



# Certified Coach Program

Use the *So what? who cares? why you?*<sup>®</sup> system to coach and mentor your clients on the road to commercial success.



The *So what? who cares? why you?*<sup>®</sup> Certified Coach Program empowers individuals to coach and guide early-stage science/technology inventors, researchers and entrepreneurs to use the *So what? who cares? why you?*<sup>®</sup> system to discover the commercial value of their innovations and ideas.

The program is geared to individuals such as advisors and counsellors who work with early-stage science/technology scientists, researchers and entrepreneurs. It provides the skills, knowledge and suite of coaching support resources required to apply Wendy Kennedy's *So what? who cares? why you?*<sup>®</sup> tools and methodology, and to run coaching clinics for your organizations and communities.

## Expert Training & Certification in Two Steps

The Certified Coach Program gives you comprehensive hands-on training and practice, a rich suite of support materials, and subsequent monthly telecoaching by Wendy Kennedy.

The program includes two components: a two-day training workshop and coaching certification.

Certified Coaches also receive supporting coaching materials and resources; a step-by-step coaching guide; and, preferred pricing on *So what? who cares? why you?*<sup>®</sup> coaching and client products.

### Step 1: Two-Day Intensive

During the two-day in-person training, participants will:

- Gain hands-on practice applying the *So what? who cares? why you?*<sup>®</sup> system.
- Learn how to engage entrepreneurs, researchers and technology entrepreneurs to deploy the toolsets to their science- and technology-based innovations.
- Learn best practices, tips, and techniques to achieve results using the *So what? who cares? why you?*<sup>®</sup> toolkit system.



## Certified Coach Program at a Glance

**What:** *So what? who cares? why you?*<sup>®</sup>: A turnkey system for coaches to facilitate and engage researchers, scientists and technology entrepreneurs to discover the commercial value of their innovations and ideas.

### What's Included:

#### Intensive training:

- Two-day certification training workshops
- Step-by-step coaching toolkit guide
- Coaching Clinic play book
- Supporting coaching materials and resources

#### Online Training:

- Six one-hour online training sessions per subsequent year to maintain certification

#### Preferred Pricing:

- Certified Coaches receive a 20% discount on *So what? who cares? why you?*<sup>®</sup> products, including the commercialization toolkit book, dry-erase coaching posters, coaching primers, sketch pads, worksheet workbooks and more

### Fees:

#### Year 1:

- \$2,000 for two-day training workshop
- \$125/month to activate certification

#### Subsequent years:

- \$125/month to maintain certification
- Six compulsory online classes @\$125/each



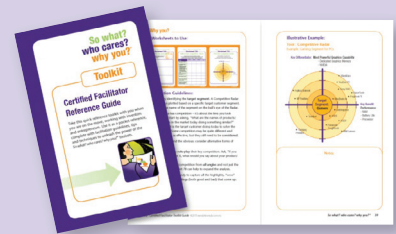
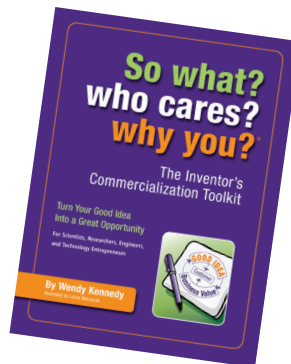
- Learn to use the supporting coaching materials and resources – such as dry-erase posters, worksheets and the private online coaching resource area – to extend the value of program execution.
- Walk away ready to deploy the *So what? who cares? why you?*® Coaching Program with guidance from a step-by-step coaching play book.

### Step 2: Coaching Certification

Certified Coaches who have successfully completed the training program are qualified to use the *So what? who cares? why you?*® system and materials. In subsequent years, coaches must attend six one-hour online training sessions to maintain a valid certification.

A monthly subscription fee provides Certified Coaches with access to the full suite of coaching resource materials, including:

- Facilitator toolkit reference guide – a comprehensive pocket reference guide for coaches to carry with them when they are in the field working with inventors and entrepreneurs.
- Monthly teleconference support with Wendy Kennedy and other coaches and advisors (one hour per month) – to share your coaching best practices and network with a global community.
- Access to the Private Online Support Center – continually updated with new coaching templates, tools, audio tutorials on toolsets, and more to equip coaches to successfully deploy the methodology.
- Preferred-customer pricing on *So what? who cares? why you?*® products, such as the foundational commercialization toolkit book, dry-erase coaching posters, coaching primers, templates and worksheet workbooks for use when engaging with clients.



Certified Coach Reference Guide

## So what? who cares? why you?

*“So what? who cares? why you?”* has helped us to develop the vocabulary necessary to communicate both the critical numbers and the ideas that are important to investors. Not only have we broadened our business vocabulary, we have also learned how to streamline our analysis of potential markets and customers. We are better able to adequately explain how our product works, what our next steps in commercialization are, and where we want to be in several years.”

– David Williams  
Co-Founder of Prairie Designs



### Register Now

To sign-up one or more individuals for the Certified Coach Program, register online at [www.wendykennedy.com/certified-coach](http://www.wendykennedy.com/certified-coach), or contact Wendy by phone: +1 -613-851-6621.

Also visit [www.wendykennedy.com](http://www.wendykennedy.com) for more details.