

Coaching in Style Certification



Take Flight Learning

Accelerate Your Coaching Practice with the Power of Personality

Level up your practice with the *Coaching in Style Certification*



Executive coaches know that personality can impact client results—and make or break coaching relationships. The *Coaching in Style* certification provides coaches with the knowledge and practical skills to apply personality styles throughout their coaching practice.

As a Take Flight Learning Certified Coach, you will differentiate your business with a new toolset for helping clients become the highest versions of themselves. The point isn't to change your coaching model—it is to enhance your offering, create new revenue streams, and connect deeply with clients. With the power of personality, your clients will soar to even greater heights.

Most coaches are skimming the surface of personality.

Executives often struggle because they lack awareness of how their personality influences “soft skills,” which increasingly differentiate top performers from those who plateau. At the same time, coaches often impose their personality style on clients, expecting them to be as assertive, charismatic, compassionate, or analytical as their coach. That doesn't work.

Coaching in Style teaches a simple yet profound skill: how to coach people the way *their* personality needs to be coached. Personality styles also unlock an intuitive vocabulary that help clients discuss and overcome persistent barriers to their success.

This is perfect for high-level coaching. The tools provided by Take Flight Learning will help your clients get the most out of their coaching experience. Whether they are driving strategy, leading company initiatives, navigating change, working through mergers and acquisitions, or giving keynotes, you will be able to provide them with the skills they need to engage their innate personality to drive success.

The Birds bring the personality styles to life with imagery that is instantly recognizable and memorable.



Direct, daring, bold, bottom-line
Eagles get it done fast.



Optimistic, social, talkative, engaging
Parrots bring positive energy.



Logical, organized, precise, questioning
Owls value details and quality.



Empathetic, caring, supportive, helpful
Doves will never let you down.

What tools can I incorporate into my coaching business?

In addition to the coursework, the *Coaching in Style* certification provides access to the following tools that can help you incorporate the power of personality into your coaching interactions and substantially increase your business:

- ***Coaching in Style Playbook*** - Comprised of self-awareness and action-based questions and tips that can be used on the fly or to structure 16 coaching sessions.
- ***Taking Flight with DISC Profile*** - Enables participants to complete an assessment online and receive a personalized DISC report based on the Eagles, Parrots, Doves, and Owls.
- ***Chameleon Leadership Profile*** - Helps clients understand the leadership qualities of their DISC style and teaches them how to flex their style to different people and situations.
- ***Taking Flight with DISC EQ Profile*** - Links the power of emotional intelligence with personality and deepens your client's self-awareness, self-management, social awareness, and relationship management.



What will I learn during the certification?

In this full-day course accredited by the International Coaching Federation (ICF), Take Flight Learning will show you how to integrate personality styles into your coaching process. The virtual course is limited to 24 students to ensure that each participant can engage with the instructor and coursework. Specifically, you will:

- Explore how your personality influences your coaching and client experience
- Dive deeper into the motivations, needs, leadership approaches, and predictable career challenges of the four styles
- Learn how to dissect DISC graphs and interpret what they reveal about your clients' interpersonal skills, leadership, and emotional intelligence
- Discover how to leverage the *Coaching in Style Playbook*, filled with self-discovery questions and tips spanning 16 core leadership competencies, to help clients become the best and truest versions of themselves

Even if you know DISC or another behavioral model, this certification will teach skills unique within the context of coaching.



Incorporate style into the following competencies:

- Self-awareness
- Team dynamics
- Conveying vision
- Clarifying goals
- Providing feedback
- Increasing influence
- Leading change
- Relationship building
- Communicating
- Listening
- Holding people accountable
- Managing stress
- Running inclusive meetings
- And More!

Why certify with Take Flight Learning?

Over the last 25 years, Take Flight Learning has taught the DISC personality styles to staff and senior management at more than half the Fortune 100. CEO and founder Merrick Rosenberg transformed DISC training by linking the letters to four birds—Eagle, Parrot, Dove, and Owl—that are impossible to forget. Take Flight Learning has since taught hundreds of professional trainers, consultants, and coaches to use the birds to build their business and differentiate their offerings. Demand in the Take Flight Learning community for a coaching-specific certification inspired *Coaching in Style*.



Take Flight Learning

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