

# 2022 Course Prospectus

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**If you could magically delete your clients' limiting beliefs,  
what could they accomplish?**

**And what could *you* achieve?**

**The *Clear Beliefs Method* gives you the ability to create  
sustainable transformational change in every session.**

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*I am a Medical Doctor and skeptical scientist. This isn't woo-woo – it's neuroscience. The method works directly with the subconscious mind in an ingenious way, accessing the underlying source of issues. It's an advanced method for helping your clients achieve their peak performance. If you help people change their mindset or overcome difficulties, you MUST take this course! I've studied EFT, EMDR, Memory Reconsolidation, Reiki, Visualization, and more. The Clear Beliefs Method is the most efficient and the fastest method I've seen to eliminate blocks, repattern limiting neural pathways, heal deeply embedded core wounds, and allow the client to become whole again. It borders on the miraculous. Don't miss this opportunity to invest in yourself and your future.*

*~ Irena Kay, M.D., Executive and Relationship Coach, Frenchtown, New Jersey*

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*Coaches, therapists and healers will save years of study and a lot of money by taking this course rather than experimenting with many different modalities and trying to find one that works. Lion has integrated many of the healing modalities I spent 30 years studying and shaped it into one impactful course. I wish I had taken this course 30 years ago. Better late than never...*

*~ Joni Micals, ND, MT, NLP, Campobello, North Carolina*

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# Introduction

***The Clear Beliefs Coach Training is a practical integration of numerous disciplines:***

- Developmental psychology
- Neurology & brain research
- Consciousness studies
- Anthropology and evolution
- Mindfulness and awakening
- Positive psychology
- Cognitive science and linguistics
- Philosophy of mind
- Embodiment and somatics
- Principles of success

The goal of the training is to empower coaches, consultants, therapists and healers with practical tools and methodologies to help their clients clear their negative and limiting beliefs, psychological blocks, and most common traumas (Adverse Childhood Experiences).

This innovative 5-month certification program has been taught since 2002 and is accredited by International Coaching Foundation for 40 hours of CCEUs.

***The Clear Beliefs Method*** is a set of practical keys to opening the locked doors of the subconscious mind. Using the in-depth psychological processes taught in the training, you expose the actual *cause* of your clients' difficulties at the core of the psyche – whatever is holding them back – and remove it with surgical precision, rapidly and permanently.

The standard model of professional coaching cautions coaches to *avoid* any hint of involvement in therapy. It says, “Leave the **past** to psychologists and psychotherapists – just focus on the **present** and the **future**.”

This is good advice – theoretically. On a practical level, it *fails* our clients. What stops or frustrates most people from moving forward is something from the *past* – self-limiting beliefs, core wounds from childhood, or negative views of the self, others, or the world.

Therapists and healers need better tools and effective skills for facilitating deep transformation in their clients. *The Clear Beliefs Method* can be used to clear blocks that prevent complete healing. It can finally resolve old traumatic events, and dissolve psychological knots that tie up clients in their old patterns. Using this method, you will see old limitations melt away and new possibilities appear.

Many other techniques promise relief, but their results are usually temporary or only partially effective. The same patterns of thought, emotion or behavior shows up again and again (frustrating both you and your client).

There is a reason for this. Most methods of belief change, mindfulness, and psychological healing are only one-dimensional. They focus specifically on mental constructs, or emotional release, or physical health and well-being, or psychological resolution, or spiritual awakening, or energetic clearing.

All of these methodologies are useful for some people, some of the time. But because they focus on only one dimension of human experience, their technology does not impact all of the other dimensions of the Self. Because deep patterns are multidimensional, they get partial or temporary results.

***The Clear Beliefs Method*** is a multidimensional solution to a multidimensional problem. By involving all aspects of human experience, the changes and shifts impact the client's entire being. The Clear Beliefs Method aims at the *causal* level of mind, the **belief layer**, which is the infrastructure of the human psyche. When you operate there, you can facilitate profound transformation routinely.

***The Clear Beliefs Method*** is a joy to conduct because significant shifts occur in almost every session. Your clients feel immediate, palpable relief after you work with them. They feel lighter. Their world appears brighter, more open, and filled with new possibilities.

*I just completed the Clear Beliefs Coach Training and I am beyond grateful for its comprehensiveness, quality and transformative power, as well as for Lion's generosity, sincerity and mastery as a teacher and guide. I've received effective and cutting-edge tools to transform the lives of my clients, and in addition, got the opportunity to identify, challenge and transform my own limiting beliefs, thought patterns and self-perceptions – a key to becoming a successful coach. It will be an honor and joy to work as a Certified Clear Beliefs Coach. I can't wait to share what I've learned with my clients!*

~ Anna Brismar, MindShift Coaching, Stockholm, Sweden



Clear Beliefs students are trained to work with the full range of human unhappiness and “normal” psychosocial dysfunction, which one would see in any coaching, healing or therapy practice, including:

- Stress
- Anxiety and fear
- Relationship problems
- Health and body concerns
- Career uncertainties
- Business growth and business development
- Limitations in one’s abilities
- Lack of future vision
- Confusion about present circumstances or the future
- Lack of meaning or purpose
- Financial stress and money concerns
- Self-esteem or self-criticism
- Imposter syndrome
- Impacts of childhood wounding
- ... and any other complaint, problem or issue.

Students are taught to identify clients who are suffering from psychological disorders and those diagnosed with a mental or psychological disorders, and to refer them out to trained psychologists, psychiatrists, psychotherapists and trauma specialists. We train practitioners who work with the “worried well,” individuals who are mostly functional in their lives, and who are looking to improve their mindset, circumstances and relationships.

*The Clear Beliefs program has given me the ability to transform my clients’ beliefs. As a therapist, I have always felt that working with beliefs was crucial to the therapeutic process, but I had never been given the tools to do so. This training gave me exactly what I was missing. The program is very rich in knowledge, in practical know-how, and in practice. Lion is one of the best teachers I have ever met. He lives and breathes what he teaches, and has endless knowledge and experience, which he shares openly with his students. His endless generosity is inspiring. And he has a sense of humor! It was very clear that Lion and his staff want each of us to succeed.*

**~ Gali Sobol, Holistic Therapist, Israel**



# The Clear Beliefs Method

**Many graduates have stated, “*The Clear Beliefs Method is a magical technology for creating immediate, positive and permanent shifts in my clients.*”**

Negative and limiting beliefs create doubts, fear, ambivalence, and procrastination. They undermine our relationships and our work. They prevent us from doing what we need to do to succeed. They appear as inner blocks and resistance, cutting us off from the free flow of energy, love, and wisdom that flows through us.

With the integrated set of transformational tools of the Clear Beliefs Method, you will be able to communicate directly with your client’s subconscious mind and clear whatever is standing in their way – whether physical, emotional, mental, psychological, or spiritual.

When you can rapidly and radically improve your client’s life, you will become indispensable to them as they move forward toward success in all areas of life.

The Clear Beliefs Method allows you to reprogram early programming from family, culture, and society – beliefs that interfere with your client’s creativity and power to move forward in life.

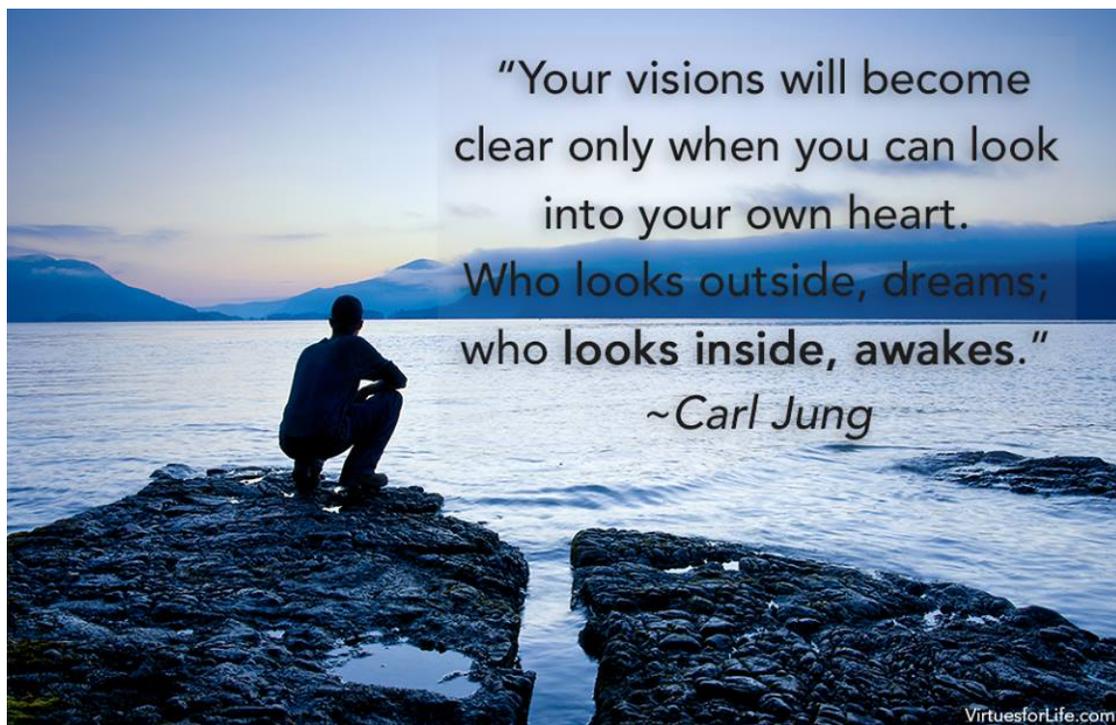
It is built on a solid foundation of both scientific and philosophical research in developmental and positive psychology, neuroscience, mindfulness practices, somatic awareness, guided imagery, and consciousness studies. It is a unique synthesis of more than 40 years of study, practice, and refinement of practical techniques that work.

You will easily integrate these methods into your existing practice and customize each process to your individual client's needs. You will help them integrate new empowering beliefs in place of their old limiting ones, shifting their reality toward positivity and possibilities.

Coaches, psychotherapists, healers and consultants around the world are using the Clear Beliefs Method to catalyze profound change in their clients' lives.

When you help your clients clear their limitations out of the way, your reputation will soar. You will be known as a practitioner who can produce true, long-lasting transformation and success. Happy clients are the best source of referrals to future business.

You've probably noticed inner resistance and blocks in your own life, and how they have limited your success and happiness. You will learn how to delete and transform your own limiting and negative beliefs – and become unstoppable.



# What Makes the Clear Beliefs Method Unique?



**You've heard the statement, "Your beliefs create your reality."**

If this were true, you would be able to shift your reality by changing your beliefs.

It IS true, and you can demonstrate it through your own experience.

When you change a belief at the core of your psyche, your experience of reality changes, too. You see the world differently. You feel different than you did before. You operate at a different level of awareness.

Sometimes these changes are dramatic, and sometimes they are subtle, because what was in the way is simply... *gone*. What was closed is now open. What was unthinkable is now possible. What couldn't be seen before is now visible and actionable.

Some techniques of belief-change, such as positive affirmations, attempt to overpower and replace negative beliefs within you. Positive thoughts are helpful – for a while. But those old beliefs creep back in, like ghosts returning to haunt your life forever.

Other methods of belief-change attempt to disrupt beliefs at the conscious level. You recognize that the belief isn't true. This is helpful! For a while. Unfortunately, conscious

awareness of a belief doesn't *eliminate* the belief at its source in the subconscious mind. Its debilitating effect will continue, and you have to remind yourself – over and over – that the belief is not true. Why not get rid of them completely and permanently?

Some belief-change methods use tapping on the body, muscle testing, or mystical hand-waving to locate beliefs or clear their energetic signature. These methods can work at times, for some people, but the techniques are just too weird for many clients. More importantly, they do not eliminate the old belief completely because they haven't touched the deep infrastructure of the mind.

These techniques are a temporary band-aid on top of a deep wound.

**The Clear Beliefs Method** is designed to create permanent change by eliminating the belief completely – from ALL parts of the Self.

Apply the processes to your own beliefs, and you'll easily clear obstacles in your own path toward success. Apply it to your clients, and you'll deliver immediate shifts of immense value.



# The Secret to Creating Profound Transformation

**Transformation is a fundamental shift in the individual's point of view, a recognition of who they *really* are behind the pattern they're stuck in.** It doesn't occur because of new information entering the system, nor from good suggestions or counteraction from an outside party.

Our techniques aim toward the kind of experience that creates that profound shift, a realization that changes *everything*. It is referred to as a *transpersonal* experience, meaning it is beyond the usual egoic view of oneself and the world. Our intention is to give our clients an experience of their True Self – which we call Creator Space – an expanded view from a higher dimension of consciousness.

When it occurs (and it occurs routinely in our sessions), it is joyful and empowering to experience. It is akin to what meditators achieve after many months of deep practice. The inner barriers, resistant patterns and old stories simply fall away in the light of this recognition.

When a client experiences the dropping away of false masks they have used throughout their life, there is a shift in the belief "*I am this.*" The world shifts, too, in response to this expanded awareness.

**The false self dissolves along with the struggle, trying, and faking it. Authenticity emerges easily, because most of the troubles were created by the wrong assumptions and fakery of the ego.** In this more natural, open and flowing state, success happens more easily. Your client feels like a bird released from its cage. They can fly freely, navigating through the world with more presence, compassion, and power.

*The Clear Belief Process technology is simple, yet it allows us to do our own deep inner work and thus increase the speed of transformation for our clients. The training is an intense and rich experience where you practice the techniques with others, and use them on yourself, so you can fully appreciate the technology and its impacts. You will also gain an inter-national community of practitioners and friends you can trust and rely on well into the future.*

~ Florence Dauchy, Executive Coach, Bussigny, Switzerland



# Levels of the Training

## Prerequisites

**The Clear Beliefs Coach Training** provides advanced skills in transformational and therapeutic coaching. Applicants must have professional training in coaching, psychology, therapy, or the healing arts, and a history of inner work and personal development.

After completing the application, you will be interviewed by a member of our staff to determine your eligibility. With their approval, you may register for the course.

## Level 1

**Level 1 of the Training** provides you with a solid foundational understanding of the workings of the mind, including the subconscious, conscious, and super-conscious.

You will examine the mind from many viewpoints: developmental psychology, consciousness itself, and the nature of beliefs, memory, and trauma. You will learn the basics: what beliefs are, how beliefs function to limit your perceptions and options, and what is required to change them where they live – in the subconscious mind. You will examine your own beliefs in a rigorous self-assessment and look at the core wounds and traumas from the past that have impacted your life. With this foundational understanding, you can empower yourself to manifest what you really want in life.

We use the term *beliefs* to describe the deep infrastructure of the mind. There are many words to describe this infrastructure, such as constructs, assumptions, presuppositions, paradigms, mental schemas, and perceptual lenses.

Our beliefs function in the background of our awareness, acting as colored lenses that shape, filter and distort our perceptions, awareness, and responses. These core beliefs are our assumptions about ourselves (self-view), others (relationship-view), and the world (worldview). Our beliefs limit our perceptions, and they also enable us to interact with the world. All beliefs are limiting, because they act as “is-glue,” linking one thing to another. *Mother is kind. Dad is mean. Asparagus tastes bad. My name is Suzy. I am little. I have to follow the rules.* These conclusions are simplifications we need to navigate a complex and dangerous world. But because they are simple, they limit our vision of the world around us. Children base their behavior on these simple rules, and like a crimped pipe, they prevent us from fully experiencing life, love and happiness.

William Blake wrote, *“If the doors of perception were cleansed, everything would appear to us as it is: infinite.”* You have seen how your beliefs have impacted your life. When you see these constructs for what they are, you can delete them, opening yourself to new views, solutions, and possibilities. Discard what no longer serves you and make room for a new life.

## **Lessons and Principles of Level 1**

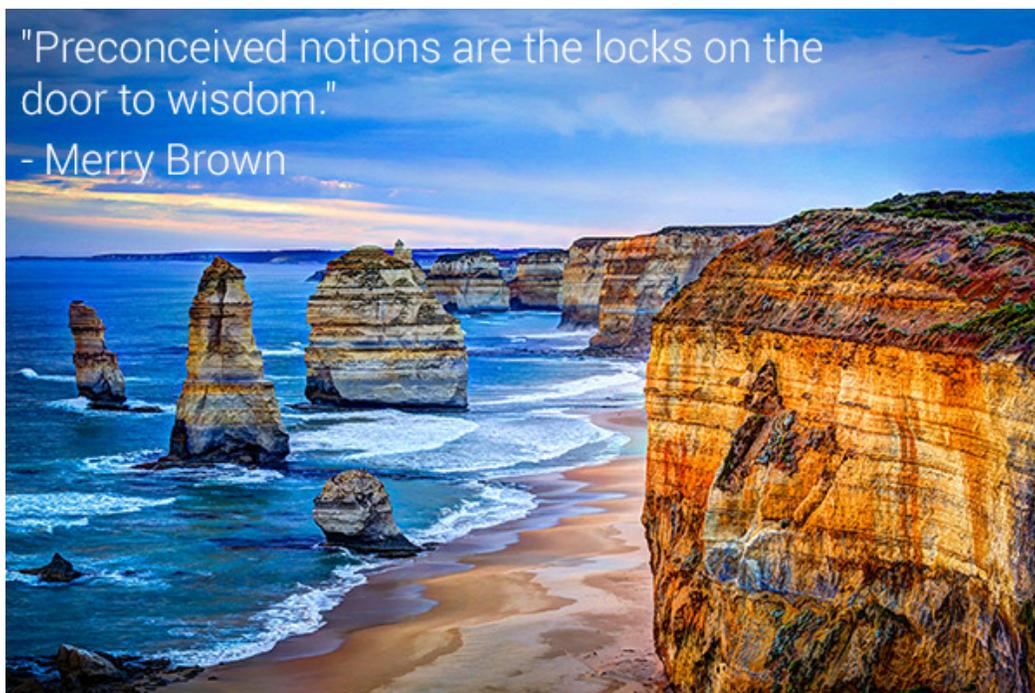
- An Introduction to Beliefs and Consciousness
- What Beliefs Are & How They Function
- Where Beliefs Come From
- Types of Beliefs
- Karma and Beliefs
- Understanding Human Behavior
- The Creation Cycle and the Resistance Cycle

- Adverse Childhood Experiences – How Trauma Impacts Our Lives
- Unmet Needs: The Source of Our Core Wounds
- How We Form Behavioral Strategies
- The Process of Manifestation
- How Beliefs Impact the Ability to Manifest
- How to Handle Resistance and Obstacles
- Become the Creator of Your Life

## Processes and Exercises in Level 1

- Belief Self-Diagnosis
- Your Top 3 Negative and Limiting Beliefs
- Uncover Your Core Wounds
- Review and Preparation for Level 2

During Level 1, you will be supervised by an Assistant Coach, a graduate of the training who has volunteered to guide new students. They will act as an accountability partner, ensuring that you are keeping up with your studies so you can fully prepare for entrance into Level 2.



## Level 2

**In Level 2**, you learn four fundamental processes that form a basic toolset for clearing whatever is in the way: **Appreciation**, **BodyWisdom**, **Finding Core Beliefs**, and **The BeliefCloset Process**. With these tools, you can experience profound inner cleansing of old beliefs and patterns. Many students have reported transformational healing during this section because you are tasked with challenging and changing your most fundamental beliefs – the structure you have used to survive and thrive during your lifetime. Regardless of the issue, you will gain the ability to help yourself and others dissolve the barriers and limitations that have held you back from achieving your goals and fulfilling your intentions.

Live weekly classes begin with Level 2, and you are assigned to a cohort with two other students. You will learn each unique skill through extensive study and practice with the other students. In one practice session, you are the Coach, and in another, you are the Client. In a third practice session each week, you are an Observer, supporting the process with objective vision. Your Assistant Coach will observe your practice sessions approximately once each week, offering their wisdom and guidance, and answering your questions.

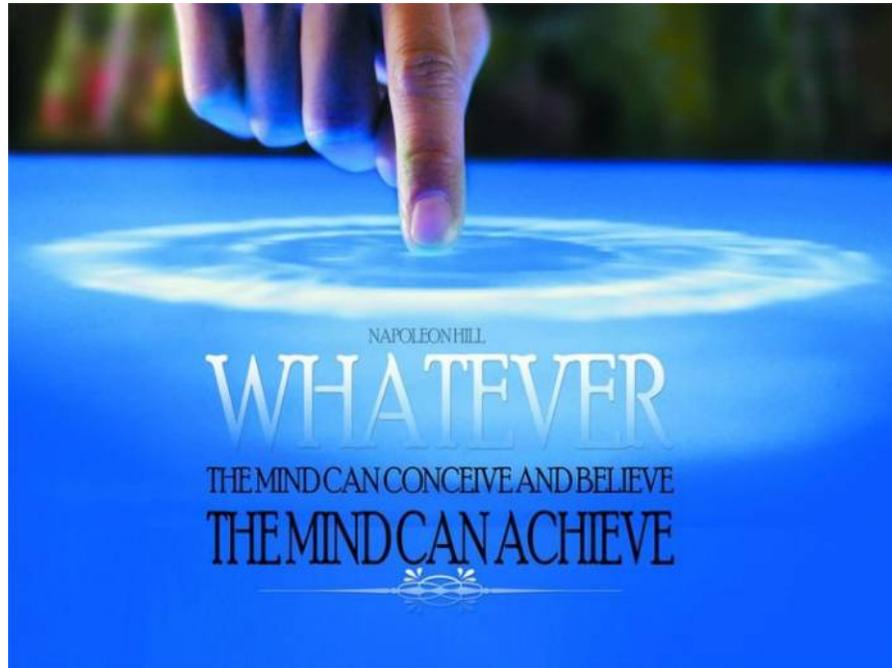
### Lessons and Principles in Level 2

- Being a Guide
- Words, Language and Perception
- How the Subconscious Communicates
- Principles of the Body, Mind and Attention
- The Role of Appreciation
- Embodied Mindfulness
- Creating Healthy Boundaries
- Understanding Memory
- Principles of Finding Core Beliefs
- Getting to the Deepest Core Beliefs
- Surprises in the Belief Closet
- Modifying the BeliefCloset Process for Children

### Processes and Exercises in Level 2

- The Appreciation Process
- The BodyWisdom™ Process

- 14 Techniques for Finding Core Beliefs
- The BeliefCloset™ Process
- Review and Preparation for Level 3



## Level 3

**In Level 3**, you build on your previous study and learn advanced therapeutic techniques that enable you to heal core wounds and resolve early traumas. Your study deepens further into developmental psychology and attachment theory. You will learn more about cultural conditioning and indoctrination, karmic contracts and energetic cords. You are now operating deep in the subconscious mind, facilitating transformational changes that people have waited a lifetime to clear.

Each tool is learned through a step-by-step script, combined with practice with your cohort of other students. When you are in the Client role, you will bring your own history and wounds into the session, giving you a chance to heal yourself, and learn how to heal others at a profound level.

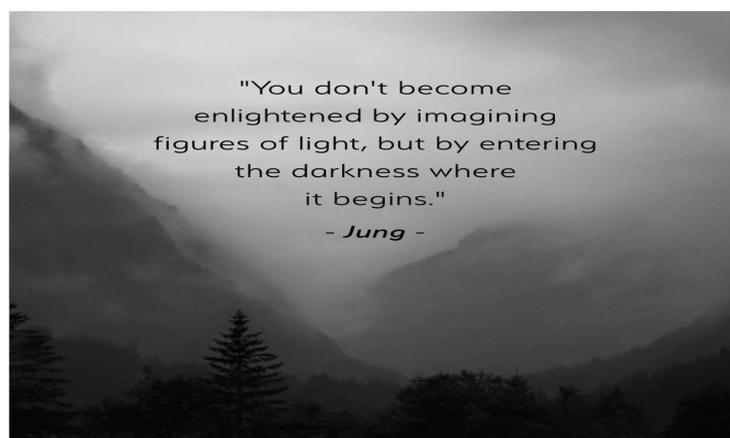
In this section, you will learn how to work with Parts of the self, also called Voices or subpersonalities, such as the Inner Child, Inner Parent, Inner Critic, and Driver.

### Lessons and Principles in Level 3

- Identity and Identification
- Attachment Theory and Attachment Styles
- Working with Family, Cultural and Karmic Beliefs
- Healing Collective Beliefs and Traumas
- Working with Individual and Collective Trauma
- Working with Parts and Inner Voices
- Updating and Upgrading Inner Parts
- The Fundamentals of Integrity
- Connecting to Your Higher Power
- Virtues, Vices and Values
- Coaching from Virtues
- Optimizing Your Work with Clients
- Endings and Beginnings

### Processes and Exercises in Level 3

- The Voice Dialogue Process
- Transformation of Parts
- Clearing the Deep Past
- The Declaration Exercise
- The Give-Back Ceremony
- The Cord Cutting Process
- The Vector Process
- Rescuing the Inner Child
- The Integrity Process
- Integration of the Processes
- The Ultimate Clearing Process



# Graduation Requirements

## Requirements for graduation include:

- Completion of all reading assignments
- Completion of all multimedia assignments
- Completion of assessments prior to the course and after the course
- Completion of mid-term and final exams with passing scores
- Minimum of 16 Coach sessions with filed reports
- Minimum of 16 Client sessions with filed reports
- Being observed as a Coach by your Assistant Coach once per month
- Assessment by your Assistant Coach of the quality of your work
- Completion of all final assignments
- Final evaluation of a recorded session with a naïve client by an Assistant Coach

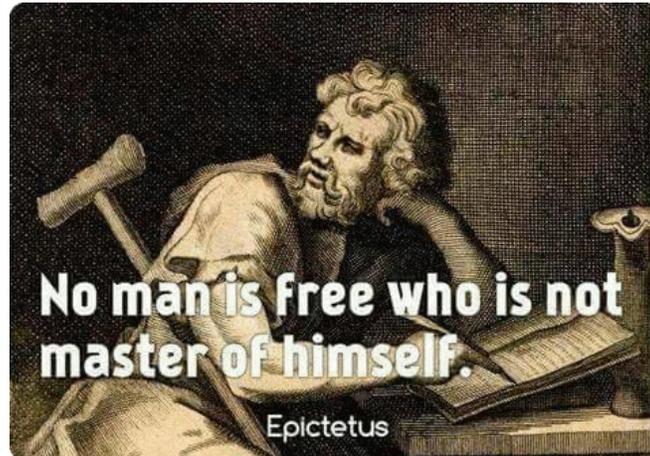
When you complete all requirements, you will graduate as a Certified Clear Beliefs Coach, and be eligible for 40 hours of CCEs from the International Coaching Academy.

Not everyone qualifies for Certification upon completion of the course because of the rigorous requirements and standards we hold for Certified Clear Beliefs Coaches. Our view of “not passing” means “not now” or “not yet.” If that occurs, we will encourage you to re-take the training, which is offered at a very reasonable price. Most reviewers pass the second time through, and many students review the course periodically even after graduation. They always report that they got more out of the training the second time through than they did the first time.

## [APPLY NOW FOR ADMISSION](#)

After you apply, the next step in the application process is a gift – a 30-minute private session with one of our top Clear Beliefs Coaches. You will get a direct experience of the Clear Beliefs Method in action with one of your life issues or limiting beliefs. This will help you determine

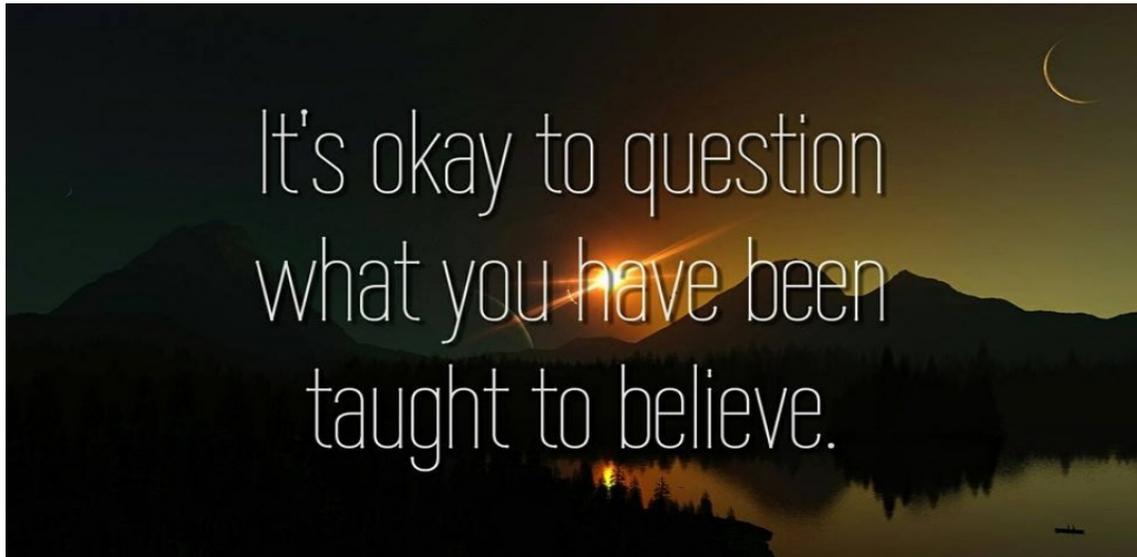
whether the training is right for you, and your coach will determine whether you are right for the training.



## Graduate Studies: The Belief Café Level 4

**After you graduate as a Clear Beliefs Coach, you may enter Level 4,** a graduate program for those who want to deepen their transformation, hone their coaching skills, and build their business for success in the world. It is offered as a monthly membership program with a minimum twelve-month commitment. The program includes individual coaching and support for integration of Clear Beliefs Methods with other processes you've learned elsewhere.

A variety of Advanced Topics are covered and practiced in Mastermind groups where graduates share their experiences and learnings with each other. In addition to building new skills, we focus on building your business to a high level of prosperity, and manifesting the life you desire. You will learn more about the benefits of the graduate program toward the end of your training.



*The richness of the CBCT program far outweighs other courses, especially in its content and resources. I felt like I got the equivalent of a Masters degree (minus the rigors of a graduate program). In only four months, I gained considerable self-knowledge and growth, emotional maturity and spiritual development. Lion's breadth of expertise with the material and his generosity of heart is amazing. His compassion is awe-inspiring, and he shares his wisdom and resources gained from decades of experience and self-realization. ~ [Lea Pirreno, Life Coach, Brooklyn, NY](#)*

## TUITION & FEES

### The Complete Clear Beliefs Coach Training

#### Includes Levels 1, 2, and 3

- 18 Live Online Classes
- 60+ Training & Tutorial Videos
- 100+ Written Training Lessons
- 16+ Peer Practice Coaching Sessions
- 16+ Peer Client Sessions
- Supervision and Mentoring by Assistant Coaches

- 10+ Recorded Demos
- One-Year Full Access to the Learning Platform
- One-Year Full Access to the Library of 100+ Articles for Post-Course Study
- Certification as a Clear Beliefs Coach
- 40 hours of ICF CCEs
- Private Facebook Group

### **PLUS Bonus Package**

- Digital File of the Entire Manual (available at cost)
- Bonus Recorded Interviews with Luminaries
- 33% Discount on Coaching Sessions with Lion.

**TUITION: Single payment of \$8,997  
or 6 Payments of \$1,600**

**Early Registration Special: Save \$1,500!**

***Single payment of \$7,497 or 6 payments of \$1,350***

**Use Promo Code *CBCTSpecial***

**[APPLY NOW](#)**

## **Dates of the Training**

**Level 1: April 12<sup>th</sup> and 26<sup>th</sup>, 2022**

**Level 2: May 10<sup>th</sup>, 17<sup>th</sup>, 24<sup>th</sup>, 31<sup>st</sup>, June 7<sup>th</sup>, 14<sup>th</sup>, 21<sup>st</sup>, 28<sup>th</sup>**

**Level 3: July 12<sup>th</sup>, 19<sup>th</sup>, 26<sup>th</sup>, August 2<sup>nd</sup>, 9<sup>th</sup>, 16<sup>th</sup>, 23<sup>rd</sup>**

**Graduation: September 6<sup>th</sup>, 2022**

# Clear Beliefs Basic Training

## Levels 1 and 2 Only

- 10 Live Online Classes
- 40+ Training & Tutorial Videos
- 50+ PDF Written Training Lessons
- 8 Peer Coaching Sessions
- 8 Peer Practice Sessions
- Supervision and Mentoring by Assistant Coaches
- 5+ Recorded Demos
- 6 Months Full Access to the Learning Platform
- 6 Months Access to the Library of 100+ Articles for Post-Course Study
- Private Facebook Group

**TUITION: Single payment of \$3,997  
or 4 Payments of \$1,100**

**Early Registration Special: Save \$700!**

***Single payment of \$3,297 or 4 payments of \$925***

**Use Promo Code: *L2special***

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# Introduction to the Clear Beliefs Training

## Level 1 Only

- Self-Guided, supported by 2 Live Classes
- 10+ Training & Tutorial Videos
- 14+ PDF Written Training Lessons

- No 1:1 Coaching Sessions
- No Peer Coaching Sessions
- No Peer Practice Sessions
- Support by an Assistant Coach
- 1 Recorded Demo
- 2 Months Access to the Learning Platform
- 2 Months Access to the Library of 100+ Articles for Post-Course Study

**APPLY NOW**

**TUITION: Single payment of \$697  
or 2 Payments of \$380**

**Early Registration Special: Save \$200!**

***Single payment of \$497 or 2 payments of \$280***

**Use Promo Code: *L1special***

## **Can You Earn a Return on Your Investment?**

**We realize that the Clear Beliefs Coach Training may be one of the most important investments you make this year to take your professional practice and business to the next level.**

Most of our graduates charge between \$150 and \$300 per hour prior to the training. After becoming ***Certified Clear Beliefs Coaches***, they can provide much more valuable services and enroll more clients. Many increase their hourly fees accordingly.

At an average of \$250 per hour, you would need to add 35 hours of coaching services, or one week of full-time coaching, to pay for the course. This is the equivalent of adding 3 new clients who register for a 12-session program.



## Graduates Praise for the *Clear Beliefs Coach Training*

*The Clear Beliefs Coach Training gives coaches and practitioners a helpful skill set that can deal with blocks and challenges our clients struggle with. Now I can identify the deeply embedded and hidden core beliefs that are running my clients' lives. (And my own, as well!) This is monumental. Once I uncover the core belief, I can clear it from my client's subconscious mind, clearing the way for them to achieve what they truly want to achieve. I recommend this program for everyone, both for the deep personal work you will do, and for the professional development skills you will learn.*

*~ Nancy Smith, Certified Clear Beliefs Coach, Haverhill, MA*

*I have taken several trainings and certification courses in my career, and this is the most comprehensive I've ever experienced. You can only take a client as far as you're willing to go yourself. This course seamlessly takes you from personal development to coaching mastery. You'll get every skill you need to confidently and successfully help your clients make quantum leaps in their lives. The techniques border on the miraculous, but they're grounded in science and presented step-by-step so you can apply them immediately. Taking this course was the best decision I've made for myself, my clients, and my business. It's a comprehensive, transformational and powerful course in belief change. Words can't do justice to the gratitude I*

*feel for having found this training.*

~ Stacey Key, Inner Beauty Influencer, San Diego

*This is a deep program that will enhance the practice of any professional coach. The theoretical context gives a rich and comprehensive context for the incorporation and use of the many different tools we learned. Lion and his staff generously share their experience and knowledge, strengthening our knowledge and skills so we can be more successful in transforming our clients' lives.*

~ Alina Cuervo, Life and Executive Coach, Bogotá Colombia

*I took this training to learn additional ways to facilitate deep subconscious change, and I'm delighted that I did. It is an absolute treasure trove of information about beliefs, the psyche, human behavior and who we are as beings. Lion is a fantastic teacher – kind-hearted, patient and extremely knowledgeable. This deep dive into the human psyche is born out of decades of study and practice in the realm of human experience and transformation. The learning environment is comfortable and inclusive, both grounded and enlightening. These skills will last a lifetime, and they will produce great results when you use them. Highly recommended!*

~ Paul McCabe, Advanced PSTEC Therapist, London, England

*The Clear Beliefs Coach Training is an essential advanced-level program for anyone in coaching, healing, or therapy professions. It truly helped me understand the structure and impact of beliefs and how they form the core of our personality. I can now guide others toward deeper self-awareness and self-empowerment. The methodology allows me to work directly with the subconscious mind and create significant change quickly.*

~ Lisette Nazario, CPC Transformational Life Coach & Energy Therapist, Bloomfield, NJ

*With these techniques, you can help your clients clear their deepest old beliefs, including the deep ones that have been hidden for decades. The Clear Beliefs Method cuts through resistance like a knife through butter. And during the course, you'll use the method to clear up your own lifelong issues, and come out of the training transformed, free, and empowered.*

~ Michelle Berrios, RTT Advanced Hypnotherapist, Vallejo, CA

*I'm confident with the tools I've learned here. They simply work. The presentation and skill-building was stellar, and we're taught how to integrate them into the methods we already use. I was amazed to witness the changes in myself and others during the course. It was a great learning experience. Lion's one-on-one sessions and demos are life changing. I experienced an undeniable shift in a very short time. It has re-sparked my entire coaching practice.*

~ Jeanette Mounts, ACC, CBC, Intentions Life Coaching, Denver, Colorado

*The Clear Beliefs training fills in the missing pieces that other programs don't (or won't) take on. I now feel confident to intuitively support others with almost any issue they might present. This program offers techniques for creating positive outcomes related to trauma, emotional dysregulation, and even physical issues such as pain. I feel fully prepared to work with the clients who are attracted to my practice.*

*~ Lorraine LaPointe, Head Heart Synergy Coaching, Ontario, Canada*

*I received much more value from this training than I had expected. The method is built on a solid foundation of theory and understanding of human development and the brain-mind-body system. The methodology offers great depth and breadth – and the results are stunning. You can easily help people access their deep subconscious beliefs and clear the ones that no longer serve them. This isn't psychotherapy – there's no story-telling. The tools and techniques are practical and easy to implement. They empower the client to continue their growth on their own. The teaching and support are generous, relaxed, and down-to-earth. This makes it easier to stay present and dive deeply into the practice, and also feel supported along the way.*

*~ Tim McDonnell, Co-Active coach, Austin, TX*

*I've worked with my beliefs using many other techniques, but this course went deeper than I had ever gone before. I was amazed to see how quickly transformation can happen. It's like learning another language that works better than the one you grew up with. Our class was filled with bright, experienced coaches, and there was consistent support from Assistant Coaches who are all graduates of the training. Many hidden aspects of my psyche were transformed. I feel fresh and alive, ready to help my clients transform from the inside out.*

*~ Arzu Ozkose, Prema Coaching, Toronto, Ontario, Canada*

*Each technique allows you to take your clients on a deep inner journey to release old traumas and beliefs that no longer serve. You'll learn to communicate directly with the parts of the personality that have been driving unconscious decision making, reactions, and habitual behavior patterns. It is a fascinating journey inwards that allows you to take others on that journey. If you want to explore your inner terrain and help others do the same, you will benefit greatly from this course.*

*~ Mara Schiffren, PhD, Health Ascent, Functional Medicine Coaching, USA*

*Before I learned the Clear Beliefs Method, something was missing in my coaching. When clients wanted to fully explore an issue, I felt like I was scratching at the surface. Now, I can really go deep, and I feel confident in my ability to do so! Lion's teaches powerful coaching*

*methodologies in a practical way, and then grounds them through peer practice and feedback. I easily integrated this methodology into my current practice, and they have amplified my effectiveness.*

*~ Kathryn Grohusky, Leadership Coach, Colorado*

*The practices are exceptionally powerful and life changing. I use them frequently with my clients and they love it. This is a must-have technology for coaches – a top of the line tool for permanent transformation of oneself and others. I've studied many different disciplines over the years, and in my opinion, it's the best one on the market. I have been using the methodology to create the life I've always wanted – and it's happened with extraordinary ease because I have cleared the internal resistance and blocks that were holding me back. I am moved, touched and inspired by the profound results that are available with the Clear Beliefs Method.*

*~ Marcelo Celis, Business Coach, Los Angeles, California*

*This was one of the most powerful and transformational trainings I have ever been part of. I was shocked at how quickly and fully it opened up what was blocking my life. I eliminated triggers and biases and created powerful new drivers for my life. It allowed me to become a better coach, daughter, sister, friend and the best version of myself. The work I did allowed me to re-connect with my own family after a lifetime of disconnection. For that, I am eternally grateful. The best parts of the training for me were the partner practice sessions, and the high quality of feedback I received from my practice partners and the Assistant Coaches. Even though this was my first exposure to these techniques, I am confident in my ability to use them with my own clients to help them rapidly transform. Thank you so much!*

*~ Kimberly Lee, Eating Disorder Recovery Coach, Berlin, Germany*

*The Clear Beliefs Coach Training is a beautiful, safe and engaged learning environment. People felt safe to be vulnerable and authentic, and because of this, we were able learn, explore and transform together. As a coach, I've seen that success is an inside job. People get stuck and don't achieve what they want because of the stories they tell themselves. These stories have their root in beliefs and perspectives we hold. This is what makes the program so impactful. The technology allows us to speak directly to the subconscious mind and create fast and lasting change from the inside out. It's a MUST for anyone looking to help others transform their lives and get the results they desire.*

*~ Joanne Cary, Life Performance Coach*

*If you are searching for clear, precise, compassionate tried & true, simple, and vastly effective ways to help your clients, search no further. Lion Goodman has a methodology to relieve deep wounds and trauma, and replace them with self-created and self-empowering strategies for creating a better life.*

*~ Dr. Celeste Skardis, Functional Medicine Intuitive, Santa Fe, NM*

# Lion Goodman

Subconscious Pattern Detective  
Coach • Healer • Educator



## About the Founder

Lion Goodman, PCC, is a Professional Certified Transformational Coach, author, and teacher of the *Clear Beliefs Method* – a process for transforming beliefs and patterns at the core of the psyche. More than 550 coaches, therapists and healers around the world have graduated from his ICF-accredited training program, *The Clear Beliefs Coach Training*.

Lion has studied and practiced psychology, neuroscience, spirituality, philosophy, linguistics, and the principles of business success for more than 40 years. His first career was in executive search and executive coaching, where he served more than 250 CEOs and senior managers in a wide variety of companies, from early-stage start-ups to Fortune 500 corporations.

Lion has taught workshops and trainings across the U.S., Canada, Europe, and China. He is the author of 5 books: *Creating On Purpose*; *Clear Your Beliefs*; *Clear Your Clients' Limiting Beliefs*; *The Narcissism Primer*; and *Menlightenment*, as well as dozens of articles on consciousness, beliefs, psychology, and inner development. He has blogged for *The Good Men Project* and *Your Tango*. Many of his articles have been read by more than 500,000 people.

He has been active in the men's movement for more than 30 years and served as Director of Men's Programs for The Shift Network, an educational corporation, where he created programs with more than 20,000 participants. He is co-founder of *The Tribe of Men*, an initiatory men's program in the San Francisco Bay Area.

Lion has been interviewed on more than 100 telesummits and podcasts, and has presented his programs through The Shift Network, Mindvalley, PositivePrime, Impact Coaching Academy, Kripalu Center, Hollyhock, Venwoude, The Banff Couples Conference, and Sacred Centers.

**APPLY for a *Taste of Transformation***, a half-hour complimentary session with one of our Master Coaches to experience the Clear Beliefs Method directly. Discover whether the Clear Beliefs Coach Training is right for you.

Email us at [admin@clearbeliefs.com](mailto:admin@clearbeliefs.com) and we will respond within 48 hours.



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# Competencies at the MCC Level

of the

# International Coaching Federation

**The Clear Beliefs Coach Training** offers training in skills which match many of the competency standards expected at the ICF Master Certified Coach (MCC) Level:<sup>1</sup>

- Coach is connected to complete trust in the new and mutual state of awareness that can only arise in the moment and out of joint conversation.
- Coach is comfortable not knowing as one of the best states to expand awareness in.
- Coach is willing to be vulnerable with client and have the client be vulnerable with coach.
- Coach is confident in self, process, and the client as a full partner in the relationship.
- Sense of complete ease and naturalness in conversation; coach does not have to “work” to coach.
- Coach is a completely connected observer to client.
- The connection is to the whole of who client is, how the client learns, what the client has to teach the coach.
- The coach is ready to be touched by the client and welcomes signals that create resonance for both the coach and client.
- The coach evidences a complete curiosity that is undiluted by a need to perform.
- The coach is in fully partnered conversation with client.
- The coach trusts that value is inherent in the process versus having any need to create value.

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<sup>1</sup> <https://coachingfederation.org/app/uploads/2017/12/ICFCompetenciesLevelsTable.pdf> Note: For information purposes only. Clear Beliefs Institute is accredited by the ICF for 40 hours of Continuing Coach Education Unites (CCEs). You must determine for yourself whether CCEs will fulfill requirements for your particular certification program.

- Coach’s listening is completely attuned as a learner and listening happens at the logical, emotional and organic levels at one time.
- The coach recognizes intuitive and energetic perception that is felt when the client speaks of important things, when new growth is occurring for the client, and when the client is finding a more powerful sense of self.
- The coach hears the totality of the client’s greatness and gifts as well as limiting beliefs and patterns.
- The coach asks mostly direct, evocative questions that are fully responsive to the client in the moment, and that require significant thought by client or take client to a new place of thinking.
- The coach uses the client’s language and learning style to craft questions.
- The coach is fully based in curiosity and the coach does not ask questions to which the coach knows the answer.
- The questions often require the client to find deeper contact with the client’s shadow and light sides and find hidden power in himself/herself.
- The coach is not afraid of questions that will make either the coach or the client or both uncomfortable.
- The coach invites, respects and celebrates direct communications back from the client.
- The coach’s invitation to exploration is significantly greater than invitation to solution.
- The use of the client’s greatness is invited and welcomed. There is no evidence of “fixing” a problem or the client.
- There is a lovely sense of connected observation of totality of who client is and what client wants, sharing that with client and creating space for client to share back.
- The coach engages the client in relating goals and plans to other aspects of what the client wants, thereby broadening the scope of learning and growth.
- The coach trusts the client to be accountable to themselves and lovingly calls the client to account or discussion if agreed upon forward movement does not occur.

