

## **Frequently Asked Question #1: How do I become a Certified Supercoach® Instructor?**

EnableVentures, Inc. (EVI) is always on the lookout for great instructors/coaches! This is the number one question we receive, “How do I become a Certified Supercoach® Instructor?”

The place to begin is to read our article on coaching, entitled “Coaching Entrepreneurs the Supercoach® Way”, which can be downloaded at the EVI website.

We look for professionals who are willing to serve entrepreneurs under these ground rules:

- ✓ Do not judge; be an enabler, not an evaluator. Offer constructive ways to improve, not negative criticism
- ✓ Hold entrepreneur accountable to what they say they want to accomplish
- ✓ Listen, look for and point out signs of inconsistency in the entrepreneur’s story
- ✓ Serve as a coach, not expert advisor or consultant
- ✓ Practice tough-love
- ✓ Put the interests of entrepreneurs first
- ✓ Emphasize self-development and self-discovery
- ✓ Conduct regular coaching interviews to maintain discipline and momentum
- ✓ Delegate and challenge performance; don’t take their monkey onto your shoulder
- ✓ Set realistic i.e. professional business standards
- ✓ Honor and protect assets and property of entrepreneurs
- ✓ Honors the exclusive licensees and their exclusive regions of operations
- ✓ Honor, protect, respect and add value to the Supercoach® material as if it were their own intellectual property.

So, what are the typical steps to becoming a certified Supercoach® Instructor?

1. Attend one or more 4-day Supercoach® Entrepreneurial Training events, held several dozen times a year, nationally and globally. EVI can provide you a calendar of public events from which interested instructor/coaches can choose to attend. Our clients typically charge fees for these 4-day events between \$1,000 to \$2,000, plus you must consider any travel expenses. At that 4-day event, you will learn about the coaching philosophy and see it in action; and you will learn about the system and the exercises of Supercoach® Entrepreneurship Training used all over the world to accelerate nascent venture business successes.
2. Coach one or more teams of declared entrepreneurs to completion of all exercises and the 15-minute presentation of their business plan. One or more EVI Supercoach® Instructors will make themselves available to witness this presentation and also discuss various exercises with the entrepreneurs you have coached. You would typically coach one-on-one weekly for no more than a couple of hours a week per team. It is common to coach two or three teams to completion before receiving your certification by EVI as a Supercoach® Instructor.
3. Provide EVI with a biosketch and references that can be contacted, both of which will be used to understand and validate your business and entrepreneurial experience (if any), formal and professional education accomplishments, and instructional experience (if any).

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4. You might be asked to attend as a volunteer instructor/coach, and deliver one or more Supercoach® Entrepreneurship Training sessions at one or more 4-day workshops, to demonstrate your comfort with and knowledge of the educational material and coaching philosophy. Not always, but often, EVI will underwrite the travel expenses for your services as a volunteer instructor/coach to further develop instructor/coaching skills.
5. It is often the situation that EVI will certify instructor/coaches to deliver a subset of the programs based upon Supercoach® Entrepreneurship Training, reserving the 4-day workshops for the most experienced and seasoned instructor/coaches. The 4-day events are the most challenging for instructor/coaches. It is essential that instructor/coaches have a solid grasp of the Supercoach® philosophy, system and tools to successfully deliver this 4-day event. It is more often than not that instructor/coaches realize this, and EVI waits for them to say that they are ready for this final certification to deliver the 4-day events. They progress in the development of their skills as an instructor/coach with the other programs (like Launch Prep and Launch Pad and other courses based on Supercoach® Entrepreneurial Training).
6. Understanding and honoring the license agreements in place: there are two forms of license that EVI offers: exclusive use for a region and non-exclusive use. The Certified Supercoach® Instructors must sign an agreement with EVI that they will not only honor EVI's intellectual property rights, but that they will honor other licensee rights. For example, many EVI licensees are universities and technology incubators; these customers are required by license agreement to employ only EVI certified Supercoach® Instructors to deliver any courses or programs based on Supercoach® Entrepreneurship Training. EVI certified Supercoach® Instructors can be hired by any licensee of Supercoach® Entrepreneurship Training. Supercoach® Instructors can also become exclusive or non-exclusive licensees. It is essential that the certified Supercoach® Instructors understand the agreements in place to ensure the proper flow of annual license and participant fees. There is obligation to honor the exclusive and non-exclusive territories of EVI licensees and other certified Supercoach® Instructors. EVI keeps an up-to-date list of these for quick and easy reference.

Want to know more? Give us a call or send us an email and we will quickly explain any unanswered questions you might still have. We can provide you with standard license agreements, price lists and current regions under license.