

CPBC Certification Syllabus

Your Executive Experience, Certified.

(Strictly for the use of PBCA Canada applicants and certified professionals)

The Industry is Missing the Mark

Most coaching certifications trap you in academic theory and "active listening" exercises. While those soft skills matter, traditional programs completely ignore the only two metrics that high-caliber business owners actually pay for: **ROI and Results.**

The PBCA Philosophy: Become a Business Asset

We don't teach you how to be a life coach. We teach you how to become an indispensable business asset. We know that to successfully lead an enterprise, a client must first lead themselves. Our mission is to equip you with the exact structure, strategy, and clarity required to drive that lasting success for your clients.

The CPBC Designation

The Certified Professional Business Coach (CPBC) designation is not just another credential—it is a rigorous, practitioner-led intensive.

It is specifically engineered to bridge the gap between your decades of executive experience and a thriving, independent coaching practice. By leveraging the industry's most comprehensive toolset, you will master the critical intersection of personal and business effectiveness, allowing you to deliver immediate, measurable value from day one.

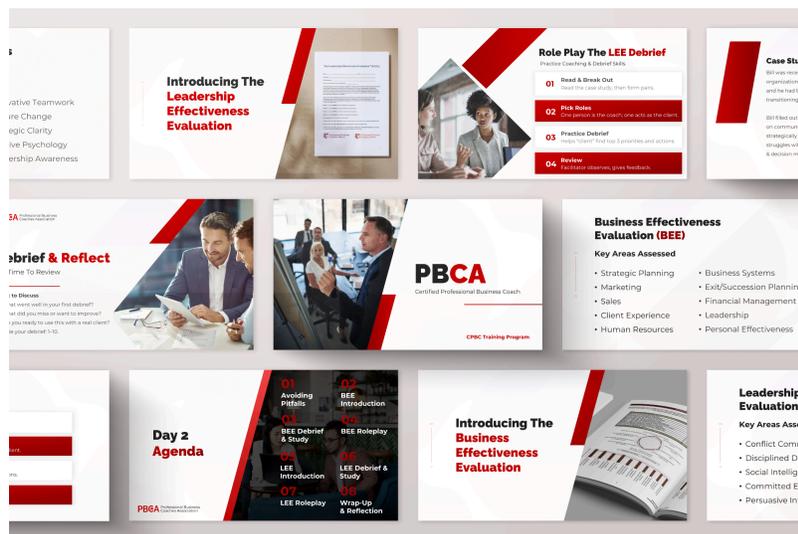


Day 1: Foundations & The Coaching Mindset

Time	Topic
09:00 – 12:00	Compare owner mindsets against typical employee perspectives for success.
13:00 – 15:00	Shift from giving advice toward driving deep business transformation.
15:00 – 17:00	Build twelve month roadmaps and define engagement rules clearly.

What You Are Learning & Why:

Transition from giving advice to driving client ownership using the Strategic Coaching Model. Master active listening and powerful questioning to uncover root causes, establishing yourself as a high-value strategic partner.



Day 2: Diagnostic Mastery (The BEE & LEE)

Time	Topic
09:00 – 12:00	The BEE: Auditing the ten core pillars of any successful enterprise.
13:00 – 15:00	The LEE: Identifying critical executive blind spots while assessing overall leadership.
15:00 – 17:00	The Gap Analysis Presentation: Demonstrating exactly where prospects are losing significant enterprise capital.

What You Are Learning & Why:

Deploy the PBCA diagnostic suite to remove guesswork from your coaching. Use the BEE to audit 10 enterprise pillars for profit gaps and the LEE to identify critical executive blind spots . Quantify your value through ROI-focused results.

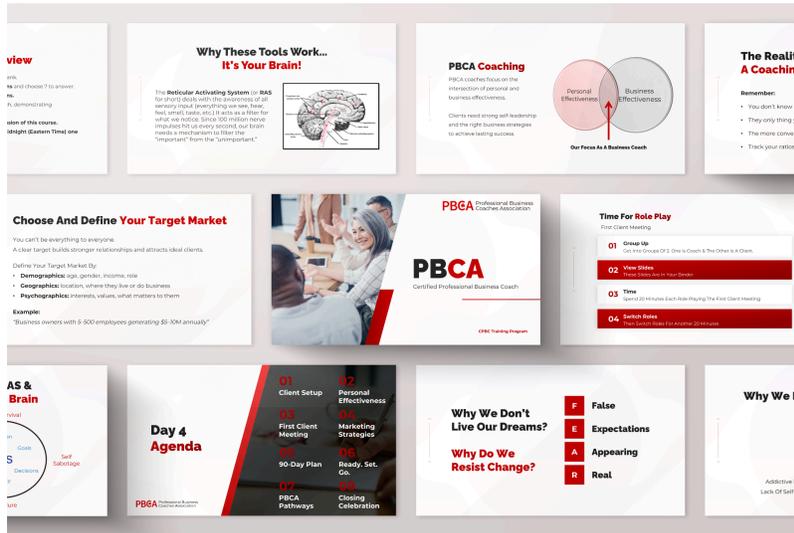


Day 3: The 7-Step Client Builder System

Time	Topic
09:00 – 12:00	Marketing for the Reluctant Salesperson: Utilizing authority based strategies for consistent lead generation.
13:00 – 15:00	The Consultative Enrollment Process: Closing high value monthly retainers without using traditional selling.
15:00 – 17:00	Overcoming Boardroom Objections: Positioning your professional fee as a strategic investment, not cost.

What You Are Learning & Why:

Use Extended DISC® to identify prospect styles and apply the “Platinum Rule” to build rapid trust . Secure premium retainers using the 7-Step Client Builder System—a professional, consultative enrollment process built on transparency.



Day 4: Ready, Set, Go! (The Launch)

Time	Topic
09:00 – 12:00	Develop a concrete action plan for your practice launch.
13:00 – 15:00	Navigate the comprehensive nine hundred plus tool resource arsenal.
15:00 – 17:00	Complete formal evaluations and the official PBCA Canada induction.

What You Are Learning & Why:

Shift to immediate execution by mastering client agreements and the first meeting agenda. Build a 90-day launch plan with SMART goals and gain lifetime leverage through our 1,400+ white-labeled tool library.

The PBCA Professional Resource Library

Immediate access to the blueprints of a world-class practice.

Stop reinventing the wheel. Your certification includes full access to a proprietary library of brandable assets designed to deliver veteran-level results from Day One.

- **Marketing & Sales Mastery (430+ Resources):** Turnkey systems for lead generation and the **7-Step Client Builder** scripts to secure \$2,500–\$5,000+ monthly retainers.
- **Coaching Delivery & Frameworks (180+ Resources):** The **BEE & LEE** diagnostic suites and structured roadmaps for every client engagement.
- **Team Building & Leadership (200+ Resources):** Proven frameworks for organizational culture, hiring systems, and executive alignment.
- **Practice Management & Legal (175+ Resources):** Professional coaching agreements, fee structures, and P&L tracking to run a high-margin business.
- **Business Operations & Strategy (180+ Resources):** SOP templates, strategic planning workbooks, and exit-strategy evaluations to scale client enterprises.

Beyond the 4 Days (The Support)

The CPBC is the start, not the finish. Your success is protected by:

1. **The Implementation Series:** A 10-month rotating curriculum for recent trainees to ensure deep mastery and real-world application of core training subjects.
2. **Monthly Community Calls:** Peer-led deep dives focused on specific coaching tools, formats, and knowledge-sharing between veteran coaches..
3. **Jumpstart Masterminds:** Monthly open-format problem-solving calls held on the last Friday of every month for real-time insights into active client challenges.
4. **The PBCA Network:** Immediate, Entry into an active, non-competitive national brain trust of high-net-worth coaching peers.

Requirements & Investment

To maintain network integrity, applicants must meet at least one of the following criteria:

- **Business Ownership:** 10+ years scaling and managing an independent enterprise.
- **Executive Leadership:** 10+ years in a C-Suite, VP, or Director-level corporate role.
- **Professional Equivalent:** Extensive high-level professional advisory or consulting experience.

Total Program Investment: \$7,500 CAD.

Enrollment grants you full access to the PBCA ecosystem, including the 4-Day Intensive, the Resource Arsenal, your initial year of PBCA membership, and all ongoing support initiatives.

The 3-Step Enrollment Process

1. **Apply:** Submit your professional background for confidential review.
2. **Align:** A candid, 15-minute call with a PBCA Board Member.
3. **Accept:** Formal induction into the next cohort.

The Next Step: [Apply For The Next Cohort](https://pbcacanada.com/cpbc-candidate-application/)

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