



# SYLLABUS

*2021*

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# Introduction

The Institute for Coaching Mastery Certification Program is gearing up to open doors again, and I am so glad that you are here!

I am here to support you in developing your mastery as a coach and a professional so that together we can uplevel the coaching industry and serve in an even bigger way.

We are being called towards a new way of leadership, no more pushing and forcing things to happen. No more hustling our way to our goals, disconnected from our hearts, hurting our bodies + our relationships in the process.

As a coach trained in this methodology, you will be on the cutting edge of where the coaching industry is moving, and industry leaders answering the call to be a part of a bigger mission.

This work changes lives, but we get that for real sustainable change, we need to start with ourselves.

This program is about setting you up to do the transformational work within yourself, so that you can serve your clients more deeply, confidently and authentically.

My goal is to help you set up a thriving coaching business, so you can sustainably do the work you're inspired to do and serve in the ways only you can by sharing your gifts.

This program is deeper and supports you in growing yourself, your mastery as a coach, and a business, because that's what you need to have a thriving life and career.

As we move through this transformational journey together, know that my team and I hold you every step of the way, and that you are meant to be here. It couldn't be any other way.

With love,

Alyssa + Team

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# About the Certification Program

**A 300-Hour Mastery Level Coaching Certification Program for new and experienced coaches in any industry.**

In this year-long coaching certification program, you'll learn the skills to build mastery and gain confidence in creating impact and results in your life and business, as well as learn how to facilitate lasting change in your client's lives as well.

This program has been designed to give you a deep dive into the tools and coaching processes of the Coaching Mastery Method™. This Methodology has been developed by Alyssa Nobriga from over 18 years of experience as a licensed psychotherapist and professional coach.

This is a truly holistic coaching program. Not only will you get the support you need in developing mastery in your skills as a coach, but you will also be fully supported in translating your new skills into creating a thriving coaching business for yourself so you can share your gifts and have a bigger impact.

– Alyssa Nobriga, Founder of The Institute for Coaching Mastery

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## O V E R V I E W

### **As a purpose-driven coach, you...**

- Know in your bones that you are here to change people's lives, and just wish you were more experienced as a coach.
- Want to be Masterful in your Coaching so you can serve more deeply and have your fees increase to reflect that.
- Want to be making multiple 6-figures consistently and have clients seeking you out because of how deeply you have impacted them.

But, you know this is just the beginning.

There is so much more you're capable of – and you're ready to claim it.

You are your best investment.

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### **You dream of...**

- Making a positive impact in the world (on a bigger scale than ever before).
  - Feeling confident in your coaching and being masterful at it, really changing lives.
  - Growing your income – and creating true financial stability.
  - Discovering your greater purpose, and living in full alignment with your truth.
  - Growing your business to 6-figures, multiple 6-figures, and beyond.
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This certification program is here to support truly ambitious and purpose-driven coaches who are ready to 'up' their game, to be industry leaders, serve people on a deeper level, and to step into the life they've always imagined.

The vision is that this program empowers you to live your best life and share your gifts with the world for years to come.

The program has been designed to support you in breaking through whatever is holding you back to help make this a reality. You'll be astonished at how, by doing your inner work, every area of your life is enhanced: relationships, health, and business.

As you live the work, you will serve your clients more deeply, creating a ripple effect throughout the world.

This coaching certification has three components: Facilitation Mastery, Mid-Way Integration Retreat, Business Mastery.

## **Coaching Mastery January 25, 2021**

Develop your coaching by using The Coaching Mastery Methodology and the tools and techniques of this powerful process. Through this integrative framework, you'll start living the transformation by doing the inner work yourself, and then facilitating it with others. By the end of this training, you'll have the confidence and skills to create deep transformation with your clients. You'll also be set up to apply to become a certified Mastery Method Coach.

## **Mid-Way Integration Retreat July 22-25, 2021**

The mid-way virtual integration retreat is an opportunity to deepen together and practice your skills so you feel confident to serve at your highest capacity, really making a difference in the world. You get tailored feedback and support from your peers, mentors, and Alyssa. This experience will be invaluable to you as you move towards becoming a certified Mastery Coach.

## **Business Mastery August 2, 2021**

Being a masterful coach is an important part of becoming a successful coach and doing what you love. However, that alone won't allow you to create a thriving coaching business. In the program's Business Mastery component, you will understand how to create a thriving coaching business that meets you exactly where you are, with tried and tested business strategies that work for today's coaches in today's coaching market. It's not one size fits all, it's tailored to you and offers you step-by-step guidance to help you grow in the most efficient and graceful way.

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# Methodology

The **Coaching Mastery Method™** is the result of 18 years of Alyssa's experience as a licensed therapist #93552 and a Professional Coach. Her extensive experience and diverse training and background have resulted in a coaching methodology that creates long-lasting transformational change on these 5 levels:

- Somatic
- Emotional
- Mental
- Behavioral
- Unconscious

It's inspired by both modern and ancient practices and is rooted in creating integration between balancing strategy, more head-based approaches, with transformation and heart-based intuitive processes, since that's where your full potential comes from.

As you get to experience this coaching methodology for yourself, you will be able to see and feel Alyssa's extensive and diverse training and experience is woven throughout to create a truly unique approach that you will get to use with your clients.

The program has evidence based scientific research for change, as well as being trauma informed.

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We also welcome BIPOC, LGBTQ+, people of all abilities and backgrounds to be a part of the Institute for Coaching Mastery Certification. It is our intention that our programs are based upon anti-racist practices and principles of equity.

Some of Alyssa's influences and trainings have come from her:

- Clinical Degree in Somatic Psychotherapy
- Licensed Marriage and Family Therapist #93552
- Masters Degree in Spiritual Psychology
- Advanced Training in Hakomi (Mindfulness / Mind-Body Modality)
- Certified Performance Leadership + Success Coach

Alyssa's intention around bringing this new methodology into the world, is that she saw that something was missing in the coaching industry.

Therapists can know what's wrong in the field of therapy, but they are often not equipped to support clients in making performance based changes in their outer life.

In the coaching industry, coaches can often have the tools, but they don't know how to support their clients in creating long term change, because they don't go 'under the hood' to address what's really blocking a client from making the changes they want in their life.

This intersection of the transformational work and the strategic work is where the real magic happens, and we refer to it as the 'inside-out' approach to change in this method.

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A core outcome of this coaching methodology is that it supports people in creating the change they want in their lives in two high-level ways:

- It supports people in removing anything that has been holding them back.
- It's about being strategic so people can double down + strengthen what does work so they are successful with creating their dreams, while knowing what they're really capable of.

There are three stages to this coaching process that you will gain insight and mastery over as a coach trained in this method:

- Awareness
- Acceptance
- Aligned Action

On the following pages, you'll see how these 3 stages create a cohesive and integrative coaching process that results in long-lasting transformation for clients, no matter what niche you choose to work in as a coach.

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## Awareness

Having awareness is the 1st step to changing anything. Once we see it, we can change it.

This stage is about helping clients gain new or higher perspectives and not live out of autopilot from past conditioning.

In the awareness stage, we support clients in opening the aperture so they can step into their highest potential.

It's about helping people become more aware of themselves, what they truly desire, and their unconscious assumptions and limitations.

In this methodology, we don't see blocks as bad. In fact, we see them as stepping stones to build our mastery... if we know how, they are used for our freedom.

By supporting clients in changing their relationship to their blocks, they can rise above their conditioned programming, see more possibilities, and more intelligent ways of dealing with a situation.

This is the work of awareness.

### **Some examples of Awareness Coaching Topics and Tools we work with in the Coaching Mastery Method are:**

- The Secret Success Hack
- Working with Blocks to Achieve Success
- Principles of Projections

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## Acceptance

Acceptance is the 2nd stage and is what makes this model incredibly unique. Most coaching methodologies attempt to create change by moving straight from awareness to change, on the behavioral level.

This bypasses and misses an extremely important step in creating sustainable long term behavior change.

Instead of trying to push to create change with force, acceptance creates space for flow and ease.

In the Coaching Mastery Methodology, you will learn how to support clients using 5-levels of acceptance:

- Somatic
- Emotional
- Mental
- Behavioral
- Unconscious

Each level of acceptance is powerful and useful in its own way. By learning how to work on 5 all levels, you're able to then tailor your work to support your clients and meet them exactly where they are, with what they need most.

This way you masterfully learn how to facilitate long-lasting transformation, using this integrative approach

### **Some examples of Acceptance Coaching Topics and Tools we work with in the Coaching Mastery Method are:**

- Freedom in Forgiveness
- Embodiment and Full Potential
- Working with Resistance
- The Art of Emotional Mastery
- Mastering the Past
- Somatic Tools, including Breathwork

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## Aligned Action

Action alone can be uninspired, busywork.

The difference between action and aligned action is where the action comes from. Action becomes aligned action when the action has a deeper pull to it and is connected to a person's values.

In our society, a lot of people think of pushing harder or hustling more is the answer. When the truth is, they don't need more willpower or motivation. What they need to do is transformational work so that they can get out of their own way and work towards their goals with flow rather than force.

This is what you will support your clients within the Aligned Action stage of the coaching methodology.

### **Some examples of Aligned Action Coaching Topics and Tools we work with in the Coaching Mastery Method are:**

- Claiming Your Inherent Worth
- Accelerated Manifestation
- Conscious Goals
- Strategic Goals
- The Science of Change
- Brain Hacking
- Busting Beyond Upper Limits

For a deeper look into the structure and the program syllabus, keep exploring.

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# Program Structure

There are three parts to this Certification Program:

## Part 1 - Coaching Mastery (months 1-6)

In this part of the training, you'll be learning The Coaching Mastery Method™ and applying the tools of how to facilitate transformation first in your own life, and receiving coaching weekly, while learning to masterfully coach others, practicing with your peers.

## Part 2 - 4 Day Midway Retreat (optional)

This midway virtual will be a great opportunity to come together in the community and integrate all we have done in the program's first six months. Think highly experiential and impactful for integration, really living and embodying the tools.

## Part 3 - Business Mastery (months 6-12)

The Business Mastery section of the training is focused around creating a thriving coaching business for you so you can share your unique gifts with the world. You'll apply the facilitation tools that you learned in part one to support you in moving through any blocks that may come up as you expand your reach, so that you keep growing yourself as you grow your business.

Expect 5-6 hours of course work a week with the following components.  
(if you want to get certified)

### (1.5 - 2 hours) **Weekly Online Video Learning**

- Training Videos
- Coaching Tools
- Meditations
- Bonus Tools
- Visualization
- Embodiment Practices
- Self-Reflection Questions
- Teach Back Questions

### (90 mins) **Weekly Coaching Call with Alyssa**

- Live Group Format
- Two Cohorts (you choose 10am or 5pm PST for the year)

### (90 mins) **Weekly Practice Sessions**

- Partner Practice using the Coaching Tool you learned that week
- Two Cohorts (Each Week You Choose Which Time is most convenient for you)

### (1 hour) **Optional: Wisdom Circle with a Mentor**

- Small Group Discussions Around Cases Studies and Break Out Group Exercises
- Two Cohorts (you choose 10am or 5pm PST for the year)

### **Community Facebook Group**

- To Connect, Support, and Integrate the Program With Your Peers
- Feel Seen + Supported while Creating A Community + Sharing Opportunities

### **Ongoing Support**

- You will have a dedicated Mentor to ensure you are held and supported throughout the entire program.

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# Testimonials

## Alyssa Is An Expert at Resolving Core Issues

If you have the chance to work with Alyssa, don't miss out! Among other things, Alyssa is an expert on mindset, reaching and resolving core issues which might be holding you back, and leadership techniques for coaches and leaders.

She is such a beautiful person inside and out while also being present, open-hearted and very caring for the success of each and every client and student she has. She is unique and stands above others through her extensive training and education. I am so honored to have Alyssa as my mentor, coach and teacher. She is amazing.

~ *Hilery Johnson*

## I've Doubled My Revenue

I've taken 3 coaching certifications prior to this one, and the tools and experience was like nothing I did before. I am very grateful for this program. It has exponentially increased my confidence as a coach and in my business. My clients are having breakthroughs from session 1 and it is amazing to experience. My business as a coach is growing and the plans I have are on a whole new level, thanks to this certification.

I've doubled my revenue, I have more clients, and I have confidence in charging more because I believe my work is worth it.

~ *Diane Agudelo*



## Experiencing Such Profound Shifts, Truly Life-Changing

I wanted to tell you how much I am loving this course and this work. I have been really deep in it over the last few weeks and have been experiencing such profound shifts in how I relate to myself, my thoughts, and those around me.

I am discovering and integrating aspects of myself daily and experiencing the joy and peace that comes from knowing I am fully resourced within myself. It is changing the way I interact with and experience the world for the better - so, truly life-changing! I'm so grateful to you for putting so much work into sharing this with the world, and to the Universe for putting me in the right place and time to learn it from you in this first go-round. It's all sooo good!

*~Carrie Petri*

## Since Beginning The Program I've Done Over 50 Coaching Sessions

When I started, I had no public visibility as a coach at all. Everything was hidden and internal. All of the theory and tools I'd been developing over the last 7 years were in my private notebooks.

My opportunities to coach and facilitate workshops felt like these highs that were so few and far between. They felt scarce.

Since beginning the program, I've done over 50 coaching sessions with people all over the world. I've done practice sessions with fellow coaches in the program, I've done two workshops, and got invited to do another for an organization.



I recommend this program because it's a meta-program: it integrates aspects that often don't co-exist, like rigor and depth with levity, fun, and accessibility. Deep honoring of wholeness and a big capacity to be with the range of human experience. Thank you!

*~Jacey Rubinstein*

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*\*Disclaimer: Individual results may vary.*