



HOW TO BECOME A SEED COACH

Based on The SEED Handbook 'the feminine way to create business' by Lynne Franks

Purpose

A unique, transformational coaching training programme which will equip women in enabling their clients to reach their full potential. The SEED Coaches work according to principles of feminine leadership and base their work on sustainable, feminine values.

Who is it for?

Women who are:

- * Thinking of starting their own enterprise
- * Already have their own business
- * Wishing to create social change in their community
- * Committed to reaching their full creative potential
- * Open to transforming their lives through increased personal growth, wellbeing, and enhanced relationships

What will I do as a SEED Coach?

As an accredited SEED Coach you will work the on key areas of a modern woman's life – personal growth, wellbeing, relationships, work and contribution to community.

Who created SEED Coaching?

The SEED Transformational Coaching programme was created by SEED founder Lynne Franks, together with her team of specialist coaching experts. It is based on the teachings of The SEED Handbook, *'the feminine way to create business'*, and Lynne's many years of experience in developing and supporting women leaders in having a positive impact within their communities.



The SEED Coaching Values

- * Passion – *creativity - belief*
- * Integrity – *authenticity – directness – honesty*
- * Courage – *challenges – risk taking*
- * Love – *compassion – empathy – nurturing*
- * Connection – *co-operation – dialogue*

How is the Programme Delivered?

The programme is facilitated by the SEED Team of Lead Coaches, together with Lynne. This ensures that the integrity and authenticity of the SEED Coaching Programme remains protected.

Lynne Franks and the SEED team's expertise in the area of Marketing and PR ensures that this aspect of the coaching programme is delivered to the highest level excellence. Our feminine style of delivery combined with our unique and proven SEED coaching tools, bring about a transformational learning opportunity.

Outcomes

You will be supported in constructing a new vision for your life based on what truly matters to you, through:

- * Exploring your values
- * Focusing on being aware and living in the moment
- * Taking actions that help you live the life of your dreams
- * Creating a sustainable lifestyle and sustainable business
- * Becoming part of a community of women-led businesses who live and work according to the feminine principles of sustainable co-operation and mutual empowerment.
- * The opportunity to become a SEED Ambassador and train to deliver further SEED Workshops and Programmes.

How Do I Become a SEED Coach?

- * Participate in a one day SEED Experience Workshop, facilitated by Lynne Franks, which will introduce you to the SEED values, methodology and community environment.
- * Create and run a SEED Circle in your community – a group of ideally 8-12 like-minded women who come together to support and develop each other's dreams into reality.
- * Commit to the SEED Transformational Coaching Programme. This will equip you with the tools and experience to create a sustainable business, coaching women and fulfilling their true potential on both a personal and professional level.



The Programme

Our initial training weekend runs from Thursday evening to Sunday evening as a three-day residential retreat in a tranquil and nurturing setting. You will be taken through the SEED Coaching tools as well as supportive exercises from Lynne's books *The SEED Handbook*, *GROW*, *BLOOM* and her other programmes.

You will be introduced to the SEED philosophy of the feminine principles of leadership and how the SEED values and SEED Daisy Tools developed by Lynne can be incorporated into your role as a SEED Coach to help your clients transform their lives whilst enriching your own. Our SEED Lead Coaches will teach you, through sharing their experiences, how to run a SEED Circle.

The Programme gives you the opportunity of creating your own life and work visions, and ensures that these values are in alignment with those of SEED. The training you receive will help enhance all areas of your personal and professional life.

The residential programme will be followed by six sessions of one-to-one supportive coaching by a SEED Lead Coach. You will be required to coach four volunteer clients free of charge as case studies, two of which will be included in a written portfolio. To enhance your learning, you will be required to hold three monthly SEED Circle meetings.

You will meet the other members of your SEED Coaching Circle again during the second residential weekend of your training to be held three months later. A key training focus of this weekend will be the PR and marketing element of the SEED Transformational Coaching Programme designed by Lynne. This will assist you in developing a marketing strategy for your business to ensure it is sustainable. As with all SEED programmes, the weekend will allow you to reflect on your progress, be supported in your development through one-to-one assessments and coaching, as well as a sharing of experiences.

Should you have any additional queries, please do not hesitate to contact the SEED Team. We look forward to welcoming you into our community of SEED Coaches!



FORTHCOMING SEED COACH TRAINING

September 2008. Contact us for details.

Follow up weekend: January 2009.

PRICE INCLUDES:

- * Accredited SEED Coach Training, including P.R. and Marketing
- * SEED Coach Training Materials
- * The exclusive opportunity to market yourself as an Accredited SEED Coach, and use the pooled marketing resources
- * The opportunity to become a SEED Ambassador and train to deliver further SEED Workshops and Programmes
- * Becoming part of the SEED Community of mutually supportive, inspired and like-minded women.

Total: £2,450 plus VAT

Price excludes residential retreat bed and full board and six support coaching sessions with your lead SEED Coach.

Payment Terms:

A non-refundable deposit of £500 together with completed form will secure your place. The remainder to be paid in full 30 days prior to the start of the course.



BOOKING FORM

The SEED Transformational Coaching Programme

Name

Address

Postcode

Home Tel

Mobile

Email

Please list the full details of any previous coaching training and experience.

Signed

Date

I wish to pay by Cheque made payable to SEEDfusion Ltd.

I wish to pay by Credit/Debit Card

Type of Card (please state here)

Card Number:

Expiry Date: Issue No. (if applicable)

Verification Code: (last three digits on reverse of card)

Alternatively, pay by credit card by phoning the SEED Team on 0865 340 552.

A receipt will be issued for the deposit and balance of payment.

**Please print this page. Once completed, fax or post to:
SEEDfusion Ltd, PO BOX 1487, OXFORD OX4 9DR. Fax: 01865 340 552
Cheques to be made payable to SEEDfusion Ltd.**

TERMS AND CONDITIONS

Lynne Franks, SEED and/or SEEDfusion Ltd., retain all rights to withhold use of the SEED name and logo should the aforesigned not complete their full SEED Coach training and receive SEED Coach Accreditation.

Payment: A £500 non-refundable deposit is required with this booking form in order to guarantee your place and the full balance is required 30 days prior to the start of the course. Any person booking within 30 days of the event is required to send full payment along with the booking form.

Cancellation: Deposit and course fee is non refundable. However you can transfer to any other dates subject to availability within a one-year period. In the event of a no-show where you do not arrive for the training programme without a written cancellation you will forfeit all course funds.

SeedFusion Ltd, PO BOX 1487, Oxford, OX4 9DR, England.
Tel/Fax: 01865 340 552 seedteam@seednetwork.com www.seednetwork.com
Registered in England No. 4333820
Registered Address. MGR LLP, 55 Loudoun Road, St John's Wood, London, England, NW8 0LD.