

Syllabus & Brochure

Become a Certified Business Growth Coach In Just 12 Weeks

Learn the key steps, processes, and strategies to start or grow a coaching business that can generate £100k or more within 90 days, even if you're just starting out.

- 100% Online
- IAPC&M Accredited
- 1:1 Live Coaching

The Growth Coach Certification™ has officially been awarded **Accredited Advanced Training Programme – Equivalent Level 6 status (undergraduate degree)** with the **IAPC&M** -The Leading International Accreditation Body for Coaches, Mentors and Training Providers.



**INTERNATIONAL AUTHORITY FOR
PROFESSIONAL
COACHING & MENTORING**

Experts in Accreditation since 1998

ACCREDITED ADVANCED TRAINING PROGRAMME - EQUIVALENT LEVEL 6

The Business Growth Coach®
Helping CEO's to Scale & Grow



**BECOME
CERTIFIED
GROWTH
COACH**

By Dawn McGruen



d/m

Forbes

The Telegraph

As Seen In
CXM
Customer Experience Magazine

Daily Mail

BRAND
QUARTERLY



Video: Why Become a Growth Coach?

WATCH THE VIDEO: ACHIEVE REMARKABLE RESULTS IN YOUR LIFE & BUSINESS BY BECOMING A CERTIFIED GROWTH COACH ...



READY TO BECOME A CERTIFIED GROWTH COACH IN JUST 12-WEEKS?

WATCH NOW

100% Online Instant Access Course + Growth Coach App

1:1 Coaching & Mentoring Sessions to Scale YOUR Business

90 Day Online Course + 9 Month Business Accelerator to help YOU Monetise Your Skills & Earn Your First, or Next £100K

PLUS 12 Hours Reciprocal Coaching Practice to Boost Your Confidence & Experience to Schedule!

Online Learning + Interactive Growth Coach App



12-Week Course + 9-Month Business Accelerator



INTERNATIONAL AUTHORITY FOR
**PROFESSIONAL
COACHING & MENTORING**
Experts in Accreditation since 1998

ACCREDITED ADVANCED TRAINING PROGRAMME - EQUIVALENT LEVEL 6



- 12 x Module Instant Access Course – 100% Online
- **Growth Coach App** – 30-Day Money Mastery, Mindset & Mental Fitness Challenge to learn and implement the coaching practices & exercise and develop your own performance in life & business
- **Reciprocal Coaching Practice Hours**
(12hrs ReciproCoach included) + Feedback
- **WhatsApp Support Group** Coaching, Accountability & 1:1 Support Direct with Your Coach
- **3 x 1:1 Coaching & Mentoring Sessions**
- **Become a Certified Growth Coach in 12-Weeks** – Complete a Coaching Skills Quiz + 100% Completion of Course
- **Accreditation Assessment**
Pre-Recorded Video & End of Module Quizzes – Require 60 Hours of coaching hours logged to get fully accredited by IAPC& M
- **9-Month Business Accelerator** – Upon course completion after your initial 90-days monetise your skills and scale your business through continued support & Quarterly Coaching & Mentoring Sessions

Start, scale, and grow your coaching business with confidence!



YOU WILL LEARN HOW TO MAKE £10K+ MONTHS IN THE just 90 DAYS...ADDING your first, or next £100K to your business but existing coaches can expect to see revenue double or even triple by implementing the strategies

Enrolling in our Growth Coaching Certification is your ticket to an incredible journey of personal and professional growth.

Don't miss this opportunity to transform your life and the lives of others **BECOME A CERTIFIED GROWTH COACH** in just 12 weeks!

It's time for you unlock your potential and embark on a rewarding career as a growth coach and enrol now 🙌
Instant Access - Sign-Up Now & Get Started in less than 60 seconds

LEARN MORE & SIGN-UP NOW

Achieve remarkable results in your life & business.



The Growth Coach Certification is a transformative programme **for aspiring or developing coaches, entrepreneurs and professionals** looking to, accelerate their own growth and success in their **life and business**, as well as helping their clients to help achieve their goals and unlock their full potential.

Imagine being able to learn how the world's most successful people achieve the ultimate in health, wealth & happiness.

Well, the great news is that you can! We have created a unique Growth Coaching Certification using neuroscience-backed principles for high performance to help you and your clients reach your maximum potential.

So whether you aspire to enhance your career, empower others, or establish yourself as an expert in personal development, then this programme is for you.

GRADUATE & BECOME CERTIFIED IN AS LITTLE AS 12 WEEKS!

Learn the key steps, processes, and strategies to start or grow a coaching business that can generate £100k or more within 90 days, even if you're just starting out.

AVERAGE COACHING CLIENT REVENUE FORECAST



Achieve remarkable results in your life & business.



The Growth Coach Certification is a transformative programme **for aspiring or developing coaches, entrepreneurs and professionals** looking to accelerate their own growth and success in their **life and business**, as well as helping their clients to help achieve their goals and unlock their full potential.

Whether you're a **new or an established coach**, this accredited certification gives you the structure, frameworks, and confidence you need to bring out the best in yourself and your clients in just 12 weeks.

Coaching skills, frameworks, demos and templates – **EVERYTHING** you need to start and scale a coaching business or to add coaching into your existing service based business

LEARN MORE & SIGN-UP NOW

10 Steps to Becoming a Growth Coach



1. **On-Boarding:** Client Discovery & Welcome Pack
2. **Initial Assessment:** Skills Audit & Growth Report to benchmark so we can monitor your growth and development and provide the best support for where you are in your specific journey
3. **Growth Coach App:** 30 Days to Boost Money, Mindset & Mental Fitness Programme – On average our clients see a lift in performance by around 20% and some even as high as 80% across. **You'll score yourself across 10 pillars for Growth & Success:** Goals, Time, Knowledge & Wisdom, Communication, Wealth, Self-Development, Mindset, Health, Relationships & Happiness.
4. **Instant Access Online Learning Portal:** 100% Online 12-Week Growth Coaching Course + PDF Slides, Recommended Reading & Resources too.
5. **1:1 Coaching & Mentoring:** 3 x 1:1 Sessions (30 mins) Private 1:1 WhatsApp Support Group & Accountability
6. **12hrs Reciprocal Coaching Practice & Feedback** to build your confidence and expertise in coaching – Coach & Be Coached (Book sessions to suit you)
7. **9-Month Business Accelerator:** Start or Scale your Business and Fully Monetise Your Skills & Scale Your Business
8. **End of Course Assessment:** End of Course Quiz & Progression Review and Personalised Feedback
9. **Become a Certified Growth Coach:** After completing the 12-Weeks You'll receive a Certificate Upon Completion, Promotional Branding Materials and Website Copy to showcase your Achievement & Coaching Certification + a Gift Delivered to Your Door!
10. **Accreditation with IAPC&M:** Once you reach 60hrs coaching logged you'll complete a brief assessment and interview and provide a coaching call recording for review

ON AVERAGE ESTABLISHED COACHES SEE A BOOST SALES 20% IN 30 DAYS OF STARTING THE COURSE & NEW & DEVELOPING COACHES WILL WORK ON CREATING A BUSINESS MODEL & PLAN TO ACHIEVE THEIR FIRST £100K IN 90 DAYS

LEARN MORE & SIGN-UP NOW

The Business Growth Coach®
Helping CEO's to Scale & Grow 



A New Era of Business Is Here, and a Business Growth Coach Certification Gives You the Tools to Thrive

The world has changed. People are ready to claim their stake in new, fast-growing digital industries, and they're actively seeking coaches like you to help them do it. Our certified growth coach programme will not only give you the tools to facilitate business growth, but it will also help you guide individuals towards optimal health, wealth, and happiness in the process.

By incorporating neuroscience principles and cutting-edge technology, you'll learn how to elevate your own energy and wellbeing while shaping and improving various aspects of business, including marketing, management, leadership, finance, and innovation.

LEARN MORE & SIGN-UP NOW

Unlock the Secrets to Health, Wealth, & Happiness - You will learn;

- Our certified growth coach programme is designed to equip you with the knowledge and skills to guide individuals towards optimal health, wealth, and happiness.
- By incorporating neuroscience principles and cutting-edge technology, you'll learn how to **elevate your own energy and wellbeing while shaping and improving various aspects of business, including marketing, management, leadership, finance, and innovation.**

**NOT GETTING THE
RESULTS YOU WANT?**

BECOME A CERTIFIED GROWTH COACH

100% ONLINE LEARN ANYWHERE - ANYTIME!

LIVE COACHING, DEMOS & INTERACTIVE FEEDBACK PODS



The Business Growth Coach®
Helping CEO's to Scale & Grow 

LEARN MORE & SIGN-UP NOW

Become a Certified Growth Coach in 12 weeks Get Accredited by IAC&M in as little as 16 weeks



CERTIFICATE COURSE COMPLETION

AWARDED ON SUCCESSFUL COMPLETION OF
THE GROWTH COACH CERTIFICATION™



Dawn McGruer

The Business Growth Coach®



Date of Completion

Upon completion of the 12-week programme, you will receive a prestigious certification as a growth coach.

Additionally, you'll gain access to a network of like-minded professionals, ongoing support from our experienced team, and a wealth of resources to help you thrive in your coaching practice.

After the course you'll complete an online skills assessment quiz to gain certification

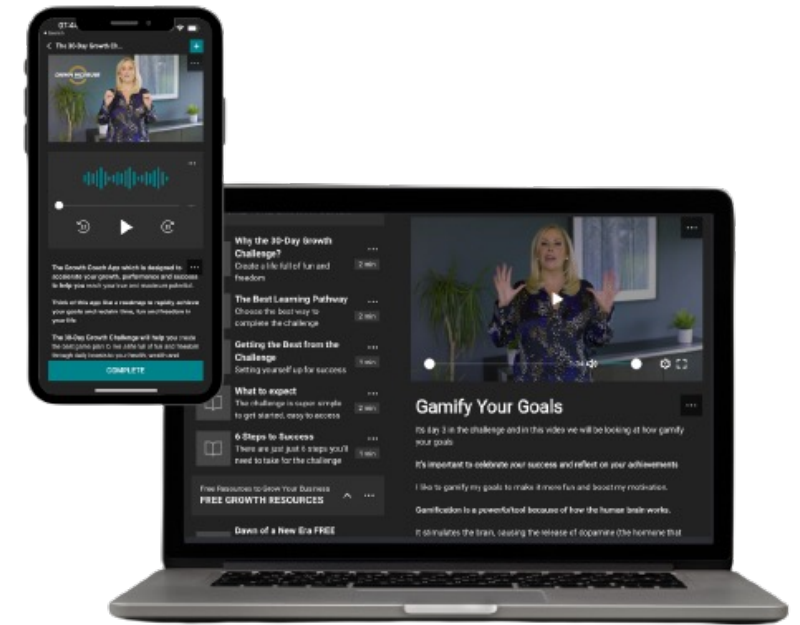
For full IAPC&M Accreditation* you will need to complete a 30 min skills assessment, provide your Growth Coach Certification and provide your practical coaching hours log (60 x hrs required and we provide 12 with Recipricoach)

*We provide 12-Months IAPC&M Membership for those wishing to gain full accreditation

LEARN MORE & SIGN-UP NOW

Skills Assessments: Module Quizzes & Live Coaching Evaluation - You will be Assessed Against the following Criteria:

- Understanding and application of coaching principles, techniques, and strategies.
- Analysis and reflection on the coaching scenario, client's needs, and potential challenges.
- Appropriateness and effectiveness of the coaching plan.
- Integration of neuroscience principles, holistic wellbeing practices, and business optimisation strategies.
- Justification and rationale behind coaching choices and strategies.
- Overall clarity, organisation, and quality of writing.
- Demonstrate your ability to develop a comprehensive coaching plan and apply the knowledge and skills acquired during the Growth Coach Certification.
- Reflective practice to analyse their own coaching techniques, identify areas for improvement, and develop strategies to overcome challenges. Coaches should engage in self-reflection through self-coaching questions and seek regular supervision to identify areas for improvement, learn new strategies, and develop a stronger coaching practice.
- We will require 1 pre-recorded submission via video to assess and provide feedback.



Are you ready to achieve the ultimate success in all areas of your life?... Our World-Renowned Coaching Certification Has You Covered!



Comprehensive Training:

Our programme covers everything you need to know to start, scale, and grow a successful coaching business. From foundational coaching techniques to advanced strategies, we provide you with a complete roadmap to becoming a certified growth coach.



Neuroscience and Technology:

Gain a deep understanding of how the brain works and how to leverage neuroscience principles to optimise human performance. Learn how to incorporate technology and digital tools to enhance the coaching experience and deliver outstanding results.



Holistic Approach:

We believe in the power of holistic growth. Our programme goes beyond traditional coaching methods by emphasising the interconnectedness of health, wealth, and happiness. You'll learn how to guide your clients towards balance and success in every aspect of their lives.



Monetise Your Skills:

In addition to becoming a certified growth coach, we provide you with all the resources you need to monetise your skills. Learn proven marketing strategies, create high-value coaching programs, and attract clients who are ready to invest in their personal and professional growth.

[LEARN MORE & SIGN-UP NOW](#)

Don't miss this opportunity to embark on a fulfilling and impactful career as a certified growth coach. Enrol in our programme today and unlock a world of health, wealth, and happiness for yourself and your clients.

Objectives;

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- Apply neuroscience principles in coaching sessions, understand how the brain works, and use this knowledge to help clients achieve their goals.
- Develop an in-depth understanding of principles of holistic wellbeing and how to apply them in supporting clients.
- Utilise the knowledge of best practices and strategies to optimise a business for success, while focusing on personal and professional growth
- Develop versatile coaching skills, including motivational and goal-setting techniques, active listening, and effective communication.
- Create impactful sessions that incorporate the best practices of modern coaching and help clients achieve desired results.
- Apply analytical thinking and problem-solving to support clients in overcoming obstacles and achieving their goals.
- Strategic planning and developing unique coaching strategies to help clients achieve success.
- These objectives are designed to equip individuals with comprehensive knowledge, skills, and tools to thrive in the coaching industry and make a profound impact on their clients' lives.

Is Growth Certification for YOU?...It is if YOU want to...



- **Enhance personal growth** & deepen your self-awareness, unlock your potential, & experience personal transformation. Ideal if you seek to grow emotionally, intellectually, & spiritually to live a more fulfilling life.
- **Improve professional success** & are interested in business & entrepreneurship may pursue the certification to enhance their leadership, management, & innovation skills. Ideal if you aspire to achieve professional growth, expand your influence, & excel in your chosen field.
- **Help others & are drawn to coaching** because of your desire to make a positive impact on others' lives. Ideal if you want to acquire the necessary coaching skills & techniques to guide & support individuals in achieving their goals & desired outcomes.

The learning outcomes;

[**LEARN MORE & SIGN-UP NOW**](#)



- A deep understanding of neuroscience and the ability to apply neuroscience principles in coaching sessions to facilitate mindset transformation, improved decision-making skills and achieve successful outcomes.
- An understanding of holistic wellbeing including healthy practices and techniques that can help clients improve their health, energy levels, and overall wellbeing.
- An understanding of business optimisation techniques, various best practices, and strategies for success and growth, and develop a coaching business.
- The ability to lead extraordinary coaching sessions, incorporate various methodologies, apply active listening, effective communication, and set measurable goals for clients, customised according to individual clients' demands.
- Analytical thinking and Problem-solving to support clients in overcoming obstacles and achieve their goals.
- The ability to develop unique coaching strategies yielding successful outcomes, for clients.
- Being able to develop effective plans and take actionable steps, proving successful results and growing in coaching.
- Being able to establish a successful coaching business as the certificate also provides entrepreneurial skills and all the necessary tools needed to market and monetise your coaching services.
- The Growth Coach Certification aims to instil practical coaching expertise in individuals to develop successful Coaches that drive growth and success programs personally and professionally, leaving a holistic impact on the client's life.



Flexible Ways to Pay – Study Now & Pay Later

PAY IN FULL SAVINGS & BONUSES AVAILABLE

FLEXIBLE INTEREST FREE MONTHLY PAYMENT PLANS AVAILABLE



LEARN MORE & SIGN-UP NOW

FLEXIBLE PLANS TO SUIT EVERYONE!

SAVE £567 when paying in full + Bonus VIP Day

- ★ Become a Certified Growth Coach in 12-Weeks
- ★ Instant Access 100% Online 12-Week Growth Coach Certification Course
- ★ 3 x 1:1 Mentoring Calls (30 mins)
- ★ 12-Hrs Reciprocal Coaching Practice + Feedback
- ★ 9-Month Business Accelerator to Monetise Your Skills & Scale Your Business
- ★ Private WhatsApp Support Group & Accountability
- 👤 Growth Coach App - 30 Days to Boost Money, Mindset & Mental Fitness Programme
- 👤 Certificate Upon Completion
- 📄 Accreditation with IAPC&M
- 📊 ON AVERAGE CLIENTS BOOST SALES 20% IN 30 DAYS

[VIEW PAYMENT PLAN OPTIONS >>](#)

CLIENT TESTIMONIALS & CASE STUDIES

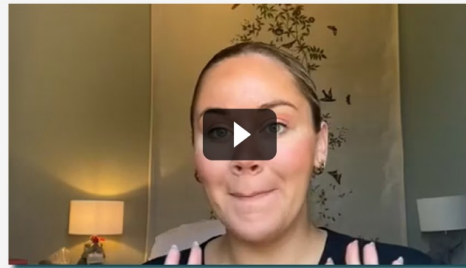


CAROLINE STRAWSON: Multi-Award-Winning ICF Accredited Trauma Informed Therapist & Coach

Not only was the whole experience amazing but the knowledge has Dawn has to allow you to visually see all areas of your business and identify opportunities

ANTONIA KNOWLES: Founder of Kiss #1 Aesthetics Wholesale and Training Academy in the UK

Within an hour Dawn had mapped out an immediate £150K extra in my business!



HEIDI SETCHFIELD - The Virtual Operations Manger

Within 30-days of working with Dawn I hit my highest ever revenue month!



Start, Scale & Grow Your Coaching Business

Perfect for new or established coaches who want more coaching confidence or to gain advanced techniques to transform lives as an Accredited Coach.

LEARN MORE & SIGN-UP NOW

What is included in the Certification?...



PREMIUM ONLINE LIVE LEARNING

12 x weekly in-depth 2-hour training sessions to give you all the tools and techniques to become a Growth Hacker and become a Certified Growth Coach

Learn how the world's most successful people achieve the ultimate in health, wealth and happiness.



PREMIUM GROUP & 1:1 COACHING, DEMOS & FEEDBACK

Learn all the principles and methodologies around becoming a growth coach including seeing growth coaching in action through demos and feedback workshop pods.

This will give you the chance to test your and hone your skills with live feedback from expert coaches.

Monthly coaching and mentoring Q & A calls and 1:1's with your coach.



ACCESS OVER 100+ EPISODES - AUDIO SERIES

Dawn of a New Era is a top 3% Global Ranking Podcast with a difference for people who want to start, scale and grow their own business. Dawn McGruer - The Business Growth Coach® shares tips to **improve marketing, motivation and mindset** as well as her own real-life challenges and experiences as an entrepreneur - The good, bad & ugly truth of being a business owner.



TRACK YOUR OWN GROWTH PROGRESS

We have developed a unique way of blending learning with action and implementation through our interactive 30-Day Growth Challenge.

Daily notifications to keep you motivated, check-in trackers to monitor your growth, find an accountability buddy and get support and inspiration from the community.



UNPARALLELED COURSE RESOURCES & EXPERTISE

Learn directly from Dawn McGruer - The Business Growth Coach®

Multi-award-winning Author, Speaker, Strategist & Trainer & Podcaster.

Over the past 20 years she has worked with over 30,000 clients and helped them make more than **£45 million** building their business.

She started her first business at the age of 21, was **mortgage free by 33**.

She works with **business owners and entrepreneurs to grow their businesses** and has 4 businesses, scaling the latest to 7-figures in just 7-months!



INTERACTIVE APP, JOURNAL & TRACKERS, COMMUNITY

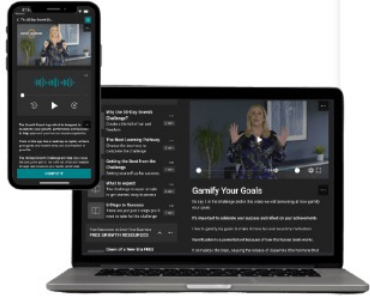
Think of the app like a roadmap to rapidly achieve your goals and reclaim time, fun and freedom in your life

- It's been designed for use in your daily life, professional career, business or help your clients reach their true and maximum potential.





What is included in the Certification?...



CERTIFICATE UPON COMPLETION

CPD eligible - Graduate as a Certified Growth Coach and showcase your certification on all of your promotional materials. We will also cover everything you need to know to start, scale and grow a successful coaching business. You'll have access to all the resources you need to coach clients and monetise your skills!!!

GET TRAINED, GET CERTIFIED, GET CLIENTS, GET PAID

NEUROSCIENCE STRATEGIES THAT'LL SKYROCKET YOUR SALES & SUCCESS

The certification is suitable for aspiring and developing coaches as well as corporate leaders, entrepreneurs and business owners looking to

Apply neuroscience principles and technology in your life to improve overall energy and wellbeing and business to shape and improve marketing, management, leadership, finance, and innovation.



30-Day Growth Challenge through our state-of-the-art Growth Coach App with practical actions and exercises & skills assessment

Workshops, Demos, Feedback & Q & A's + 12hrs Practical Hours - ReciproCoach

1:1 & Group Support, Advice & Accountability

Certification & Accreditation

Marketing, Mindset & Motivation Audio Series > 100 Episodes

IAPCM x 12 Masterclasses & PDFs

No Risk – Money Back Guarantee



Quality-assured Money-back Guarantee!

We are committed to delivering the highest quality coaching. If within 14 days of your course purchase, you have attended your first week's training & workshop, and you are not fully satisfied with the quality of the course, we will offer you a 100%, no quibble, money-back guarantee.

LEARN MORE & SIGN-UP NOW

Meet Your Coach



- I'm Dawn McGruer FRSA MCIM - The Business Growth Coach®
- Founder of Success from the Soul Mastermind™ which helps CEO's to scale to £100K/Month+ months to achieve the ultimate in **fun, freedom, flexibility and financial growth.**
- I'm an award-winning **Digital Marketing Author, Speaker, Strategist & Trainer** & Top 3% Global Ranking Podcaster.
- Over the past 20 years I have worked with over **30,000 clients** and helped them make more than **£45 million** building their business.
- I started my first business at the age of 21, was **mortgage free by 33.**
- I work with **business owners and entrepreneurs** to grow their businesses whilst spending less time, effort and money on their marketing.
- I was awarded **lifetime fellowship** from **The Royal Society of Arts, Manufacture & Commerce & The Chartered Institute of Marketing** in recognition of her efforts and expertise.
- It was with Newcastle College where I started **studying performance coaching and NLP** over 20 years ago going onto constantly deepening my knowledge in growth and performance strategies, psychology, business and marketing.
- I am also **Head Tutor** for the **CIM Diploma in Digital Marketing undergraduate degree-level qualification** at Business Consort Academy (99% Pass Rate)



LEARN MORE & SIGN-UP NOW

The Business Growth Coach®
Helping CEO's to Scale & Grow The logo features two stylized human heads in profile, facing each other, with three gears of varying sizes positioned between them, symbolizing thought, strategy, and growth.

Modules – Weeks 1 to 12 Online Sessions



Week 1: Introduction to Growth Coaching

- Definition of coaching and growth coaching
- Neuroplasticity and the brain's ability to change
- History and evolution of coaching
- Ethics and standards of coaching practice



Week 2: The Neuroscience of Growth

- Overview of neuroscience principles and applications to coaching
- Human behaviour and motivation
- The mind-body connection
- The impact of stress on the brain and body



Weeks 3-4: Optimising Health and Energy

- Understanding the science behind peak health and energy levels
- Applying neuroscience principles to improve overall wellbeing, productivity, and vitality
- Strategies for optimal nutrition, exercise, and sleep
- Techniques for managing stress, reducing anxiety, and enhancing positive emotions



Weeks 5-6: Unlocking Wealth and Abundance

- Developing an abundance mindset and guiding clients towards financial success
- The impact of limiting beliefs on wealth and abundance
- Techniques for breaking through limiting beliefs
- Strategies for financial planning, budgeting, and investing



Weeks 7-8: Finding Happiness and Fulfilment

- The essential components of lasting happiness and fulfilment
- The science of positive psychology and its application in coaching
- Techniques for increasing joy, purpose, and meaning in life
- Finding balance and harmony in multiple areas of life



Weeks 9-10: Business Transformation

- Advanced techniques for business optimisation, including marketing, management, leadership, finance, and innovation
- Developing high-value coaching programs and building a successful coaching practice
- Techniques for attracting clients and building long-term relationships
- Scaling and growing your coaching business with confidence



Weeks 11-12: Coaching and Client Management

- Vital coaching skills required for providing guidance and support to clients
- Conducting transformative coaching sessions and achieving desired outcomes
- Developing impactful coaching programs that lead to transformation
- Building long-lasting, valuable client relationships

[BOOK A DISCOVERY CALL >>](#)

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In 12 weeks expect to achieve...



Expertise in Coaching:

- ✓ By completing the certification program, individuals will have gained comprehensive knowledge, skills, and techniques in coaching. They will have a deep understanding of coaching principles, methodologies, and best practices. This expertise will enable them to effectively guide and support their clients on their journey towards personal and professional growth.

Transformative Impact:

- ✓ Armed with their newfound coaching knowledge and skills, individuals completing the certification can expect to make a transformative impact on their clients' lives. They will have the tools and techniques to help their clients overcome challenges, set meaningful goals, and achieve remarkable results. Through their guidance and support, they will empower their clients to unlock their full potential and create positive change in various areas of their lives.

Foundation for a Coaching Business:

- ✓ Completing the Growth Coach Certification will provide individuals with a solid foundation for building a successful coaching business. They will have acquired the necessary expertise in areas such as marketing, client management, and program development. This knowledge will enable them to attract and serve clients effectively, create high-value coaching programs, and position themselves as experts in their field. They will have the confidence and skills to monetize their coaching skills and create a thriving coaching practice.

Ready To Get Started?

We'd love to welcome you to Become a Growth Coach. Got Questions?...No problem Book a Discovery Call with our Team

[BOOK A DISCOVERY CALL >>](#)

[LEARN MORE & SIGN-UP NOW](#)