



Jai Institute
for **Parenting**

SYLLABUS

*Transformational Parenting
Coach Certification*

28-Week Program Overview

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Welcome!

We are thrilled that you are interested in the work we are doing at the Jai Institute for Parenting. Our work—*that is now rippling out across the globe*—is calling and waiting for people like you to share in our mission:

We are changing the world, by changing the way that parents... PARENT!

No matter your motivation, on a deeper level you believe in the importance of children living in respectful, harmonious environments that allow them to grow and flourish into their full, beautiful selves.

I am sure, like me, you feel heartsick when you witness the injustice of children having to experience the authoritarian and power-over parenting paradigm that many parents feel is the only option available to raise children.

We know that it takes a very special and committed person to choose to support, encourage and guide children and families. We provide this opportunity, while allowing you to maintain and promote balance and growth within your own family, health, and finances.

If you are seeking a professional coaching certification program that is uniquely designed to support parents and children to co-exist more peacefully, productively, and creatively, you are in the perfect place. If you are seeking a career that brings more harmony and balance to your life, the life of your family, and the world, you are in the perfect place.

The Jai Institute for Parenting is a community of passionate parenting coaches who know there is a better, more sustainable, kind, and nourishing way to parent children, run a business, and achieve success and greatness in the world.

We look forward to getting to know you and would be honored for you to join our mission to uplift, encourage and support peaceful parenting in families around the world!

With Warmth,



Director of Education + Master Trainer
at the Jai Institute *for* Parenting



Jai Institute
for **Parenting**

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What We Do

The Jai Institute for Parenting has been certifying parenting coaches, all over the world, and helping tens of thousands of families to discover a path to parenting rooted in empathy, connection, communication and values since our founding in 2011.

Our guiding philosophy is based on this truth: Children's behavior is a direct reflection of their needs (met or unmet) and our triggers (expressed consciously or unconsciously). When parents change, children's behavior changes. Without exception. So we provide a deeply transformational experience for parents first.

As parents let go of any residual feelings and unconscious belief patterns left over from their own childhoods and the way they were parented, they are able to quickly release old, limiting beliefs and replace them with new, empowering beliefs, ones that will truly support their best parenting.

And we, as coaches, get to support them through this epic transformation.

The specific tools and strategies that we teach are grounded in the foundations of Nonviolent Communication, Emotional Intelligence and the Neuroplasticity work of Dr. Bruce Lipton.

Since the unconscious mind accounts for over 90% of our behavior, parents see changes almost immediately.

These strategies allow parents to successfully shift out of the dominant (power over) paradigm of parenting, which creates disconnection, resentment and rebellion, to the relational paradigm of parenting which restores connection, trust and respect.



How Our Certification Works

The process of becoming a Certified Parenting Coach with us here at the Jai Institute for Parenting is quite simple. Jai's 28-week curriculum takes place online, using online software for group meetings and coursework, which means you can learn and work from the comfort of your own home!

Phase 1: Understanding the Client Journey

The first 12 weeks of the program involves going through the program from the client perspective. You get to discover the tools of peace in the home for yourself and your own family. You'll dive deeply into the nervous system, attachment psychology, brain science, compassionate communication, emotional intelligence, and joyful relating. You get to go through the very same journey you'll be taking your future clients on. We can't possibly take another human being down a path or on a journey that we have not been on ourselves, not when it comes to changing human behavior. As leaders, we must be the first to take the journey so that we can light the way for those who follow us.

You will be going through this process in a small group environment to support you as you practice and learn. Our training cohorts are limited to a maximum of sixteen people, so that you can be seen and heard, and intimacy and trust can be established. These are very tender personal issues that we're going to be working through together. The small group environment is something that sets our program apart from any other parent coach training out there. We want you to feel supported every step of the way!

We often hear from our students that they feel more seen in our program than they've been seen by anybody ever in their own life. Lifelong friendships are created. We understand that being vulnerable as a parent and as a human can be challenging and our goal is to make this part of the journey as safe and comfortable as possible. Our company's culture is to respect privacy and provide radical acceptance in all aspects of our business.

We value compassion and support, and the power of these small cohorts provides the space for tremendous growth and results in strong, self-aware, and emotionally intelligent Jai coaches.

As you go through the process, so much will begin to shift in your home. Children's behavior magically starts to mitigate itself, because you are more equipped inside and out to respond rather than react.



Phase 2: Understanding the Coach Journey

In weeks 13-24 of the program, you take the seat of the coach. You're given plenty of practice time and coaching practicums. You'll be assigned a practice coaching circle that you'll be working with through the entire program to practice your new skills. Essentially, you're going through the twelve-week Jai Parenting Method again, but this time you're learning how to take another person through that process.

You will submit a case study client that you take through the process and provide your case notes for your trainer. Our coaches usually find that it is quite easy to find a volunteer to practice your new skills right in your own community. We are so fortunate to provide a service that so many families are longing for.

Phase 3: Launching Your Parenting Coach Business

In the final 4 weeks of the program, you will learn how to launch your parent coaching business. We will address your questions such as: How do I get more visibility? How do I put myself out there? How can I host local workshops to get clients? How can I talk to people in a non-salesy way so I feel comfortable enrolling clients?

We believe that great coaches often get lost and can't help those who need them if they are uncomfortable with sales and marketing. And so, we give you the tools and inspiration to do just that! We are invested in your success and as such, you will have continued access to our community as well as access to additional offerings and services to help you support and expand your growing business.

We believe that by helping one family at a time, you are building a better world!



Meet the Team



Kiva Schuler, *Founder & Chief Empowerment Officer*

Kiva's passion for parenting stemmed from her own childhood experiences of neglect and trauma. Like many of our generation, she had a front row seat to witness what she *did not* want for her own children. And in many ways, Jai is the fulfillment of a promise that she made to herself when she was 16 years old... that when she had children of her own, she would learn to parent them with compassion, consistency and communication. Kiva is a serial entrepreneur, and has been the marketer behind many transformational brands. Passionate about bringing authenticity and integrity to marketing and sales, she's a sought after mentor, speaker and coach.



Rebecca Lyddon, *Director of Education + Master Trainer*

Rebecca is propelled by a vision whereby she sees children being cared for by adults who are grounded, supported, joyful, and committed to trust, goodness, and bravery. She sees a planet filled with coaches who are on fire with purpose, and dedication to peace. As a former social worker, Waldorf Early Childhood Educator, and lifelong child advocate, Rebecca is thrilled to integrate all of her skills as a Certified Parent Coach. When Rebecca is not engrossed in deep soul work, she is laughing, dancing, singing and celebrating her life with her beloved, and their two children in Lawrence, Kansas.



Kelly Arzonico, *Director of Admissions*

As a former school counselor and current Certified Parent Coach and Adolescent Coach for Girls, Kelly has had the opportunity to work with children of all ages and their parents.

Kelly's goal as our Director of Admissions and Certified Parent Coach is to create a lifelong connection between you and your child. She brings passion, energy and empathy into your world.





Sarah R. Moore, Master Trainer

Sarah R. Moore is author of *Peaceful Discipline: Story Teaching, Brain Science & Better Behavior* and the founder of Dandelion Seeds Positive Parenting. She's a public speaker, armchair neuroscientist, and most importantly, a Mama. She's a lifelong learner with training in child development, trauma recovery, interpersonal neurobiology, and improv comedy. As a certified Master Trainer in conscious parenting, she helps bring JOY, EASE, and CONNECTION back to families around the globe. She offers a wide range of research-backed mini-courses and expert interviews. Her heart's desire is to bring greater peace and healing to the world through loving and respectful parenting. Follow her on Instagram, Facebook, YouTube, & Twitter.



Allyn Miller, Master Trainer

Allyn Miller is a Master Certified Parent Coach and owner of Child Connection. Her mission is to help exhausted moms thrive in every tantrum or meltdown, whether it's their child's or their own. She is surprisingly funny (and emotional) despite her background as an accountant. Her sense of humor kept her going through years of classroom teaching. These days her clients rave about her listening skills and the unique way she breaks down big concepts into doable actions. When not celebrating "aha" moments with her clients, you can find this chocoholic mama splashing in the ocean waves near her home in Weston, Florida... or snuggling on the couch with her husband and two kids watching the latest Pixar movie.



Nozipho Mbatha, Master Trainer

Nozipho is a soulful business leader with a big love for children and holds the belief that the way we raise our children has the power to change the world. As a seasoned brand marketer, she has found the greatest fulfillment in her work when contributing to building brands with purpose and enjoys being part of a business world that makes a lasting and meaningful difference in people's lives. As a Jai certified Transformational Parenting Coach, she serves as a guide to parents on their unique and individual journey to becoming the parent that they want to be for their children. Nozipho is based in Johannesburg, South Africa, is a mama of two children and loves to spend her time doing all the things that bring her joy, under the African sun.





Delicia Moraleda, Master Trainer

Delicia Moraleda is a certified Parent Coach and Parenting Coach Trainer. She is passionate about, and dedicated to, serving the child through the education of the adult. She is also the proud CFO (Chief Fun Officer) in her family. Delicia is known as Mama to her two boys and with her husband, opened a Montessori preschool for their eldest son in 2014. In her capacity as founder, principal and certified Montessori Directress, she has worked with children, teachers and parents to achieve the school's goal of cultivating the future. Thanks to continued reading, research and learning as a parent and teacher, Delicia is shifting her focus to guiding and supporting parents towards cultivating the future in their homes. As a coach she intends to partner with parents in observation, reflection and preparation of themselves to experience the power of transformational parenting.



Katie Owen, Business Coach & Marketing Mentor

As a former practicing therapist turned copywriter and marketing strategist, Katie is passionate about the intersection of marketing and mindset. Mentored by Kiva for several years, Katie embodies the practices of taking the simple actions, consistently over time, that create epic results. A master storyteller, Katie works with our coaches to refine their message, increase their visibility and get clients!



Michelle Landau, Director of Customer Care & Experience

Michelle is a mama of two, stepmom of one, and proud graduate of the Jai Institute for Parenting. Her passion lies in empowering and supporting our extraordinary community of coaches, and ensuring the unique leadership of each and every coach be unleashed in the world. When she's not coaching or supporting our mission, you'll find her playing full out in a personal development seminar or having a 90's R&B dance party with her family.

Want to learn more about the people who work at Jai ?

Meet The Whole Jai Team Here →





Jai Institute
for **Parenting**

PHASE 1

Understanding the Client Journey

Weeks 1-12 | You As The Client

Welcome and Orientation

This first week is about getting you settled and ready for the journey ahead. You will have your first class with fellow parents, educators, and passionate child advocates from around the globe. You will leave this class hearing from the heart of your cohort members, and will gain clarity around your intentions and what to expect moving forward into the next eleven weeks as the “client.”

Setting Your Intentions as an Empowered Parent

Here will become clear about what you receive from our Empowered Parenting Process. We will explore how you support yourself through stress, and your strengths as a parent.

The 10 Pillars of Transformational Parenting

Here we will explore the 10 Pillars of Transformational Parenting. We have broken down these pillars into three segments: The head, the hands, and the heart.

Making Sense of Attachment Science

Here we will explore your generational patterns of connection, intimacy, and relational safety. How we parent, ourselves, and our children, is an inheritance--passed down from generations before us. We will not make your history nor your present bad, or wrong. We will name it for what it is, and make a commitment for what you'd like it to be moving forward.

Making Sense of Nervous System Science

The physiology of parenting is the cutting edge of understanding our internal world as parents, and the internal world of our children. With understanding, comes calm. With information, comes internal safety. We must know the ins and outs of our nervous system so we can support our children's budding nervous systems.



Making Sense of Mindsight and Brain Science

Empowered Parenting includes a deep understanding of the power of the mind. This week we go deep into mindset and how our thoughts expand you, root you, and connect you to self and compassion. We will explore the neurology of empathy and compassion and how parents are literally their children's brain sculptors.

Making Sense of Emotional Intelligence

The heart of Empowered Parenting is understanding how our physiology, brain, and emotions work together to create our inner orchestra. Understanding emotional intelligence provides both the parent and the child with inner and outer freedom to live whole, full, exuberant lives together. We dive into how we can support our children's emotional development and give them "Permission to FEEL."

Empowered Conversations

We have laid the foundations of the head, heart, and hands of Empowered Parenting. Now, we move to the voice. Navigating this new paradigm of connection, relational safety, inspiration and presence, practically requires a PhD in communication. We begin that process here together.

The PEACE Process

You've made it to the essence of Empowered Parenting! Here we combine everything you have learned so far into our Jai Methodology of PEACE. We believe ALL conflict within a parent/child dynamic, or between siblings, can be solved PEACE-fully. With our methodology, all punishments, contrived consequences, threats, bribes, and excess rewards can be set out to the curb. We have the practical, actionable steps you need to thrive through disconnect, confusion, and parental overwhelm during your most challenging parenting moments.

Exploring Anger and Healthy Aggression

As we continue our process through Empowered Parenting, we must confront every parent's best friend, or rather, worst enemy: anger. *Hint:* Emotional objectivity does not mean disconnecting from the emotion, rather it's the ability to feel with healthy non-attachment and how to practice, and model, anger resolution for your child.

Playful Parenting and Storytelling

Play is every parent's superpower! We will explore your playful inner self, so you can meet your children in theirs, no matter the age including the twelve play languages, the four temperaments and the barriers that keep parents from playfulness.

Your Personal Transformation

In our twelfth and final week of phase 1, we will come together in the spirit of celebration and reflection. We will reflect on the shifts you have made as you implement your Jai leanings, and how that has influenced the behavior of your children. Is there more peace? Is there more joy? This week, many Jai coaches take a moment to look back with deep appreciation at the huge shift that has happened within their lives.



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PHASE 2

Understanding Your Role as the Guide

Weeks 13-24 | You As The Coach

How to Set a Coaching Container

Now that you have completed your way through the first twelve weeks of our program, you will shift gears into the mindset and energy of a coach! Your first task is to understand your assumptions, biases, and judgements about what a coach IS and DOES. In order to receive the teachings from these next twelve weeks, you will recenter yourself in an energy of curiosity, as well as an open mind and heart. You will unpack your assumptions about what a parenting coach is, and how to connect with your most integrous definition and understanding of your role and responsibility.

Setting Your Intentions as an Transformational Parenting Coach

We set our intentions as arrows during our first twelve weeks as Empowered Parents by defining what you want to receive from the coaching phase of our program along with how to guide your client through week two of our twelve-week Empowered Parent Program.

Understanding Generational Pattern Coaching

We've set the stage as Empowered Coaches, and now we dig into our first lesson: understanding the patterns your clients carry in their cells, their bodies, brains, and daily interactions with their children. You will learn how to support clients to become aware of their generational patterns and guide them through any fear that is holding them back from Empowered Parenting.

Understanding Connection Coaching

Often, we live on the surface of our daily experiences. We all have blind spots, no matter how self-reflective and committed we are to personal awareness. The gift we give our clients is that of investigative questioning. The when, how, where, and why behind each question can make or break a breakthrough moment for your client.

When we have the awareness of what to listen for, we can be prepared with which questioning pathway will be the most effective for client transformations. Using the 13-Step Jai Coaching Process, we step away from questioning from the head, and step into questioning for the evolution of our client's soul.



Understanding Regulation Coaching

For our beloved children to mature emotionally, and to be able to self-soothe in times of stress, they must “borrow our calm” for the first decade of their lives (or two). During this session you will learn how to support your client to feel safe on the inside and identify their triggers and their regulation thermometer.

Understanding Mindset Coaching

Parents cannot make long-lasting, deeply internal transformation on their own. We all have decades of imprinted beliefs that get in our way in times of stress. We are here to support clients to understand where they go when confronting stressful parenting moments. We are here to show them how to be present in their minds so they can root into expansive beliefs and empowerment.

Understanding Emotion Coaching

This week you will learn how to teach your clients the language of emotions and begin to free them from emotional reactivity and parenting behaviors that create deep regret and shame, connecting them deeply to love, empathy and compassion.

Understanding Communication Coaching

We learn how to empower clients into the voice of Empowered Parenting. Communication is indeed the powerful foundation of all human relationships. This week you will learn how to coach clients through empowered conversations.

Understanding the PEACE Process & Boundary Coaching

Here we learn to coach clients through generational patterns of coercion and control, into the essence of discipline: peace, loving kindness, and limits from self-awareness, values and healthy boundaries.



Understanding Action Steps and Ritual & Rhythm Coaching

This can be the most revolutionary week for coaches and parents alike: here we learn how to support parents through science. We practice the strategies that allow parents to raise children who are connected to healthy aggression, and parents who are courageous and faithful enough to facilitate themselves and their children through anger in a loving way.

Understanding Playful and Storytelling Coaching

Your clients will be discovering new and profound tools and approaches to their connection with their child through the world of play! No matter how many incredible and inspiring games and tools we offer, our client's energy will often not match their children's.

Reminding our client that children exist and experience life through energy and the feeling world, we discover how to support our clients to embody play in an energizing way. This is an enormous gift and digs in beneath the surface, reconnecting them to the joyful inner child.

Understanding Radical Reflection Coaching

Here we will support our clients self-reflection, rooted in appreciation for the accomplishments and growth on their parenting journey. We will learn how to honor the ever evolving process of being and becoming.



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PHASE 3

Launching Your Coaching Business

Weeks 25-28 | Business Training

The Mindset and Foundations of a Successful Coaching Business

You'll spend your final four weeks with us honing your marketing, lead generation and sales skills. Using our authentic and heart-centered approach, you'll discover how to turn your knowledge into a business. In addition to the training, you'll receive weekly mentoring from your business coach and marketing mentor.

You'll learn the fundamentals of your coaching business.

WE WILL GO THROUGH:

- The KEY mindset practices that allow you to take bold action, consistently and start enrolling clients right away.
- The foundational building blocks of a successful coaching practice
- Choosing a business name and entity
- How to take payments and run your coaching business

No-Cost and Low-Cost Lead Generating Strategies

You'll learn how to fill your calendar with ideal prospects who are already excited to work with you.

WE WILL GO THROUGH:

- The most effective offline lead generation strategies for connecting with potential clients
- The most effective online and social media strategies for connecting with potential clients
- Building your marketing plan into your calendar as your #1 priority as a business owner

Authentic and Empowered Sales Conversations

You'll learn how to enroll clients in the twelve-week program without being pushy or manipulative, embracing the very same values we bring to our coaching.

WE WILL GO THROUGH:

- Discover the Jai Sales Script + Method to enroll clients without ever feeling pushy, demanding or "sales-y"
- Learn how to navigate resistance/fear from your potential clients using the same skills you learned as a Jai coach, including the most common objections: money, time and "what will my partner think."
- Develop your stay-in-touch strategy so that you continue to foster relationships with parents who may not be ready "right now."
- Access our library of recordings of successful enrollment calls

Follow Up and Long Term Business Growth Strategies

Putting it all together so that you have a business that serves you, your family and your clients for years to come.

WE WILL GO THROUGH:

- Deciding how you are going to price your services for the next 90 days and create your 90-day visibility and marketing plan
- Firming up your client onboarding and service system so that you're ready to take in new clients with ease and integrity

Hear From Our Coaches



"There are really no words to describe the connection that you really start to have with your children when you get the tools through coaching. You get deeper into that work when you become a parenting coach. The market is there. You see the transformation with your kids in your own home and then, you can definitely see it in others."

— **Danielle Backers**



"The Jai Institute for Parenting's Parent Coach Training Program has not only transformed my parenting, it has transformed every aspect of my life. It has just really helped me come full circle because I see with new eyes now."

— **Kristen Watts**



"My husband and I were ready to separate and all was going really bad. He moved out of the house. I started to listen to the meditations in my Parent Coach Training Program every day. We started to talk again. He moved back home. And I've already started coaching with all paying clients. We are reaching the core of the course. I am feeling inspired, empowered and proud."

— **Carolina Brancato**



"I think people don't recognize that, while this is a conscious parenting certification course, you will not only impact the lives of your children and the connection that you have with your children but it also positively impacts your marriage and your partnerships and your relationships with other adults. Because it's not just conscious parenting. It's conscious interaction, it's conscious communication, it's conscious connection, and that transcends any relationship."

— **Crystal & Rae Stampley, Simply Parent Coaching**





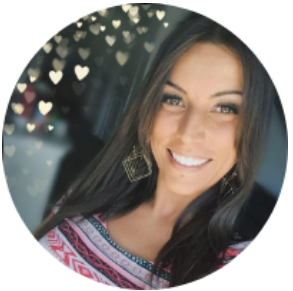
"[The certification training] was super healing for me and gave me a lot of energy as a coach to be able to give that to my clients because I had had that experience of it being such a game changer for me."

— **Niurka Maldonado, Connected Kindred**



"I didn't go into it thinking I was going to have this massive parent coaching business that I actually have today. For me, it was originally about wanting to get the help. I am a student of Tony Robbins and he says, "When you have a problem, you go straight to the experts." I could see that the Jai Institute was the leading expert in parent coaching. So I knew I was going to get the best help that I could get that would make the biggest impact."

— **Lisa Smith, The Peaceful Parent**



"I've been there on the struggle side of things, I've been there on the learning side and felt the total relief of discovering that there's a way through the struggle and pain we were caught in. I've been there when you reach the healing side and realize, this is how life is for us now. Sometimes I can't even believe where we used to be and where we are now and I'm overwhelmed with appreciation to the point of tears. Our life as a family is nothing like it was before, because of the things I learned through the Jai program. I really think going through those first weeks, learning and doing the healing myself, connects me heart to heart and soul to soul with my clients because I literally know where they are and I know I can help them through it."

— **Désirée Ferrari, Parenting with Désirée**



"The largest impact I have experienced through this program is the shift in the relationship with my children. The feeling of connection and working together as compared to me "dictating" over them is so much more natural and eliminates tension on many levels. The joy and richness I have experienced as a parent is beyond words; and just as I think it cannot get better, it does. This has a ripple effect."

— **Jennifer Winzeler**



Your Journey Begins Here.

Become A Purposeful, Confident, Thriving Parenting Coach.

[Fill Out An Application Today →](#)



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