The SOIF Coach Certification Program

A Program To Enhance Your Coaching Skills Using NLP and SOIF

What is NLP?
NLP or Neuro Linguistic Programming is about modeling; studying, understanding and transferring the skills of top performers in any field (Joseph O'Connor & John Seymour, Training With NLP, Thorsons 1994). By using NLP, you will be able to enhance a regular coaching session into a positive, focussed, and strategic breakthrough experience.

NLP is an advanced tool used by many successful professionals in a whole range of activities. The simplicity of the tool plus its effectiveness makes it a much sought after edge of today's professionals who deal with people on a daily basis.

This program would benefit members of the coaching faculty by enhancing their coaching sessions to that of a professional coach using Neuro Linguistic Programming (NLP).

What is SOIF?
On the 27th of July 2012 at Komplex Mahasiswa Universiti Putra Malaysia (UPM), a group of Professional Learning Facilitators conceived an idea that has shaken the foundations of the popular management brainstorming model called SWOT. This powerful concept has since been given the acronym name of **SOIF**.

SOIF stands for (**S**) Strength, (**O**) Opportunities (**I**) Improvements and (**F**) Faith.

The program is divided into 7 main sections:

Sections	Description
Basic Understanding of NLP	Participants will be given a practical approach to understanding NLP and its presuppositions. They will also be thought how to Calibrate their Senses and VAKOG.
Build Rapport	Participants will learn the most powerful tools in NLP which is building rapport using the techniques of Matching & Mirroring, Eye Accessing Pace & Lead and Anchoring.
Distract The Mind	Participants will learn to use the techniques of State Elicitation, to effectively prepare their clients' minds to allow coaching to take place.
Calm The Heart	Participants will learn to use the language patterns of Meta model and the hypnotic language of Milton Model in Conversational Hypnosis.
Sealing Intentions With SOIF	Participants will learn how to conduct SOIF for one-to-one coaching and in a group which may be made of the general public or corporate clients (for example corporate strategic planing exercises).
The Certification Process	Participants will be evaluated as they coach each other to achieve their personal breakthroughs using SOIF and all the NLP skills they have learned.
My Actionable Plan	Participants will put their learning into structured plans of action.

Program Objectives
By the end of the program, participants will be able to:

- Understand and incorporate the basic presuppositions of NLP into the area of counseling and coaching.
- Building rapport by combining the elements of psychology and physiology.
- Coach and counsel using effective techniques of positive persuasion.
- Learn to subtly upgrade the quality of coaching without major modifications to their present coaching methodology.
- Anchor positive learning points in the mind of their clients.
- Assist in their client's 'recovery' via better focus in energy and strategy.
- Incorporate SOIF as an effective seal in a personal coaching session or a group learning session.

Tentative Program

TIME	DAY 1	DAY 2	DAY 3
9.00am	Basic Understanding of NLP Calibrating Senses & VAKOG	Review of Day 1 Introduction to SOIF	SOIF Certification Process: Written Evaluation
10.30am	**MORNING BREAK**		
10.45am	**Building Rapport Using:** 1. Matching & Mirroring 2. Eye Accessing 3. Face Reading	Personal Coaching Using SOIF	SOIF Certification Process: Practical Evaluation
1.00pm	**LUNCH TIME**		
2.00pm	**Distract The Mind:** • State Elicitation • Pace & Lead • Anchoring	Group Coaching Using SOIF	SOIF Certification Process: Practical Evaluation (cont.)
3.30pm	**TEA BREAK**		
3.45pm	**Calm The Heart:** • Meta Language • Milton Model	Corporate Coaching Using SOIF	SOIF Certification Process: Practical Evaluation (cont.)
5.00pm	**DAY ENDS**	**DAY ENDS**	**PROGRAM ENDS**

Equipment Needed
The following equipment would assist in the effectiveness of the program:

1. LCD Projector
2. Flip Chart Stand and Paper (if possible, 3 sets)
3. 1 Rim A4 Paper
4. Clip Microphone (if the group is more that 30 people)