

INSTITUTE FOR
COACHING MASTERY
SYLLABUS



Facilitation Mastery Syllabus

Live Call Times:

- **Tuesday Coaching Calls With Alyssa:**

- 10am or 5pm PT - 90 minutes
- Choose the call time that works best for you.
- Calls start the week of February 16th.

- **Wednesday Practice Sessions / Peer Coaching:**

- 10am or 5pm PT - 90 minutes
- Choose your time slot each week, or attend both.
- Calls start the week of February 16th.

- **Thursdays [optional for additional support]:**

Wisdom Circles With Your Mentor Coach in Small Group Cohorts

- 8am, 10am, or 5pm PT - 75 minutes
- You'll get placed into a group at your preferred call time (this is the only call where you cannot choose which time you join each week).
- Wisdom Circles start the week of February 23rd.

- **Business Masterclasses With Mentor Coach [optional]:**

- Tuesday and/or Thursday during Integration Weeks.
- 10am or 5pm PT - 90 minutes

Facilitation *Mastery Syllabus*

- **Community Connection Calls [optional]:**

- Days vary; offered during Integration Weeks.
- Times vary between 10am, 12pm or 5pm PT - 90 minutes

**If you're not pursuing ICM certification, you can participate to the degree you desire.*

*If you're pursuing ICM certification, you'll need to attend **at least 85% of the Tuesday + Wednesday calls live** (or make them up on your own time). All other calls are optional bonus supports to deepen your learning if you choose to join.*

Important Note: *If you plan to apply your ICM certification hours toward an ICF credential, be sure to review the [ICF Credential document](#) for specific guidelines around live call attendance.*

Facilitation Mastery Schedule

Pre-Course Program Prep

- Welcome + Onboarding
- What Is a Mastery Method Coach
- Program Overview
- How to Get the Most Out of Your Program
- Faculty Intros
- Busting Through Resistance
- Managing Your Time + Energy
- Co-Creating the Community
- Requirements for Certification

Module 1:

The Model for Coaching Mastery

Program starts with the release of Module 1 on February 9th

Live calls for Module 1 start the week of February 16th

- The Module for Coaching Mastery
- What to Do in a First Session
- How to Hold Space
- Active Listening

February 17th - Tuesday Coaching Call With Alyssa

February 18th - Wednesday Practice Session/Peer Coaching

Module 2:

The Coaching Relationship // Vision, Values + Purpose

Week of February 23rd

- The Coaching Relationship
- Coaching vs. Other Professions
- Vision, Values + Purpose
- How to Support Clients Who Aren't Clear
- The Power of Presence

February 24th - Tuesday Coaching Call With Alyssa

February 25th - Wednesday Practice Session/Peer Coaching

February 26th - Thursday Wisdom Circle With a Mentor (optional)

Module 3:

Identity + Wholeness // Wisdom of The Enneagram For Coaches

Week of March 2nd

- Identity + Wholeness
- The Principle of Ego + Essence
- Wisdom of the Enneagram Introduction
- Self-Awareness Using the Enneagram
- Coaching With the Enneagram

March 3rd - Tuesday Coaching Call With Alyssa

March 4th - Wednesday Practice Session/Peer Coaching

March 5th - Thursday Wisdom Circle With a Mentor (optional)

Module 4:

Awareness Overview // The Secret Success Hack: Mindset

Week of March 9th

- Awareness Overview
- The Secret Success Hack: Mindset
- Introduction to Working With Blocks
- Mindfulness

March 10th - Tuesday Coaching Call With Alyssa

March 11th - Wednesday Practice Session/Peer Coaching

March 12th - Thursday Wisdom Circle With a Mentor (optional)

Week of March 16th Integration Week

Business Masterclass With Mentor Coach

March 17th - Tuesday, 10am + 5pm PT (optional)

Certification Q&A Call

March 19th - Thursday, 10am + 5pm PT (optional)

Module 5:

How to Work With Blocks to Achieve Success

Week of March 23rd

- How to Work With Blocks to Achieve Success
- Using Blocks to Build Your Mastery
- Common Blocks Case Studies
- Powerful Questions

March 24th - Tuesday Coaching Call With Alyssa

March 25th - Wednesday Practice Session/Peer Coaching

March 26th - Thursday Wisdom Circle With a Mentor (optional)

Module 6:

Principle of Projections + Positive Projections

Week of March 30th

- Principles of Projections + Positive Projections
- Owning Your Greatness
- Worldview
- How to Give + Receive Feedback
- Learning From Your Success

March 31st - Tuesday Coaching Call With Alyssa

April 1st - Wednesday Practice Session/Peer Coaching

April 2nd - Thursday Wisdom Circle With a Mentor (optional)

Module 7:

Integrating Your Shadow // Personal Power

Week of April 6th

- How to Integrate Your Shadow
- Reframing
- Personal Power
- A Powerful Mindset Tool Called *The Work*

April 7th - Tuesday Coaching Call With Alyssa

April 8th - Wednesday Practice Session/Peer Coaching

April 9th - Thursday Wisdom Circle With a Mentor (optional)

Module 8:

The Art of Acceptance // Freedom in Forgiveness

Week of April 13th

- Acceptance Overview
- Freedom in Forgiveness
- Compassionate Self-Forgiveness
- Freedom from Fear of Failure

April 14th - Tuesday Coaching Call With Alyssa

April 15th - Wednesday Practice Session/Peer Coaching

April 16th - Thursday Wisdom Circle With a Mentor (optional)

Week of April 20th Integration Week

Business Masterclass With Mentor Coach

April 21st - Tuesday, 10am + 5pm PT (optional)

Community Connection + Open Q&A With Mentor Coach

April 23rd - Thursday, 10am + 5pm PT (optional)

Module 9:

Embodiment + Full Potential // Working With Resistance

Week of April 27th

- Embodiment + Full Potential
- Paradox of Transformation
- How to Use Somatic Work With Clients
- Working With Resistance
- Exploring What's Present

Client Connection Portal Orientation Call

April 27th - Monday, 12pm PT (optional)

April 28th - Tuesday Coaching Call With Alyssa

April 29th - Wednesday Practice Session/Peer Coaching

April 30th - Thursday Wisdom Circle With a Mentor (optional)

Module 10:

Emotional Mastery

Week of May 4th

- The Art of Emotional Mastery
- How to Support Clients With Emotional Mastery
- Indulging vs. Avoiding

May 5th - Tuesday Coaching Call With Alyssa

May 6th - Wednesday Practice Session/Peer Coaching

May 7th - Thursday Wisdom Circle With a Mentor (optional)

Module 11:

Mastering Your Past

Week of May 11th

- Mastering Your Past
- How to Help Clients Gain Clarity of the Past
- Parts + Patterns
- Connecting Through Compassion
- Healing With Your Higher Self

May 12th - Tuesday Coaching Call With Alyssa

May 13th - Wednesday Practice Session/Peer Coaching

May 14th - Thursday Wisdom Circle With a Mentor (optional)

Module 12:

Somatic 2.0 + Breathwork

Week of May 18th

- Somatic 2.0
- Going Beyond the Body
- Embodied Decision Making
- How to Work Resistance on a Deeper Level
- How to Use Breathwork 1:1 + in Groups

May 19th - Tuesday Coaching Call With Alyssa

May 20th - Wednesday Practice Session/Peer Coaching

May 21st - Thursday Wisdom Circle With a Mentor (optional)

Breathwork Session With Mentor Coach

May 22nd - Friday, 12pm PT (optional)

Week of May 25th Integration Week

Business Masterclass With Mentor Coach

May 26th - Tuesday, 10am + 5pm PT (optional)

Community Connection Call: Peer-to-Peer Breakout Groups

May 27th - Wednesday, 12pm PT (optional)

Business Masterclass With Mentor Coach

May 28th - Thursday, 10am + 5pm PT (optional)

Module 13:

Claiming Your Inherent Worth

Week of June 1st

- The Importance of Worth Work
- Doing Worth Work With Clients
- Worth on Ego + Essence Levels
- Worth + The Paradox of Transformation

June 2nd - Tuesday Coaching Call With Alyssa

June 3th - Wednesday Practice Session/Peer Coaching

June 4th - Thursday Wisdom Circle With a Mentor (optional)

Module 14:

Aligned Action // Check-Ins + Reviews

Week of June 8th

- Aligned Action Overview
- Check-Ins + Reviews
- Appreciation + Acknowledgement
- Time Management
- Flexibility + Adaptability

June 9th - Tuesday Coaching Call With Alyssa

June 10th - Wednesday Practice Session/Peer Coaching

June 11th - Thursday Wisdom Circle With a Mentor (optional)

Module 15:

Accelerated Manifestation //

Conscious Goals

Week of June 15th

- How to Use Accelerated Manifestation
- Manifestation Tools
- How to Create Conscious Goals
- Future Self Process

June 16th - Tuesday Coaching Call With Alyssa

June 17th - Wednesday Practice Session/Peer Coaching

June 18th - Thursday Wisdom Circle With a Mentor (optional)

Module 16:

Strategic Goals

Week of June 22nd

- Strategic Goals + Best Practices
- Setting Your Clients Up for Success
- 90-Day Goals
- Success Journal

June 23rd - Tuesday Coaching Call With Alyssa

June 24th - Wednesday Practice Session/Peer Coaching

June 25th - Thursday Wisdom Circle With a Mentor (optional)

Week of June 29th Integration Week

Certification Q&A Call

June 29th - Monday, 12pm PT (optional)

Business Masterclass With Mentor Coach

June 30th - Tuesday, 10am + 5pm PT (optional)

Business Masterclass With Mentor Coach

July 2nd - Thursday, 10am + 5pm PT (optional)

Module 17:

Left Brain + Right Brain Strategies for Behavior Change

Week of July 6th

- The Science of Change
- Updating Approaches That No Longer Work
- The Habit Formula
- Intuition
- The Value of Silence

July 7th - Tuesday Coaching Call With Alyssa

July 8th - Wednesday Practice Session/Peer Coaching

July 9th - Thursday Wisdom Circle With a Mentor (optional)



Module 18:

Accessing Untapped Potential

Week of July 13th

- Brain Hacking
- How to Brain Hack Your Existing Tools
- The Potency of Rating Scales
- Embodiment Rating Scale - Playing Full Out
- Conscious Communication

July 14th - Tuesday Coaching Call With Alyssa

July 15th - Wednesday Practice Session/Peer Coaching

July 16th - Thursday Wisdom Circle With a Mentor (optional)

Module 19:

Unconscious Reprogramming

Week of July 20th

- Unconscious Blocks
- Strategies to Work on the Unconscious Level
- Clearing Unconscious Programming
- Busting Beyond Upper Limits

July 21st - Tuesday Coaching Call With Alyssa

July 22nd - Wednesday Practice Session/Peer Coaching

July 23rd - Thursday Wisdom Circle With a Mentor (optional)

Module 20:

Integrating All Levels

Week of July 27th

- Integrating All Levels
- Review of the 3 Stages of the Mastery Method
- Review of SEMBU
- Review of All Foundational Skills + Tools
- Embracing It All
- Coaches Corner Case Studies

July 28th - Tuesday Coaching Call With Alyssa

July 29th - Wednesday Practice Session/Peer Coaching

July 30th - Thursday Wisdom Circle With a Mentor (optional)

Week of August 3rd Integration + Retreat Week

Virtual Immersion Retreat

August 6th - 9th *(details on the next page)*

Virtual Immersion Retreat

This is where it all comes together, and you step into your full mastery in facilitation before we start or scale your business from here!

We'll have 4 virtual half-days from **August 6th - 9th, 2026** so you can take this from anywhere in the world.

The entire retreat is experiential and is one of the highlights! It will support you in walking away feeling deeply transformed and confident in your ability to coach.

It's POWERFUL!

We'll have morning + evening sessions (**9:30am-12pm PT and 4-6:30pm PT**) to accommodate those around the world. Each time slot covers different topics + content so join for all of it if you can!

If you are going for certification, you're required to attend 50% of the retreat (4 of the 8 sessions) live or by watching the replays. If you're not going for certification, it's optional, but really, you don't want to miss it!!

It's fun + engaging but we also go D E E P and get high!

It's everything from group demos, mentor hot seats, feedback laboratory and so many more surprises....

Do yourself a favor and do not miss this!

Summer Break

2 WEEKS OFF

Week of

August
10th

Week of

August
17th

Business Mastery Syllabus

Call Times + Types:

- **Tuesday Coaching Calls With Alyssa:**
 - 10am or 5pm PT - 90 minutes
 - Choose the call time that works best for you.
- **Wednesday Practice Sessions / Peer Coaching:**
 - 10am or 5pm PT - 90 minutes
 - Show up for either or both if you'd like.
- **Thursday Business Masterclasses** (Tuesday during Implementation Weeks) **[optional]**
 - 10am or 5pm PT - 90 minutes (optional)
 - Choose the call time that works best for you.
- **Thursday Small Group Biz Cohorts for 1 Month [optional]:**
 - You'll be placed into a smaller group with a Mentor Coach based on what path you choose for growing your biz (High Ticket, Online, Offline Marketing, etc.)
 - Oct 8th - Nov 5th, 8am, 10am, or 5pm PT - 90 minutes

Business Mastery Syllabus

- **Office Hours With a Mentor Coach [optional]:**
 - Thursday during Implementation Weeks.
 - 10am or 5pm - 60 minutes
 - Choose the call time that works best for you.
- **Live Group Workshops + Community Connection Calls [optional]:**
 - Days vary; typically offered during Implementation Weeks.
 - Times vary between 10am, 12pm or 5pm PT - 90 minutes
 - Join workshops focused on different themes as you desire

**If you're not pursuing ICM certification, you can participate to the degree you desire.*

*If you're pursuing ICM certification, you'll need to attend **at least 85% of the Tuesday + Wednesday calls live** (or make them up on your own time). All other calls are optional bonus supports to deepen your learning if you choose to join.*

Important Note: *If you plan to apply your ICM certification hours toward an ICF credential, be sure to review the [ICF Credential document](#) for specific guidelines around live call attendance.*

Module 21:

Business Mastery Orientation + Overview

Module released on August 17th

Live calls start the week of August 24th

- Marketing Paths
- What It Takes to be Successful
- Legal
- Tech + Software

August 25th - Tuesday Coaching Call With Alyssa

August 26th - Wednesday Practice Session/Peer Coaching

Business Masterclass With Mentor Coach

August 27th - Thursday, 10am + 5pm PT (optional)

Module 22:

Marketing + Where to Find Clients

Week of August 31st

- Which Marketing Option Is Best For You
- Types of Online + Offline Marketing
- How to Decide Your Niche
- Creative Ways to Create Client

September 1st - Tuesday Coaching Call With Alyssa

September 2nd - Wednesday Practice Session/Peer Coaching

Business Masterclass With Mentor Coach

September 3rd - Thursday, 10am + 5pm PT (optional)

Module 23:

Business Models, Pricing + Money Mindset

Week of September 7th

- Setting up your Business Model + Income Goal
- How to Set Your Prices
- How + When to Increase Prices
- Bonuses, Upsells + Downsells

September 8th - Tuesday Coaching Call With Alyssa

September 9th - Wednesday Practice Session/Peer Coaching

Business Masterclass With Mentor Coach

September 10th - Thursday, 10am + 5pm PT (optional)

Module 24:

Designing Your Amazing Offers

Week of September 14th

- Designing Your Offer
- 1:1 Packages
- VIP Days
- Live Group Programs + Masterminds
- Events, Workshops + Retreats
- Online Courses

September 15th - Tuesday Coaching Call With Alyssa

September 16th - Wednesday Practice Session/Peer Coaching

Business Masterclass With Mentor Coach

September 17th - Thursday, 10am + 5pm PT (optional)

Module 25:

90-Day Goals

Week of September 21st

- Breaking Down Your Annual Strategy
- 90-Day Goals
- Accountability + Tracking

September 22nd - Tuesday Coaching Call With Alyssa

September 23th - Wednesday Practice Session/Peer Coaching

Business Masterclass With Mentor Coach

September 24th - Thursday, 10am + 5pm PT (optional)

Week of September 28th Implementation Week

Business Masterclass With Mentor Coach

September 29th - Tuesday, 10am + 5pm PT (optional)

Office Hours With Mentor Coach

October 1st - Thursday, 10am + 5pm PT (optional)

Certification Q&A Call

October 1st - Thursday, 12pm PT (optional)

Module 26:

Selling Through Serving

Week of October 5th

- Qualifying Leads + Scheduling
- 7-Step Clarity Session Framework
- How to Handle Yes, No + Maybe
- Following Up

October 6th - Tuesday Coaching Call With Alyssa

October 7th - Wednesday Practice Session/Peer Coaching

Small Small Biz Cohort With Mentor Coach

- October 8th - Thursday (optional)
- Call time depends on the marketing path you choose. Will share time once you choose.

Module 27:

Building Your Audience

Week of October 12th

- How to Build Your Audience
- Social Media: Growing on Instagram
- Creating Content + Copy
- Copywriting + Storytelling

October 13th - Tuesday Coaching Call With Alyssa

October 14th - Wednesday Practice Session/Peer Coaching

Small Biz Cohort With Mentor Coach

- October 15th - Thursday (optional)
- Call time depends on the marketing path you choose. Will share time once you choose.

Module 28:

Converting Your Audience

Week of October 19th

- Converting Your Audience
- Email Marketing + Opt-Ins
- Launch Strategies + Stages of a Launch
- Sales Sequence
- If Things Aren't Converting...

October 20th - Tuesday Coaching Call With Alyssa

October 21st - Wednesday Practice Session/Peer Coaching

Small Biz Cohort With Mentor Coach

- October 22nd - Thursday (optional)
- Time depends on your group. Will share once you choose.

Week of October 26th Implementation Week

Business Masterclass With Mentor Coach

October 27th - Tuesday, 10am + 5pm PT (optional)

Office Hours With Mentor Coach

October 29th - Thursday, 10am + 5pm PT (optional)

Peer Heartstorming + Get It Done Session

October 29th - Thursday, 12pm PT (optional)

Module 29:

Sales 2.0

Week of November 2nd

- Owning Your Power in Sales
- Sales + The Enneagram
- Re-enrolling Clients
- Money Making Ideas + Resourcefulness
- Sales Strategy + Role Play
- Surrendered Action + 30-Day Sprint

November 3rd - Tuesday Coaching Call With Alyssa

November 4th - Wednesday Practice Session/Peer Coaching

Small Biz Cohort With Mentor Coach

- November 5th - Thursday (optional)
- Time depends on your group. Will share once you choose.

Start of 30-Day Sprint!!!

Starts November 2nd

Module 30:

Growing Your Reach + Raving Fans

Week of November 9th

- PR Principles
- Where, What + How to Pitch
- How to Get Amazing Testimonials + Reviews

November 10th - Tuesday Coaching Call With Alyssa

November 11th - Wednesday Practice Session/Peer Coaching

Business Masterclass With Mentor Coach

November 12th - Thursday, 10am + 5pm PT (optional)

Module 31:

Boundaries, Burnout + Balance

Week of November 16th

- Boundaries
- Burnout + Balance
- Over Responsibility
- Business Boundaries

November 17th - Tuesday Coaching Call With Alyssa

November 18th - Wednesday Practice Session/Peer Coaching

Business Masterclass With Mentor Coach

November 19th - Thursday, 10am + 5pm PT (optional)

Week of November 23rd Holiday / Implementation Week

No Calls Scheduled

Module 32:

Rock Your Productivity

Week of November 30th

- The Truth About Productivity
- Productivity Hacks
- 30-Day Review

December 1st - Tuesday Coaching Call With Alyssa

December 2nd - Wednesday Practice Session/Peer Coaching

Module 33:

Scaling With Team

Week of December 7th

- Behind the Scenes of My Business
- My Recommendations for Team
- Hiring + Onboarding
- Automation + Managing Team

December 8th - Tuesday Coaching Call With Alyssa

December 9th - Wednesday Practice Session/Peer Coaching

Trio Call

December 10th - Thursday, 10am + 5pm PT (optional)

Module 34:

Completion Ceremony + Celebration

Week of December 14th

- 90-Day Goals Review
- What To Do in a Last Session // End Review
- Surveys
- How to Trust Life

Completion Ceremony

December 15th - Tuesday Call With Alyssa, 10am + 5pm PT

** Schedule Subject to Changes**

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