **Beliefs**

Our most fundamental thoughts act as the lens through which we see life—and often, they block our vision of our goals. You will learn how to recognize limiting beliefs and coach towards empowering ones.

- **The false comfort zone**

What does it take for you to feel safe? Can you take risks while still feeling free and happy?

- **Shadow coaching**

You will be introduced to techniques for transforming fear from a limitation into a breakthrough.

- **Mental push-ups**

In this module, you will actively practice everything you've learned and receive feedback on your coaching approach.



## Module 3: Breaking patterns: From insight to action

Breaking patterns is a crucial yet often underestimated phase in coaching. In this module, you will be trained in how to motivate, break patterns, and create commitment—both in yourself and in those you coach.

You will also be introduced to a set of unique tools that you can use as a coach to help your coachees achieve breakthroughs.

- **From spectator to player in life**

Taking responsibility creates strength, while the victim role creates fear. You will learn to coach your coachees to take ownership of their lives rather than feeling like victims of their circumstances.

- **Phase 3 in the Mindjuice Coaching Model®: Motivation and pattern breaking**

What excites you, and what would it mean for you to take action? And why is this often the point where things fall apart? You will be trained in uncovering motivation in people and breaking the patterns that stand in the way of action.

- **Facts or Narratives®**

What actually happened, and what narrative are you telling yourself? You will learn to uncover where an experience begins and how negative patterns emerge when we fail to take action. You will also learn to distinguish interpretations from facts and regain personal strength.

- **Your personal strength**

You cannot access your full potential without also facing your fears. How big are you willing to allow your life to become, and how do you pass on your learning to others?

- **Mental push-ups**

In this third module, you will practice the tools hands-on, ensuring that you understand and can apply them effectively when coaching.



## Module 4: Consciousness and commitment

In this module, we focus on how to create awareness in yourself and others, ensuring lasting change through commitment.

Additionally, you will receive training in effective planning, enabling you to create your most successful year ever - both for yourself and those you coach - year after year.

- **Phase 4 in the Mindjuice Coaching Model®: Opportunities**  
What becomes possible with all the breakthroughs you've created during your coaching session? And what do the opportunities you desire actually entail? You will learn how to help your coachee see the bigger picture, making it easier to make the right choices.
- **Phase 5 in the Mindjuice Coaching Model®: Commitment**  
Without commitment, awareness fades away. Fortunately, there are many ways to create commitment around newfound awareness. You will learn how to ensure that your coachee powerfully commits to achieving their goals.
- **Universal Truths®**  
Does truth exist out there? No, of course not. But coaching is about much more than just asking questions. There are universal life principles that provide deep meaning and simultaneously make life easier and more enjoyable.
- **Reframe and preframe: How do you say things?**  
You will be trained in seeing situations from different perspectives that are more useful in achieving a given goal. In short, this is about language and how we choose to interpret life.
- **Classic game planning**  
You will learn how to create an effective plan to achieve a goal - whether it's your own or your coachee's. This model provides clarity, efficiency, and motivation, helping you stay on track without [too many] detours.
- **Coaching overview**  
You will be introduced to various ways and methods for keeping track of your coaching sessions and organizing information about your coachees.
- **Mental push-ups**  
With many new tools to practice, we focus on ensuring that you master all the coaching phases—especially the two new ones introduced in this module.



## Module 5: Written Examination and Implementation

In this module, you will bring together all the tools and methods you have learned throughout the education and practice how to use them in a natural and coherent coaching process. The focus is on creating a confident flow in your coaching conversations, enabling you to adapt your coaching to the individual and the situation in front of you.

At the same time, you will learn how to put your knowledge into practice and complete the written examination, which tests your understanding of the education's core theories, models, and coaching principles. This module strengthens your professional confidence and prepares you for the oral examination and certification.

- **Which tools should I use first?**

Even though you have practiced, it can be challenging to create a natural flow between the various techniques you've learned. In this module, you will practice how to establish a seamless and effective coaching process.

- **The Helpers®**

You will learn simple yet powerful techniques that help people find the courage to take the next step toward a new opportunity in life.

- **Reframe and preframe: How do you say things?**

You will be trained to see situations from different perspectives that are more useful in achieving a given goal. In short, this is about language combined with the way we choose to interpret life.

- **The challenging conversation**

How do I assess whether coaching is the right approach in a given situation? What should I do when I am in doubt, and how do I handle an emotionally challenging conversation with someone who is under pressure?

- **Common challenges**

Which relationships might be unsuitable for coaching? Whether coaching as a leader, employee, friend, or colleague, there are specific challenges you need to be aware of before starting a coaching relationship.

- **Written examination**

In this module, you will complete a written examination covering the knowledge you have acquired throughout the education.



## Module 6: Oral Examination and Certification

In this module, you will demonstrate your coaching skills through the oral examination and take the final step towards becoming a certified Mindjuice Coach. You will work with the Mindjuice State Model®, a powerful tool for creating resourceful states in both yourself and your coachees.

You will also explore Bright Shadows and learn to embrace the strengths, talents, and potential that we often find easier to admire in others than to recognise in ourselves.

- **Mindjuice State Model®**

You will learn how to create resourceful mental, emotional, and physical states in both yourself and your coachees. The model provides an effective framework for entering the optimal state before a performance, an important conversation, a job interview, or any other situation where your state influences your results.

- **Bright Shadows**

You will learn to recognise the strengths, talents, and resources that many of us find easier to admire in others than to embrace in ourselves. By reclaiming your own light, you strengthen both your personal leadership and your impact as a coach.

- **Oral examination**

In Module 6, you will complete an oral examination where you demonstrate your coaching skills. Upon passing both the written and oral examinations, you will receive your certification as a Mindjuice Coach.

- **Vision and mission**

Very few people take the time to formulate a vision and mission for the next few years of their lives. In this module, you will have the opportunity to commit yourself to a future that truly inspires you.

- **Graduation**

The graduation marks both your certification and the personal journey you and your group have shared throughout the education. At the same time, we prepare for the final module, where the focus shifts to creating success with coaching in practice.



## Module 7: Your Success with Coaching

In the final module of the education, the focus shifts from certification to implementation. It is now all about turning everything you have learned into a natural part of your everyday life and creating success through coaching.

You will gain practical tools for delivering powerful coaching programmes from the very first session, as well as inspiration on how to build a coaching practice that creates real value – both for the people you coach and for yourself.

- **How do I start a coaching programme?**

There are many ways to begin, and throughout the education you will learn methods that ensure a strong start with the person you are coaching, whether it is a single coaching session or a longer coaching programme.

- **How do I facilitate a coaching programme?**

You will learn how to design and deliver a coaching programme with purpose, momentum, and impact. From the first session to the final follow-up, you will gain practical methods for creating development, commitment, and lasting results for your coachees.

- **How do I become successful as an independent coach?**

We provide a range of practical suggestions for how to build a successful coaching business that can support you financially if your goal is to work as a full-time coach.



**There is no passion to be found playing small  
- in settling for a life that is less than the one  
you are capable of living.**

- Nelson Mandela





FORMER PARTICIPANT:

After my education at Mindjuice, I started scoring high as a leader in my 360-degree evaluation. I dare to get much closer because I am no longer afraid of the answers I receive. This is only because I now stand stronger in myself.



Kim Søgaaard,  
Engineer and Department Manager at Energinet  
& Mindjuice Coach





# Practical Information

## What is the cost of the education?

The course fee for the Mindjuice Online Coaching Education is 54,995 DKK [there is no VAT on the training].

## Early Bird Discount

Get 10% discount when signing up 6 months before the start date.

Get 5% discount when signing up 3 months before the start date.

## The price includes

- 7 modules of 2 days each [9:00 AM - 4:00 PM]
- Comprehensive course materials
- 3 individual mentor sessions
- 2 group coaching sessions
- 10 online training videos
- Written examination during Module 5
- Oral examination & certification

## Instructors

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

## Location

The training is conducted online.

## Training Program

The attached program outlines the content of the Mindjuice Online Coaching Education. Since each group is different, we reserve the right to make adjustments to the content to best support the development of the group.

## Participation requirements

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

## Registration & Payment

You can secure your spot for the training here:

- [www.mindjuice.com](http://www.mindjuice.com)
- [info@mindjuice.dk](mailto:info@mindjuice.dk)
- +45 3313 3301

You can register online, via email, or by phone.

For corporate bookings or team discounts, please contact us to arrange a company agreement.

## Cancellation Policy

Cancellations must be in writing to Mindjuice Academy, Nansensgade 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 in the next 14 days. Should you wish to resign, you must inform us here: [info@mindjuice.dk](mailto:info@mindjuice.dk). 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.



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

WAYNE W. DYER



MINDJUICE



## 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.



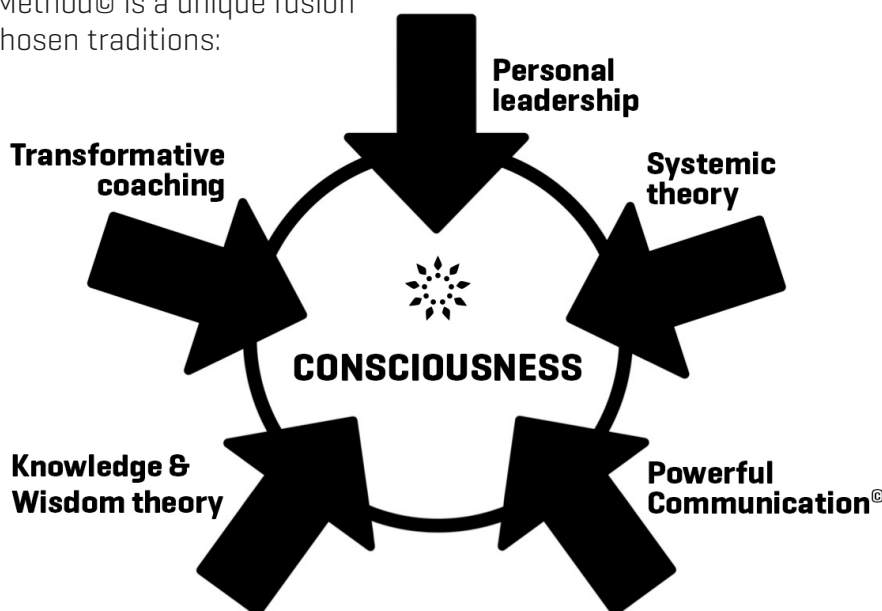
**The things I’ve learned at Mindjuice aren’t just something that can be used in a coaching context, but in all of life.**



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:





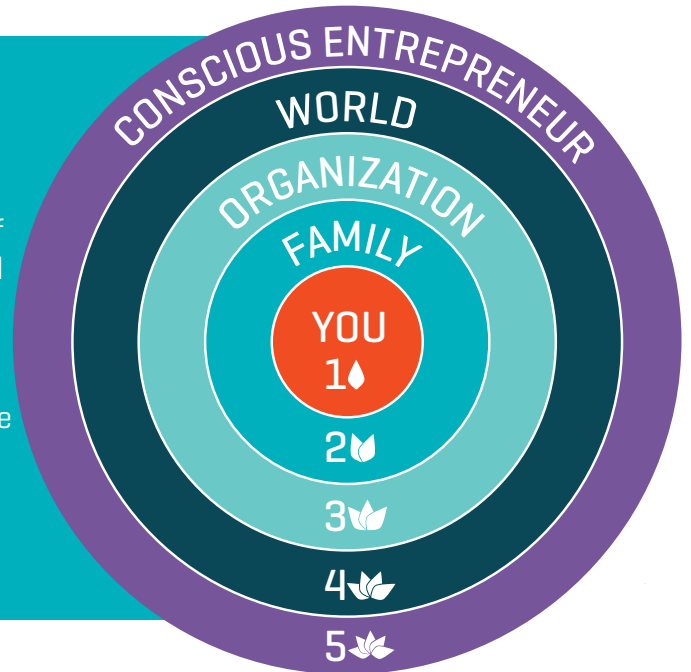
# Welcome to a conscious compendium in life

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