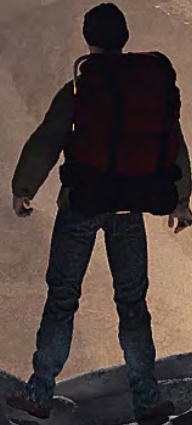




# MINDJUICE LEADER COACH EDUCATION

NIVEAU 1





## Mindjuice Leader Coach Education

Something has changed in leadership. Not as a theory. But as a reality that more and more leaders experience in their everyday work.

The pace has accelerated. Complexity has increased. And what used to work no longer works in the same way.

We know more than ever before. We have data, analysis, and strategy. Yet many leaders find it increasingly difficult to make clear decisions. To create meaningful direction. To remain grounded in themselves.

This points to one thing:  
The challenge is no longer a lack of competence. It is capacity. The ability to see clearly as complexity increases. That is the capacity we develop at Mindjuice Leader Coach Education.

Not through a single methodology.  
But through a fusion of five disciplines:  
Transformative Coaching, Personal Leadership, Systemic Theory, Powerful Communication®, and Knowledge & Wisdom Theory.

It is the interaction between these disciplines that creates consciousness. And it is consciousness that determines the quality of your decisions.

At the same time, we work transformatively with the whole human being. Not only mentally. But through three centres of intelligence: The Body Centre, the Heart Centre, and the Head Centre.

Without a balanced Body Centre, you experience restlessness and lose your sense of grounding.

Without a balanced Heart Centre, you experience emotional drama and lose your sense of meaning and purpose.  
Without a balanced Head Centre, you experience confusion and lose clarity.

Time and again, we see that when leaders learn to operate from this level, something fundamental happens:  
They become calmer in complexity.  
More precise in their decisions.  
And clearer in their inner leadership.  
Not as something they talk about.  
But as something they lead from.



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

## **Purpose**

With the Mindjuice Method®, you learn to work with goals on a different level. Not merely as something to be achieved, but as something rooted in consciousness and purpose.

Every organization works with goals. Far fewer work with goals that invite greater consciousness.

Motivation cannot be created from the outside. It arises when people connect with meaning and an inner drive.

We work to open that space—within yourself and in others. A desire to spend your time on something that feels truly meaningful.

"Purpose before profit" is no longer just an idea. It is a necessity. When people connect with their purpose, their actions change. They take responsibility. Organizations do the same.

## **Coaching & Sparring**

Throughout the education, you will continuously develop your coaching skills within a strong and confidential learning community.

As an integrated part of the programme, you will receive 10 hours of mentor coaching—both individually and in groups—with concrete feedback on your coaching.

You will coach real practice clients in real-life situations and receive feedback on your ability to create consciousness and transformation. At the same time, you will apply the models within your own organization, turning theory into practice.

## **Personal Leadership**

All change begins with you.

Leadership is not a talent or merely a competence. It is a capacity that can be developed. You will explore your purpose as a leader and develop greater awareness of what drives your decisions.

We work transformatively with the whole person: bodily intelligence, emotional intelligence, and mental clarity.

You will not only learn leadership. You will practise it, embody it, and integrate it.

The result is a leader who creates clarity, responsibility, and collaboration at a higher level.



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: Meaningful Goals

Creating lasting change in an organization begins with a clear purpose and meaningful goals developed together with your employees. Too often, leaders define the goals on their own—and ownership never follows. When people are not connected to the purpose, they do not take responsibility.

In this module, you will learn to work with goals as more than something to be achieved.

Every goal is an invitation to growth. A goal is not merely an outcome, but a process that transforms the way people think, act, and lead.

You will learn to apply the Mindjuice Coaching Model® to create clear goals and translate them into action. At the same time, you will experience how goal clarification—when rooted in purpose—creates responsibility and commitment.

You will also be introduced to the Mindjuice Consciousness Model with its nine levels of consciousness and explore fear and purpose as two opposing forces. The ability to recognize the level from which a person is operating—and facilitate a shift in consciousness—is an essential leadership capability in today's complex world.

- **Many leaders believe they already practice coaching in their leadership style**

In reality, this is rarely the case. From the very beginning, you will learn to distinguish between coaching, management, advising, and motivation—and understand when each approach creates the greatest value.

- **The 5 phases of the Mindjuice Coaching Model®**

Goals, Obstacles, Breaking Patterns, Consciousness, and Commitment. You will be introduced to the model as a practical framework for creating consciousness and transformation—not as a linear technique.

- **Phase 1 of the Mindjuice Coaching Model®: Goal Clarification**

You will develop the ability to create clear, specific, and meaningful goals. Simple things may look easy, but mastering them requires precision. This is where the foundation for everything that follows is established.

- **Mindjuice Consciousness Model – 9 Levels of Consciousness**

You will learn how consciousness develops through nine distinct levels—and how leadership changes depending on the level from which you operate. We explore fear and purpose as two opposing forces and train your ability to shift awareness. At the same time, you will learn how to bring yourself, your employees, and your teams into flow and elevate consciousness to the higher levels, where clarity, responsibility, and decisive action emerge.

- **The Enneagram**

You will be introduced to the nine personality types through one of today's most powerful and widely used frameworks for understanding human behaviour. You will gain insight into the unique strengths and challenges of each type and learn how to use the Enneagram to support and motivate different personalities. You will also learn how to strengthen change processes by building teams whose personality types complement and support one another.



## Module 2: Powerful Communication

Communication is essential to leadership at every level—from meetings and development conversations to conflict resolution, collaboration challenges, and organizational change.

But in a complex world, communication is about more than what you say. It is about what you create.

The way you communicate your world—to yourself and to others—shapes the way reality is experienced. Language influences decisions, relationships, and actions.

At Mindjuice Leader Coach Education, we help you develop a higher level of consciousness in your communication.

You will train your ability to be fully present in conversations—even the difficult ones—and to create clarity in situations where there is no simple answer.

You will gain insight into how your own patterns of thinking and language influence the way you lead—and how changing those patterns can make your communication more precise, impactful, and transformational.

- **Present Listening**

You will develop the ability to listen without interpreting or judging. This increases your clarity and enables others to experience you as fully present and precise.

- **Powerful Communication® versus Limiting Communication**

You will learn to identify and transform automatic patterns in language and thinking, enabling your communication to become clear, direct, and create forward movement. You will learn the difference between pushing decisions through and creating genuine commitment and responsibility.

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

You will learn to distinguish between facts and interpretations and work with the inner patterns that prevent action—in yourself and in others.

- **Shadows and Shadow Coaching**

You will learn to use your reactions to others as a source of insight into your own patterns. At the same time, you will learn to use fear as a pathway for growth and help others do the same through coaching.



## Module 3: From insight to action

Self-awareness alone does not create change. Action does. But action requires more than motivation. It requires consciousness.

Many goals are set with good intentions, yet they are never realised because they are not rooted in the way we actually think, feel, and act.

That is why, in this module, we focus on creating a direct connection between insight and action.

When you understand what drives your

choices—and what stands in your way—a different kind of energy emerges. A clarity that makes it easier to take action.

When you and your employees connect with what is truly meaningful, responsibility, perseverance, and commitment naturally increase. What once required external pressure begins to come from within.

In this module, you will learn to turn insight into action.

To break patterns and create lasting change—in yourself, your employees, and your teams.

- **From the sidelines to the field**

Responsibility creates strength. A victim mindset creates stagnation. You will learn to take ownership of your own experience and actions—and help others do the same. This is where the shift from understanding to action takes place.

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

Lasting change requires us to break free from habitual patterns. Many people try to solve problems in the same way they were created—and therefore achieve the same results. You will learn to identify patterns and apply practical methods for breaking them, creating genuine breakthroughs.

- **Your personal strength**

No one develops without facing what they tend to avoid. Fear, interpretations, and relational patterns influence your ability to act more than you may realise. You will learn to distinguish between facts and interpretations, enabling you to stand stronger—both within yourself and in your relationships with others.



## Module 4: Consciousness

As your consciousness expands, so do your possibilities. Not because your circumstances necessarily change. But because the way you see, understand, and respond to them does. Many goals are never realised because they are shaped by unconscious patterns.

As consciousness grows, your perspective changes—and with it, what becomes possible.

In this module, you will learn to expand your consciousness and discover new possibilities for action that were previously invisible.

When, as a leader, you create consciousness—in yourself and in others—you do not simply

generate new ideas.

You create new actions. And that is where real transformation begins. At the same time, we work with commitment. Without commitment, insight fades.

You will learn how to create change that lasts—not as a temporary initiative, but as an integrated part of the way people work and lead.

At a time when leadership is increasingly about people rather than systems, the ability to create commitment is essential.

Not through pressure—but through clarity, purpose, and responsibility.

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

You will develop the ability to see clearly in complex situations and create consciousness in the person you are coaching. The focus is on expanding awareness and creating insights that can be translated directly into action.

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

Change only lasts when there is commitment. You will learn how to create genuine buy-in around decisions and ensure that new actions are sustained over time.

- **Mock coaching session (practice assessment)**

You will conduct a complete coaching session observed by a certified coach, who will provide you with detailed feedback. The purpose is to give you a clear understanding of your current level and precise guidance on what to develop before the next module.



## Module 5: Written Examination and Implementation

In this module, you bring together all the tools and methods you have worked with throughout the education and learn how to translate them into conscious and natural leadership in practice. The focus shifts from understanding coaching to applying it confidently in the complex situations you encounter as a leader.

You will work with implementing coaching as an integrated part of your leadership and learn how to navigate the challenges that arise when coaching becomes part of the way you lead.

At the same time, you will learn the Mindjuice Conscious Conflict Resolution® model, providing you with practical tools to create movement in difficult situations and strengthen collaboration through conscious communication.

The module concludes with the written examination, which assesses your understanding of the education's core theories, models, and coaching principles.

- **Mindjuice Conscious Conflict Resolution®**

Conflict is not the problem—the inability to navigate conflict is. You will learn Mindjuice's seven principles of Conscious Conflict Resolution® and practise creating movement in locked situations through conscious communication.

- **The challenging conversation**

You will practise conversations drawn from your everyday leadership. The focus is on creating clarity and direction—even when the stakes are high—and on applying coaching as an integrated leadership discipline.

- **Written examination**

In Module 5, you will complete a written examination covering the knowledge you have gained throughout the education. The examination tests your understanding of the education's theories, models, and coaching principles and prepares you for the oral examination and certification.



## Module 6: Oral Examination and Certification

In this module, you demonstrate your abilities as a Mindjuice Leader Coach through the oral examination and take the final step towards your certification as a Mindjuice Leader Coach.

At the same time, you will define your personal vision and mission as a leader, creating a clear direction for the leadership you wish to embody in the future.

You will work with Light Shadows and strengthen your personal leadership by embracing the strengths, talents, and opportunities that we often find easier to recognise in others than in ourselves.

- **Light Shadows**

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

- **Oral examination**

In Module 6, you will complete an oral examination in which you demonstrate your ability to apply the Mindjuice Method in practice. Upon successfully passing both the written and oral examinations, you will receive your certification as a Mindjuice Leader Coach.

- **Vision and mission**

Few leaders take the time to define a vision and mission for their leadership. In this module, you will have the opportunity to create a clear direction for the leader you aspire to become and commit yourself to a future that truly inspires you.



## Module 7: Coaching in an Organizational Context

As a leader, you face many different types of conversations—from development dialogues and challenging conversations to conflicts, dismissals, and organizational change.

This is where your leadership becomes tangible. Coaching is not a method you use in isolation. It is a way of leading.

In this module, we explore how to integrate coaching into your leadership so that it becomes a natural part of the way you communicate, make decisions, and create development and results.

You will practise applying the complete Mindjuice Coaching Model®—or selected parts of it—depending on the situation you are facing. In some situations, coaching is the right approach. In others, a different leadership discipline is more appropriate. The ability to recognise the difference is essential.

The goal is not only for you to understand coaching as a discipline, but to apply it confidently and consciously within your own organization—in a way that creates trust, clarity, responsibility, and action.

- **Coaching in an organizational context**

You will learn to work with coaching in an organizational reality where relationships are not equal and where power—formal or informal—is always present. The focus is on navigating the balance between confidentiality and responsibility while building trust in a context where information is power.

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

You will work with the classic challenges that arise when coaching becomes part of your leadership style. You will learn to recognise when coaching creates the greatest value – and when another leadership discipline is more appropriate.

- **Mindjuice Employee Coaching Model®**

You will learn the Mindjuice Employee Coaching Model®, providing you with a practical framework for conducting developmental coaching conversations with employees. The model helps you strengthen responsibility, engagement, and development while making coaching a natural part of your everyday leadership.

- **Graduation**

The graduation marks your certification and celebrates the development journey you and your fellow participants have shared. At the same time, it marks the beginning of your continued work as a certified 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

- 7 modules, 2 days each [9.00 AM – 4.00 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
- 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, Vimmelskaftet 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, 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 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.



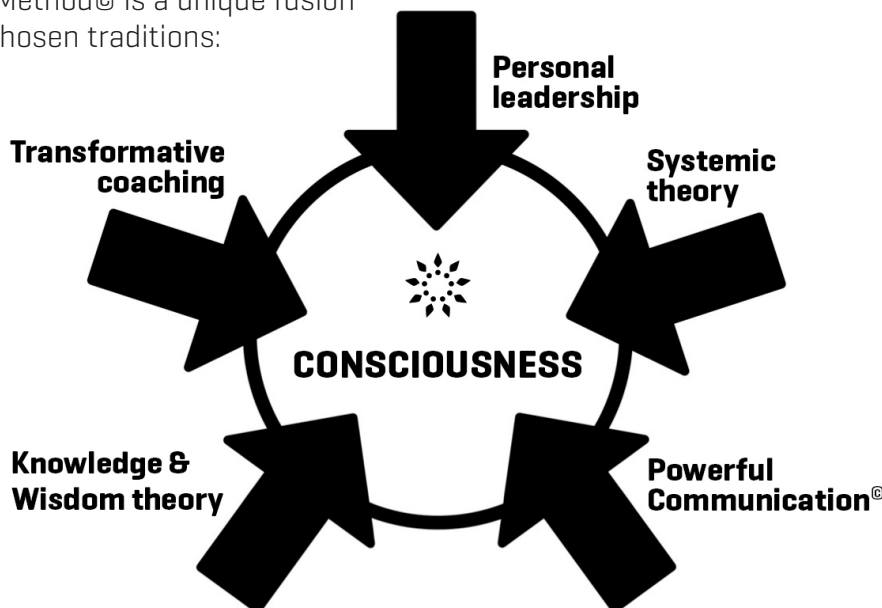
**The things I’ve learned at Mindjuice aren’t just something that can be used in a coaching context, but in all of life.**



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:





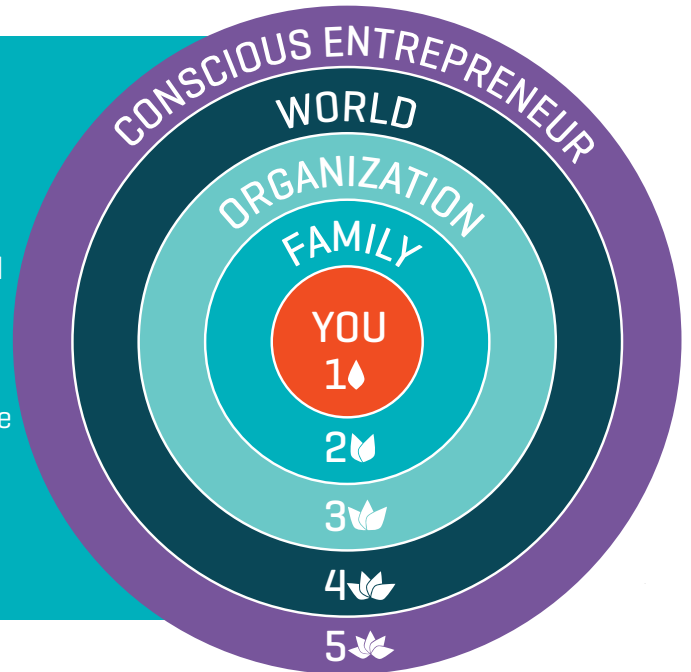
# Welcome to a conscious compendium in life

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