



GLOBAL STRENGTHS  
coaching

# **LIFE COACH CERTIFICATION**

including

# **NLP Practitioner and NLP Coach Certification**

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## **LIFE COACH COURSE OUTCOMES**

- How to become a Coach
- How to set up your Coaching business
- How to market yourself as a Life Coach
- How to secure clients
- How to set up each coaching session for optimum results
- How to get results every single time
- How to move from working with individuals one-on-one to working with large groups and organisations

## **CERTIFICATION APPLICATIONS**

When you train with us you will be able to utilise NLP and NLP COACHING applications in:

- Business and Personal Coaching
- All modes of Business including Sales and Communication
- Learning and Educational Coaching
- Creating Change and Growth on a Personal Level
- Therapy and Relationship Coaching

## **CERTIFICATION STANDARDS**

This training meets the standards of the American Board of Neuro-Linguistic Programming (ABNLP) and the American Board of NLP Coaches - so your certification has worldwide recognition.

## **CERTIFICATIONS ACHIEVED THROUGH THIS TRAINING**

1. Life Coach Certification
2. NLP Practitioner Certification
3. NLP Coach Certification

## **MODULES**

The Life Coach Certification includes certification in Neuro-Linguistic Programming (NLP), one of the most practical and results-driven tools for understanding and mastering both conscious and unconscious thinking. In this course, you will learn how to apply NLP techniques for personal growth, as well as how to use them with others, whether in individual sessions or as a Life Coach.

### **INTRODUCTION: NEURO-LINGUISTIC PROGRAMMING (NLP)**

Neuro-Linguistic Programming (NLP) is a practical, results-driven approach to understanding, harnessing, and mastering both conscious and unconscious thinking patterns. It equips you with tools to create meaningful change in your own life and in the lives of others—whether individually or as a coach.

Coaching has become one of the fastest-growing industries globally, transforming personal and professional development. With NLP, you gain a powerful framework to help yourself and others achieve success and fulfilment.

Our certification is internationally recognized by the American Board of NLP and NLP Coaches, ensuring you receive training that meets the highest global standards.

### **PREPARATION FOR FASTTRACK PRACTITIONER CERTIFICATION**

#### **TRAINING – HOME STUDY**

Our unique process gets you started right away with the training material including one MP3 link to audio files. You listen to the content and learn at your own pace, complete an exam, and then, within a period of 4 months, attend a weekend intensive skill-based training to qualify for your certification. During the training you will have ample hands-on opportunities to practice whilst learning the skills of NLP and NLP Coaching.

# NLP PRACTITIONER AND NLP COACHING LEVELS

**A. Duration of Training:** Home-study and a weekend intensive training with an NLP Trainer.

**B. Demonstration** of ability to identify the following basic skills, techniques, patterns and concepts of, and to utilise them competently with self and others:

- Behavioural integration of the basic presuppositions including:
  - Outcome orientation with respect for others' model of the world and ecology of the system
  - Distinction between map and territory
  - There is no failure. There is only feedback (cybernetic)
  - Meaning of your communication is the response you get
  - Adaptive intent of all behaviour
  - Everyone has the necessary resources to succeed
  - Resistance is a signal of insufficient pacing
  - Law of requisite variety
- Rapport, establishment and maintenance
- Pacing and leading (verbal and non-verbal)
- Calibration (sensory-based experience)
- Representational systems (predicates and accessing cues)
- Meta-model
- Milton Model
- Elicitation of well-formed, ecological outcomes and structure of present state
- Overlap and translation
- Metaphor creation
- Frames, contrast, relevancy, as if, backtrack
- Anchoring (VAK)
- Anchoring techniques (contextualised to the field of application)
- Ability to shift consciousness to external or internal, as required by the task at hand
- Association and dissociation

- Chunking
- Sub modalities
- Verbal and non-verbal elicitation of responses
- Accessing and building of resources
- Reframing
- Strategies: detection, elicitation, utilisation and installation
- Demonstration of behavioural flexibility
- Coaching

## FREQUENTLY ASKED QUESTIONS:

- **Why is this certification course only 2 days whilst others are a minimum of 6 days?**

This certification course is more than just a 2-day program. Before attending the certification weekend, you'll engage in home-study, typically amounting to 6 full days or a period of 1–2 months part-time. This self-paced study ensures you're well-prepared and confident with the material ahead of time.

During the 2-day in-person session, we focus on refining your skills, ensuring you're proficient in all techniques, and teaching the coaching components of the program. You'll also be evaluated and considered for certification during this time.

By incorporating home-study into the course structure, we provide a comprehensive learning experience within an efficient timeframe.

### **Benefits of Our Approach:**

- **Flexibility:** Study at your own pace and certify within 4 months of purchase.
- **Convenience:** Complete your preparation from the comfort of your home.
- **Time-Saving:** Avoid taking a full week off work, which can be challenging for many.
- **Reinforcement:** Revisit the materials as often as you need to solidify your understanding.

- **Why is the course only R4,998 and not R10,000 or more, like other training centres?**

We believe in making quality education accessible without compromising on value. Here's why our course is so affordably priced:

- **Efficiency Saves Costs:** By reducing the face-to-face time required, we minimize expenses such as personal fees and venue hire without sacrificing the depth or quality of the training.
- **Empowering More People:** Our mission is to empower as many individuals as possible. Keeping the price low allows us to reach a broader audience while maintaining high standards.

This approach ensures you receive top-quality training at a fraction of the typical cost, without cutting corners on your learning experience.

- **Is the content of the course any different to the other NLP Practitioner courses out there?**

Absolutely not!

To qualify as an NLP Practitioner internationally, there are specific skills, techniques, patterns, and concepts that must be covered. Our course aligns with these global standards, ensuring you receive a comprehensive and authentic NLP education.

Our lineage is led by Drs. Tad and Adriana James of The Tad James Company ([www.nlpcoaching.com](http://www.nlpcoaching.com)), a renowned organization responsible for training more NLP Trainers worldwide than any other. In recognition of his contributions, Dr. Tad James was awarded the **International NLP Lifetime Achievement Award** by the global NLP community in May 2017.

Our course delivers the **COMPLETE NLP Practitioner and Coach curriculum**, leaving nothing out. You'll gain the same level of expertise and certification as any other reputable program, but at a fraction of the cost.

- **What is the time-frame I have in which to qualify?**

- Once you've decided to become an NLP Practitioner and Coach, and your payment is processed, you'll receive your course materials, including a comprehensive file and MP3 audio recordings. These resources allow you to work through the material at your own pace, simulating the experience of classroom learning.
- You have up to **4 months** to complete the course and qualify. However, many of our students prefer to dive in and finish within **2 months**, driven by their enthusiasm and commitment. The timeline is flexible, designed to fit your schedule and learning style.

- **By when do I have to advise that I am attending a particular date for training?**

Your weekend training needs to take place within 4 months of purchase, although most do it in 2 months. We need to be advised of your chosen date 2 weeks before the training date.

- **When can I start?**

The answer is **IMMEDIATELY!**

Two key factors shape every success in life: **Decisions** and **Massive Action**. The biggest challenge is making the decision and then following through with action. As Tony Robbins says, *"It's in moments of decision that destiny is shaped."*

Once you've made your decision, simply deposit **R4,998** into the bank account below. Use Standard Bank's SMS notification service to send confirmation to **0846062665** and include your full name as the reference.

*Your journey to becoming an NLP Practitioner and Coach begins the moment you take action!*

## Banking Details

Global Strengths

Capitec

132 927 8427

Savings

470 010

Once proof of payment is received via sms we will be in contact to deliver to you your NLP Practitioner file and MP3 link.

Send POP to +27846062665 of [info@globalstrengths.co.za](mailto:info@globalstrengths.co.za)

**Your journey has begun!**

## • Who are the Trainers?

### **William Badenhorst**

William Badenhorst is the founder of Global Strengths Coaching, a certified Trainer of Trainers, and a Master Life Coach in NLP. Renowned for his exceptional ability to facilitate breakthrough sessions, William has guided countless clients to unlock their true potential.



As a highly sought-after trainer, he is known for his innovative and challenging approach, encouraging individuals and businesses to think outside the box and adopt transformative ways of thinking. His work empowers others to open their minds to new concepts and ideas, leading them to personal and professional breakthroughs.

William began his speaking career at the age of 17 and embarked on his entrepreneurial journey at just 18. In 2015, he shared the stage with BBC Dragon's Den star James Caan at the Millionaire-2-Billionaire event at the Sandton City Convention Centre, marking a significant milestone in his career. Three years later, in 2018, he was dubbed the "Rock Star Coach" by Entrepreneurmag SA, cementing his place as one of the top coaches in the country.

Having studied under world-renowned human behaviour specialists like Dr. Tad James, Anthony Robbins, Dr. John F. Demartini, and Dr. Wayne Dyer, William has developed a deep understanding of the mind and human potential. He is a qualified Master NLP Coach and Trainer and is currently completing his PhD in Metaphysical Science.

As one of the leading authorities in personal and business mastery,

William's powerful insights and expertise continue to inspire individuals and organisations across the country, helping them to achieve mastery in all areas of life.

## **Niléne Nel**

As a certified Master Life Coach, NLP Trainer, and seasoned public motivational speaker with nearly 20 years of experience, Nilene Nel inspires audiences with her warmth, pragmatism, and wisdom. Since 2004, she has been equipping individuals and teams with practical tools and empowering insights to overcome obstacles, reprogram emotional triggers, and embrace meaningful growth.



Nilene combines Neuro-Linguistic Programming, Time Line Therapy, and her vast experience to empower clients to overcome limiting beliefs and step into their full potential. She is also passionate about equipping coaches with practical, hands-on skills, ensuring they can make a real difference in the lives of others.

She specialises in reprogramming the unconscious mind, guiding people through trauma counselling, and helping them find healing, clarity, and purpose. Her expertise has empowered countless individuals to achieve life-changing breakthroughs.

Nilene is also a trusted expert in team dynamics, supporting teams to strengthen communication, improve habits, and harness individual strengths and personality types. She collaborates with businesses and organisations to develop winning strategies and build high-performing, cohesive teams. Additionally, she specialises in mediation and conflict resolution for couples and

corporate environments, fostering understanding and paving the way for lasting solutions.

Her entrepreneurial journey as the founder of Pure Sky Design sharpened her ability to connect creativity with strategy. Not only did she create unique online presences for clients, but she also guided them in developing effective communication, marketing, and online strategies that aligned with their brand identity, enabling them to reach their ideal clients.

Nilene is the creator of a transformative boundaries course, reflecting her passion for helping people break free from limitations, live with greater freedom, and empowering them to say “yes” to the right things. Whether counselling individuals, training coaches, or motivating teams, her heart remains focused on inspiring healing, empowerment, and meaningful growth.