The Conversational Intelligence® for Coaches Certification Blueprint
C-IQ Competencies

1. Foundational C-IQ Competencies
2. Implementation C-IQ Competencies
3. Mastery C-IQ Competencies

Foundational C-IQ Competencies

1. Essentials Mindset:

Fully embody the C-IQ Essentials and Foundational Skills through values, attitudes, behaviors and actions to elevate Trust, Interaction Dynamics and Conversational Agility at any phase of client Engagement.

The coach demonstrates:

• Being open to influence as evidenced by in the moment coaching without a pre-determined goal, agenda or expectation.

• Listening to connect as evidenced by focusing all your attention on understanding the client(s) reality and speaking to subtle behavioral or verbal cues that are invisible to them.

• Asking questions for which you have no answers as evidenced by framing powerful open ended questions in the moment of coaching without judgment or expectation and inciting client reflection and discovery.

• Priming for Trust using all 5 Essentials and the body of neuroscience works as evidenced by individuals and teams use of caring-courage-candor to elevate ability to problem solve, co-create meaningfully and connect.

• Develops and sustains Conversational Agility as evidenced by supporting right conversational fit and deconstructing the conversational levels with clients and teams.

• Developing the 3rd Eye in clients as evidenced by closing the coaching gap by linking Intention and Impact through use of the tools and neuroscience application.
2. Designing Pre-Engagement Actions:

Master pre-engagement client attraction skills. Ask powerful discovery questions in the moment to adeptly reveal insights about invisible blind spots. Guide deeply connected and enriching Discovery Sessions to close the gap between Client Discovery sessions and Engagement. Craft dynamic and goal oriented contracts that lead to long term Engagement.

The coach will:

- Understand the steps for pre-engagement, introduction of C-IQ and full engagement

- Skillfully open the conversation by addressing the C-IQ technology and how it is different from other methodologies.

- Properly assesses the client(s) current status, needs and engagement
  Ask powerful Discovery questions in the moment to adeptly reveal insights about invisible blind spots.

- Creates goal oriented contracts by closing the gap between offering and long term engagement

- Designs dynamic programs and engagements based on the elicitation of the client needs as evidenced by uncovering underlying challenges and creating agendas, transformational roadmaps and goal oriented contracts aligned with company’s core challenges and Aspirations.

- C-IQ Offerings: Fine-tune your marketing strategies and C-IQ offerings to be in line with prospective company’s Aspirations.

- Demonstrate C-IQ Profiling and Discovery of an executive, team or company.

- Creates and Conducts innovative marketing activities to promote relationship building with prospective client(s) and adds to the global awareness of C-IQ.
3. Ethics and Standards:

Understand the breadth and scope of usage of C-IQ Branding, Copyright and Intellectual Property. Understand general ethical guidelines and scope of client confidentiality when working with individuals, teams and whole organizations.

**Branding, Copyright and Intellectual Property**

Understands and agrees to protect the integrity of the intellectual property as evidenced by:

1. Consistently adhering to the scope and legal limitations of the IP and branding of this body of work as it was intended.

2. Keeps Judith E. Glaser, Benchmark Communications Inc, and the CreatingWE Institute aware of any and all new C-IQ material that is created or co-created for pending approval or support in aligning documents with IP and Copyright standards.

3. Demonstrates using ‘Powered By Conversational Intelligence’ on their ppts where C-IQ content is included

**Client Confidentiality:** Given the multiple partners in the coaching engagement, there is a potential for an accidental or purposeful disclosure that breaches the confidentiality expectations.

**Broadly, a coach should:**

1. Adhere to the organization’s proprietary and confidentiality guidelines related to financial, legal, and business matters.

2. Work with the participant, manager, and any other key stakeholders up front to set expectations for what information will be shared throughout the engagement and how it will be shared.

3. Agree on the terms of anonymity and confidentiality of this information before it is collected.
4. Should consult with members of the partnership to decide how information from other assessments and coaching conversations will or will not be shared.

5. Weigh the cost and benefits of making exceptions to the confidentiality agreement.

6. Inform his or her Sr. Coach or Senior Leader under legal obligation if a client reveals facts about potential legal issues (such as sexual harassment, gender /age/racial discrimination, fraud or theft).

**Implementation C-IQ Competencies**

### 4. Ignite a Culture of Trust:

Apply Conversational Intelligence® TRUST Technology to form a strong foundation of safety and trust from pre-engagement discovery to designing Transformational Roadmaps and implementing TRUST Assessments.

**Coaches will:**

1. Demonstrate knowledge of trust and distrust both neuro-chemically and behaviorally as evidenced by coaching to Navigate difficult conversations resulting in up-regulating neurochemistry.

2. Assess, diagnose and influence current and ongoing levels of trust

3. Accurately implement TRUST exercises, TRUST frameworks, and TRUST assessments together.

4. Design workshops and trainings that will activate the trust networks in our brain. Demonstrate best practices when using TRUST, exercises, frameworks and assessments.
5. Interaction Dynamics:

Adeptly and intuitively use all C-IQ tools, frameworks, exercises and rituals to build healthy Interaction Dynamics in the role of Coach, Consultant and Trainer in flexible and expansive ways in all phases of the Engagement Process.

The coach will:

1. Demonstrate effectively the use of Essentials, tools and frameworks to make client(s) aware of unhealthy dynamics and elevate neurochemistry and create a Culture of Trust. Specific attention paid to Mastery of LOC, Matrix, Dashboard, TRUST, 5 Blindspots, Amygdala Hijack.

2. Demonstrates best practice and skill in coaching client(s) toward Conversational Agility evidenced by the coach’s ability to explain and use all the principles of up and down regulating.

3. Demonstrate the ability to identify patterns of interaction that have a unhealthy outcomes and ‘make the invisible visible’

4. Identify Blind Spots in the coaching sessions with individuals and teams

5. Skillful use of Reframe-Refocus-Redirect

6. Optimize Neurochemistry:

Engage clients in understanding how to optimize neurochemistry to create healthy environments using the body of work that is C-IQ.

1. Facilitates the client moving to level III conversations.

2. Coaches individuals and teams in the three levels of conversation.

3. Demonstrates knowledge and skill in elevating client(s) to Level III Conversations. Engages clients in understanding how to optimize neurochemistry, including neuroscience terms and application.

4. Explain and demonstrate ‘interaction dynamics’ for each level of conversation, both the unhealthy dynamics and the healthy dynamics.
5. Increase client(s) Conversational Agility by assisting in developing awareness of right Level for the right desired outcomes.

6. Demonstrate effectively the use of Essentials, tools and frameworks to make client(s) aware of how to optimize neurochemistry. Special Attention to Exemplary skills related specifically to Dashboard (w/levels), Say More Say Less, Matrix, ROE, Conversational Agility.

7. **Diagnostics and Assessments:**

Uses the C-IQ assessment tools to conduct assessments and diagnostics. Properly administer and collect data from assessments to uncover core challenges, establish benchmarks and use them to build Agendas, Transformational Roadmaps and Fieldwork Matrix’s in order to holistically elevate the “I” and the “We” of an organization.

**Coaches will:**

1. Successfully administer the assessments during the optimal time in Engagement process.

2. Accurately read and interpret the data to establish benchmarks, build “C-IQ Transformational Roadmaps” for clients and companies.

3. Successful use of the assessments and diagnostics will be evidenced by creating Transformational Roadmaps, Agendas, Fieldwork Matrix’s and Coaching Engagements that demonstrate a strong correlation between Diagnostic Findings and appropriate expansion of the Engagement.
Mastery C-IQ Competencies

8. Master Trainer:

Transfers C-IQ skills and methodologies into organizations by facilitating training with individuals and teams.

1. Demonstrates high level ability to lead introductory training evidenced by developing trainings aligned with companies salient needs and correlates the C-IQ training framework with the company's needs.

2. Demonstrates high level of knowledge skill evidenced by responding to questions with efficacy which is in alignment with C-IQ core values and methodologies.

3. Demonstrates high level of engagement when choosing and implementing introductory and discovery activities for training purposes.

4. Create dynamic, fun and creative introductory training programs.

9. C-IQ Culture Transformation Agent:

Assist client(s) and organizations in achieving their greatest Aspirations. Masterfully shape and advance the Engagement by co-developing original Aspirational Agendas, company specific interactional Transformational Roadmaps and ongoing Fieldwork Matrix's (for continued and sustainable transformation).

1. Create Aspirational Agendas

2. Create specific “C-IQ Transformational Roadmaps” using tools, frameworks and assessments at any point of client engagement.

3. Demonstrate flexible, expansive and creative implementation of C-IQ Tools and Frameworks.
4. Create sustainable transformational change in the company culture with individuals teams and organizations by skillfully applying all components in the C-IQ body of work to assist in co-creating dynamic Aspirational Agendas, Transformational Roadmaps and Fieldwork Matrix’s aligned with current and future Aspirations.

5. Assists client(s) to overcome current core challenges and anchoring healthy neurochemistry by using the tools in the body of work as evidenced by coaches Agendas, Roadmaps and Fieldwork Matrix’s, and tools implementation aligning with client(s) current core challenges and future Aspirations.

6. Understand and know when to adeptly step into the role of Coach, Consultant or Trainer in any phase of the client Engagement to assist in reaching company Aspirations.

7. Demonstrates adapting all Essentials, tools, exercises and coach approach to match phase of engagement roll out based on the CHANGES model.

10. Comprehensive Neuroscience Mastery:

Master the Neuroscience terms and research (as prescribed by C-IQ and CWI) in order to deepen client(s) and teams understanding.

1. Deepen client’s understanding of how conversations change our neurochemistry.

2. Master skills for elevating and explaining interaction dynamics in any phase of Engagement process.

3. Demonstrate strong skills and knowledge in the science and neurochemistry as laid out by C-IQ and CWI evidenced by correct use of terms, definitions and appropriate application to deepen client(s) growth and understanding of C-IQ.

4. Share new Neuro-tips with clients and facilitate their ability to share these with others in the organization.

5. Facilitate Application sessions with clients to increase knowledge of neuroscience.

6. Teach and coach clients about the unhealthy and healthy interaction dynamics, being able to explain how ‘cortisol’ and ‘oxytocin’ work in the brain and what areas of the brain are in concert with these conditions.
Program Overview
The 8 Live Program Mastery Sessions

1. Conversational Essentials and the Neuroscience of Conversation
2. Designing Pre-engagement actions. Ethics and standards: copyright, intellectual property and confidentiality.
3. C-IQ Master Coach - One-on-One
4. C-IQ Master Trainer
5. C-IQ Core Assessments and Diagnostics Certification
6. Building a Culture of TRUST
7. Expanding the Engagement Platform – Deconstructing Conversations, Aspirational Agendas, Implementing Transformation Roadmaps; ExperiMentor (Homework Assignments)
8. Mastering the Engagement – Mastering Your area of Expertise – Identity Building