



INTERNATIONAL
COACH GUILD

ICG BUSINESS MENTORSHIP

BUSINESS MENTORSHIP PROVIDER POINT SYSTEM

NOTE: Required/Elective is NOT referring to the student's participation, but the requirement of the coaching school to provide that content.

NOTE: TCI elects to provide ALL the content, both Required and Elective, for our students.

BMP – Level I

NOTE: This is Level I content only.

- CODE L01C01 – Mindset for Success
- CODE L01C02 – Vision, Values, Branding
- CODE L01C03 – Planning Your Coaching Practice
- CODE L01C04 – Ethics and Legalities of Coaching
- CODE L01C05 – Introduction to Marketing
- CODE L01C06 – Attracting Clients
- CODE L01C07 – Networking
- CODE L01C08 – Point of Sale
- CODE L01C09 – Client Experience
- CODE L01C10 – Being Paid for Your Services

NOTE: There are a total 150 points available in the Business Mentorship program. Level I (this level) contributes 25 of the total 150 points available. TCI provides ALL of this content at this level.



BMP – Level II

NOTE: Required/Elective is NOT referring to the student's participation, but the requirement of the coaching school to provide that content.

NOTE: TCI elects to provide ALL the content, both Required and Elective, for our students.

NOTE: This is Level II content only.

CODE L02C01 – Business Planning

CODE L02C02 – The Psychology of Marketing

CODE L02C03 – Ascension Models

CODE L02C04 – Website Foundations

CODE L02C05 – Niches

CODE L02C06 – Becoming Known in Your Market

CODE L02C07 – Writing Your First Book

NOTE: There are a total 150 points available in the Business Mentorship program. Level II (this level) contributes 25 of the total 150 points available. TCI provides ALL of this content at this level.

BMP – Level III

NOTE: Required/ELECTIVE is NOT referring to the student's participation, but the requirement of the coaching school to provide that content.

NOTE: TCI elects to provide ALL the content, both Required and ELECTIVE, for our students.

NOTE: This is Level III content only.

CODE L03C01 – Developing Your Business

CODE L03C02 – Competitor Analysis

CODE L03C03 – Online Marketing

CODE L03C04 – Developing Your Social Media Strategy

CODE L03C05 – Developing Your Tangible Niche

CODE L03C06 – Speaking Skills for Client Attraction

CODE L03C07 – Sales Funnels

NOTE: There are a total 150 points available in the Business Mentorship program. Level III (this level) contributes 40 of the total 150 points available. TCI provides ALL of this content at this level.



BMP – Level IV

NOTE: Required/ELECTIVE is NOT referring to the student's participation, but the requirement of the coaching school to provide that content.

NOTE: TCI elects to provide ALL the content, both Required and ELECTIVE, for our students.

NOTE: This is Level IV content only.

CODE L04C01 – Benchmarking Excellence

CODE L04C02 – Strategic Thinking

CODE L04C03 – Establishing the Business Coaching Initiative

CODE L04C04 – Establishing the Leadership Coaching Initiative

CODE L04C05 – Breakthrough to Business Success

CODE L04C06 – Building Your Business (technician to Entrepreneur)

CODE L04C07 – Leadership in Business

CODE L04C08 – Culture in Business

CODE L04C09 – Managing the Performance of the Team

CODE L04C10 – Marketing Essentials – Advanced

CODE L04C11 – Sales

CODE L04C12 – Selling from Stage

CODE L04C13 – Client Retention

CODE L04C14 – Succession Planning

NOTE: There are a total 150 points available in the Business Mentorship program. Level IV (this level) contributes 60 of the total 150 points available. TCI provides ALL of this content at this level.