Jai Institute for Parenting

SYLLABUS

Parenting Coach Certification:
Rooted in Relational Leadership

28-Week Program Overview

Table of Contents

Welcome **3**
How Our Certification Works **6**
Certification Program Features **8**

PHASE 1: Personal Transformation & Relational Awareness **10**
Week 1: Orientation, Identity Through Self-Awareness & Relational Leadership 12
Week 2: Nervous System Regulation & Co-Regulation 13
Week 3: Attachment & Generational Patterns 14
Week 4: Reparenting, Deshaming Triggers & Inviting Growth 15
Week 5: Anger, Joy, and Relationally Healthy Emotional Expression 16
Week 6: Brain Development & Behavior 17
Week 7: Play, Joy & Connection 18
Week 8: Boundaries, Authority & Power-With Leadership 19
Week 9: Collaboration, Communication & Repair 20
Week 10: Conflict, Resistance & Relational Dynamics 21
Week 11: Somatic Support & Embodied Practice 22
Week 12: Personal Leadership Philosophy & Sustainable Integration 23

PHASE 2: Coaching Skills & Applied Facilitation **24**
Week 13: Coaching Foundations & Relational Safety 26
Week 14: Coaching Regulation & Emotional Safety 27
Week 15: Coaching Through Attachment & Family Patterns 28
Week 16: Coaching Triggers, Shame & Reparenting 29
Week 17: Coaching Emotional Intelligence, Anger & Emotional Intensity 30
Week 18: Coaching Behavior Through a Neurobiological Lens 31
Week 19: Coaching Connection, Play & Relational Strength 32
Week 20: Coaching Boundaries & Leadership 33
Week 21: Coaching Communication, Repair & Collaboration 34
Week 22: Coaching Conflict & Resistance 35
Week 23: Coaching Integration & Session Structure 36
Week 24: Final Practicum & Certification Readiness 37

PHASE 3: Business Development & Sustainable Practice **38**
Week 25: Messaging, Positioning & Offer Creation 40
Week 26: Relationship-Based Marketing & Client Attraction 41
Week 27: Enrollment Conversations & Supporting Clients Well 42
Week 28: Simple Operations, Sustainability & Business Rhythms 43

How Graduates Use Their Training **44**
About the Jai Institute for Parenting **46**
Hear From Our Coaches **49**

© 2011–Present The Jai Institute for Parenting LLC. All Rights Reserved

Welcome

Here's the truth: most people don't need more information about parenting or personal growth. They need a way to actually *apply* it in real life.

That's exactly why I want to speak to you directly.

The Jai Institute for Parenting is for people who feel, deep down, that families deserve more support than they've been getting.

Maybe it's the way you were raised, and you want better for today's children.

Maybe you don't like the way so many humans are treating each other nowadays, and you want the world to be a more loving, emotionally connected, and healthier place.

Maybe you've already done the books, the podcasts, and other forms of support, and you crave a clear, embodied way to make a difference.

Here's what most people don't realize:

More than 90% of parents report feeling unprepared for the emotional demands of parenting.

Research in developmental psychology shows that a child's long-term well-being is shaped less by trendy parenting strategies and more by the quality of connection and emotional safety they experience.

That's not just a parenting issue.
That's a *human issue*.

Because children grow up to become adults—leaders, partners, professionals—who either know how to communicate, regulate, and connect, or they don't.

This is where our work comes in.

© 2011–Present The Jai Institute for Parenting LLC. All Rights Reserved

At the Jai Institute, we don't just teach parenting techniques. We train you to understand human behavior at its core: how people develop, what drives disconnection, and how to rebuild trust, safety, and communication in a way that actually lasts.

And then we show you how to *use that skill*—whether in your own life, your relationships, or as a certified coach working with others.

This isn't just theory. It's a practical, research-backed framework you can apply immediately.

It matters more than ever, and we can't keep waiting for other adults to figure it out. We need to be the ones to take the first step. To show others that it's possible. To be the changemakers of the world, one step at a time, no matter how big or small. *Every step toward connection matters in the life of a child.*

The coaching industry is projected to surpass $25 billion globally, and parenting support is one of the fastest-growing areas. Families are actively searching for a better way.

Translation: people are already looking for the exact skills you could have.

So the real question isn't *"Is this valuable?"* It's this: How long are you willing to wait before stepping into something you already know matters?

Because staying where you are has a *cost*.

It looks like this:

- **Repeating patterns you said you'd break**, or watching others do things you know aren't right
- **Feeling unsure in moments** that matter most
- Wanting to help others, but **not knowing how**

And on the other side of that?

- **Clarity**.
- **Confidence**.
- **A skill set** that changes how you show up in every relationship you have.
- And, if you choose, **a meaningful and flexible career** built around work that truly matters.

© 2011–Present The Jai Institute for Parenting LLC. All Rights Reserved

Although many of our students are parents, you don't have to be a parent to do this work.

In fact, we regularly have **therapists**, **educators**, **social workers**, **pediatricians**, **and other professionals in the program** alongside people with, or planning for, children of their own. If you're willing to advocate for children, you're in the right place – no special "title" required.

You just have to care about people and be ready to do something with that.

If you're here, something in you already knows this isn't random.

Trust that.

This program is for people who are done waiting for "someday" to feel aligned, impactful, and clear.

If that's you, then yes, this is your next step.

I'd love to welcome you to the Jai family so we can begin this world-changing work together, one step at a time. We'll walk with you on your journey.



Warmly and with gratitude,

Sarah K. Moore

Owner and CEO, Jai Institute for Parenting

Author of *Peaceful Discipline*

Board President, American Society for the Positive Care of Children

Founder and CEO, Dandelion Seeds Positive Parenting

© 2011–Present The Jai Institute for Parenting LLC. All Rights Reserved

How Our Certification Works

At the Jai Institute for Parenting, we believe that lasting change in the lives of children begins with the adults who care for them.

Jai's *Parenting Coach Certification: Rooted in Relational Leadership* is a transformational, evidence-informed training program designed for parents, educators, therapists, healthcare professionals, caregivers, and aspiring coaches who want to create healthier relationships, stronger families, and meaningful impact in the world.

Unlike programs that focus primarily on techniques or behavior management strategies, Jai teaches a deeper understanding of human development, emotional resilience, nervous system regulation, attachment, communication, and relational leadership. Students learn how to support both children and adults through connection, awareness, and growth rather than fear, shame, or control.

The certification unfolds in three progressive phases, each designed to build upon the last.

Phase 1: Personal Transformation & Relational Awareness

The journey begins with you. Before you can effectively guide others, you must first deepen your understanding of yourself. In Phase 1, students explore the foundations of Relational Leadership through the lenses of attachment science, nervous system regulation, emotional intelligence, communication, boundaries, conflict navigation, and embodied personal growth.

Through live instruction, guided reflection, experiential learning, and small-group practice, students begin identifying the patterns, beliefs, and experiences that influence how they show up in relationships. Many describe this phase as deeply transformational, not only for their parenting but for their partnerships, friendships, professional relationships, and relationship with themselves.

> "*Through Jai, I was able to learn to communicate with my family and help them cooperate with me.* ***We learned to work together and not in an adversarial way. Now, I am confident.*** *My children and I have a great relationship, and we are working together toward common goals. If you aren't the parent you want to be, come to Jai. You are guaranteed to see results.*"
>
> — Liba Rabinowitz

© 2011–Present The Jai Institute for Parenting LLC. All Rights Reserved

Phase 2: Coaching Skills & Practical Application

Once students have developed a strong personal foundation, they begin learning how to ethically and effectively support others. Phase 2 translates the concepts explored in Phase 1 into practical coaching competencies. Students learn how to create emotional safety, facilitate meaningful conversations, support nervous system regulation, navigate conflict and resistance, and guide parents and caregivers through challenges using Jai's Relational Leadership coaching framework.

Throughout this phase, students work with a practice client, participate in coaching demonstrations, receive supervised feedback, and strengthen their confidence through real-world application. By graduation, students have both the knowledge and practical experience needed to begin supporting families professionally.

> *"**Jai made me calm, while teaching me to teach calm**. This often makes me teary. My family knows to manage emotions better. We know to respect each other's boundaries and communicate better. Dear person considering this, please do not spend another second rethinking. Each week of the program will blow your mind. The program will change you while teaching you to help others."*
>
> — Adaeze Ajegwu

Phase 3: Business Development & Sustainable Practice

Great coaches deserve to be seen. In Phase 3, students learn how to confidently begin building a coaching practice that reflects their values. Rather than relying on complicated funnels, aggressive sales tactics, or hustle culture, Jai teaches an approach focused on visibility, service, trust, and sustainable growth. Students learn how to clearly communicate their work, attract aligned clients, conduct ethical enrollment conversations, create coaching offers, establish healthy business rhythms, and build visibility through trust, service, and authentic connection.

The goal is not simply to help students earn an income, but to help them create a sustainable path for bringing their gifts into the world.

> *"**I'm now running family education programs and parent coaching full-time**. I have been able to utilize what I have learned to strengthen the relationship I have with my kids, even with them being grown up. For someone starting or considering enrolling in the program, if you are open to growing and developing, you will at Jai. I know I did!"*
>
> — Shearese Nekail Stapleton

© 2011–Present The Jai Institute for Parenting LLC. All Rights Reserved

Certification Program Features

Practicum & Coaching Practice

Students receive opportunities for:

- Live coaching practice
- Specific and actionable feedback
- Competency development
- Mentor-guided growth

Evidence-Informed Curriculum

The curriculum integrates concepts from:

- Attachment science
- Nervous system and polyvagal-informed approaches
- Emotional intelligence research
- Child development
- Relational neuroscience
- Trauma-informed relational practice
- Collaborative communication approaches

Learning Experience

The program is designed to prioritize:

- Application over information overload
- Relational depth without emotional overwhelm
- Practical implementation
- Experiential learning
- Embodiment and integration
- Sustainable growth and confidence-building

Program Outcomes

We equip our students to graduate with:

- A deeper understanding of Relational Leadership and emotional development
- Practical coaching and facilitation skills
- Increased confidence supporting parents and families
- Supervised coaching experience
- Stronger communication and conflict-navigation tools
- A clearer sense of personal and professional direction
- Foundational business skills for sustainable relational work in the world

© 2011–Present The Jai Institute for Parenting LLC. All Rights Reserved



Weekly Live Class with Jai Trainer *(Phases 1 and 2)*

Instructional class focused on weekly concepts with Q&A. Cohorts have an average of 15 students to create the right container for learning.



Small Integration Group *(Phases 1, 2, and 3)*

You'll be placed into an Integration Group with 2–4 members of your cohort. You will meet weekly with a provided agenda, at a time determined by the group. These meetings provide an opportunity to connect more deeply with your peers, discuss what you're learning, and support one another's growth.



Practice Client Practicum *(Phase 2)*

Bring a practice client of your choosing through the program for free in order to practice your new skills in a real setting.



Live Business Q&A Sessions *(Phase 3)*

Learn the fundamentals to build your business, acquire clients, and start earning (or amplify your current practice!)



Expert Interviews

You'll access exclusive content from experts, including Dr. Ann-Louise Lockhart, Dr. Lori Desautels, Dr. Mona Delahooke, and many others!



Online Portal

All of your training, weekly videos, class worksheets, and exercises are available 24/7. Your tuition includes lifetime access to the curriculum.



Weekly Time Requirement

You'll need to commit 5-7 hours/week to your certification. Everything except your weekly live cohort call can be done on your own schedule or one that works for your small group.



Certification Requirements

To be eligible for graduation, you must attend at least 80% of Live Classes with your camera on, meet the successful coaching criteria, and have paid the tuition in full. If you miss a Live Class or attend with your camera off, you must watch the recording and submit a summary.

© 2011–Present The Jai Institute for Parenting LLC. All Rights Reserved

Jai Institute for Parenting

PHASE 1

Personal Transformation & Relational Awareness

Weeks 1-12 | Grow as a Person

Before we can effectively support others, we must first deepen our understanding of ourselves.

Phase 1 is an invitation into personal growth, relational awareness, and embodied leadership. Through the lenses of nervous system science, attachment, emotional intelligence, and Relational Leadership, students begin exploring the patterns, beliefs, and experiences that shape how they show up in relationships.

This phase is designed to cultivate greater self-awareness, emotional steadiness, and relational capacity while laying the foundation for meaningful and sustainable transformation.

Students Experience:

- Live teaching, facilitated discussion, and experiential learning
- Guided reflection, embodiment, and nervous-system-informed practices
- Small relational practice groups that foster connection and growth
- Coaching-style support experiences that deepen self-discovery
- Real-world applications, case studies, and practical integration
- Weekly exercises designed to support lasting change in daily life

Students Often Develop:

- A deeper understanding of themselves and the patterns that influence their relationships
- Greater emotional awareness, regulation, and resilience during life's challenges
- Increased capacity to navigate conflict, repair, and difficult conversations with confidence
- Healthier boundaries rooted in connection, clarity, and respect
- A stronger understanding of attachment, behavior, and nervous system dynamics
- More compassionate and effective communication skills
- Greater confidence in leading relationships without shame, fear, or control
- A sustainable foundation for Relational Leadership, personal growth, and lifelong learning

By the end of Phase 1, many students find that they are not only learning new concepts—they are experiencing meaningful shifts in how they relate to themselves, their families, their communities, and the world around them. The work begins with personal transformation because lasting change in relationships starts from within.

© 2011–Present The Jai Institute for Parenting LLC. All Rights Reserved

Orientation, Identity Through Self-Awareness & Relational Leadership

Your first group session is where you'll meet your Jai Trainer and cohort community of fellow parents, educators, and passionate child advocates from around the globe.

You'll explore the foundations of Relational Leadership, emotional safety, and self-awareness while beginning to identify the experiences, beliefs, and patterns that shape how we relate to ourselves and others.

We'll cover topics related to:

- Relational Leadership foundations
- Identity, values, and self-awareness
- Emotional safety and nervous-system awareness
- Reflective and embodied practice
- Relational patterns and adaptive behaviors
- Building awareness without shame

© 2011–Present The Jai Institute for Parenting LLC. All Rights Reserved

Nervous System Regulation & Co-Regulation

You'll learn how nervous systems influence stress, behavior, communication, and connection while developing tools for greater regulation and steadiness in relationships.

We'll cover topics related to:

- Nervous system states and survival responses
- Co-regulation and emotional safety
- Overwhelm, stress, and emotional reactivity
- Regulation practices for adults and children
- Behavior through a nervous-system lens
- Resilience and emotional steadiness

© 2011–Present The Jai Institute for Parenting LLC. All Rights Reserved

Attachment & Generational Patterns

You'll explore attachment, relational needs, and intergenerational patterns while developing greater awareness, compassion, and understanding of inherited relational dynamics.

We'll cover topics related to:

- Attachment and relational development
- Secure connection and emotional safety
- Generational and family patterns
- Childhood experiences and present-day relationships
- Protective adaptations and coping strategies
- Developing healthier relational patterns

© 2011–Present The Jai Institute for Parenting LLC. All Rights Reserved

PHASE 1 | WEEK 4

Reparenting, Deshaming Triggers & Inviting Growth

You'll examine emotional triggers, shame patterns, and opportunities for healing and growth while learning to respond with greater awareness and compassion.

We'll cover topics related to:

- Emotional triggers and protective responses
- Shame and self-criticism
- Reparenting and self-compassion
- Emotional overwhelm and reactivity
- Creating space for reflection and growth
- Responding rather than reacting

© 2011–Present The Jai Institute for Parenting LLC. All Rights Reserved

Anger, Joy, and Relationally Healthy Emotional Expression

You'll develop healthier relationships with emotions and emotional intensity while exploring how emotions communicate needs, boundaries, and experiences.

We'll cover topics related to:

- Emotional intelligence and emotional literacy
- Healthy emotional expression
- Anger and emotional intensity
- Emotional suppression and emotional discharge
- Supporting emotional regulation relationally
- Modeling emotional health and resilience

© 2011–Present The Jai Institute for Parenting LLC. All Rights Reserved

Brain Development & Behavior

You'll learn to understand behavior and emotional development through a relational and neurobiological lens while exploring developmentally informed approaches to support.

We'll cover topics related to:

- Brain development and emotional regulation
- Behavior as communication
- Stress, overwhelm, and adaptive behavior
- Developmentally appropriate expectations
- Curiosity-based approaches to behavior
- Moving beyond punishment and control
- Cultural considerations and neurodivergent experiences

© 2011–Present The Jai Institute for Parenting LLC. All Rights Reserved

Play, Joy & Connection

You'll explore the role of connection, delight, play, and joy in emotional development, resilience, and relational trust.

We'll cover topics related to:

- Connection as a foundation for growth
- Play and relational bonding
- Joy and emotional resilience
- Curiosity and relational engagement
- Reducing power struggles through connection
- Strengthening trust and relational safety

© 2011–Present The Jai Institute for Parenting LLC. All Rights Reserved

PHASE 1 | WEEK 8

Boundaries, Authority & Power-With Leadership

You'll explore Relational Leadership, authority, and boundaries while learning how to hold limits with connection, clarity, and emotional steadiness.

We'll cover topics related to:

- Relational Leadership and authority
- Parenting styles and Relational Leadership approaches
- Boundaries with connection
- Power-With leadership practices
- Emotional steadiness during conflict
- Structure, predictability, and safety
- Leadership without shame or domination

© 2011–Present The Jai Institute for Parenting LLC. All Rights Reserved

Collaboration, Communication & Repair

You'll learn communication tools and relational practices that support collaboration, trust, repair, and emotional safety in relationships.

We'll cover topics related to:

- Collaborative communication
- Relational listening and presence
- Repair after conflict or disconnection
- Nonviolent Communication (NVC) concepts
- Curiosity-based conversations
- Expressing needs and limits clearly
- Strengthening trust and connection

© 2011–Present The Jai Institute for Parenting LLC. All Rights Reserved

PHASE 1 | WEEK 10

Conflict, Resistance & Relational Dynamics

You'll develop greater confidence navigating conflict, resistance, and challenging relational dynamics with steadiness, curiosity, and emotional awareness.

We'll cover topics related to:

- Conflict patterns and relational dynamics
- Resistance and emotional protection
- Escalation cycles and emotional intensity
- Staying grounded during conflict
- Supporting cooperation and connection
- Navigating relational stress with steadiness

© 2011–Present The Jai Institute for Parenting LLC. All Rights Reserved

Somatic Support & Embodied Practice

You'll learn to deepen your integration through reflection, application, embodiment, and relational practice while strengthening confidence and consistency.

We'll cover topics related to:

- Integration of relational concepts
- Embodied awareness and nervous-system practice
- Real-life application and reflection
- Relational patterns and growth areas
- Case studies and relational problem-solving
- Strengthening consistency and confidence

© 2011–Present The Jai Institute for Parenting LLC. All Rights Reserved

Personal Leadership Philosophy & Sustainable Integration

In your final week of Phase 1, you will come together with your cohort in the spirit of celebration and reflection.

You'll also work towards developing a sustainable Relational Leadership philosophy rooted in emotional awareness, connection, and long-term integration.

We'll cover topics related to:

- Personal relational philosophy development
- Sustainable Relational Leadership
- Emotional resilience and long-term growth
- Clarifying values and intentions
- Reflection and future vision
- Integration and completion

© 2011–Present The Jai Institute for Parenting LLC. All Rights Reserved

Jai Institute for Parenting

PHASE 2

Coaching Skills & Applied Facilitation

Weeks 13-24 | Grow as a Coach

Phase 2 builds upon the personal growth and relational awareness cultivated in Phase 1. As students deepen their understanding of nervous system science, attachment, communication, emotional intelligence, and Relational Leadership, they begin learning how to apply these concepts in the service of others. Through guided practice, feedback, and real-world coaching experiences, students develop the skills needed to support families with greater clarity, confidence, and compassion.

You'll learn to develop the confidence, presence, and practical skills needed to support meaningful transformation through coaching, relational facilitation, and supervised practice.

Students Experience:

- Live coaching instruction and experiential learning
- Supervised coaching practice and competency development
- Coaching demonstrations and case study reviews
- Mentor and peer feedback designed to strengthen growth
- Small-group coaching and skill-building exercises
- Practice client sessions and real-world application
- Reflection and integration designed to support confidence and embodiment

Students Often Develop:

- Greater confidence in facilitating meaningful coaching conversations
- Practical coaching and relational facilitation skills
- Stronger coaching presence, listening, and communication abilities
- Increased capacity to navigate emotional intensity, conflict, and resistance
- A deeper understanding of ethical coaching practices and professional boundaries
- Experience supporting nervous system regulation, attachment awareness, and relational growth
- Confidence in integrating feedback and applying coaching frameworks in real-life situations
- A strong foundation for supporting families with compassion, clarity, and integrity

By the end of Phase 2, many students discover that they are no longer simply learning coaching concepts; they are beginning to embody them. Through practice, feedback, and real-world application, students develop the confidence and competency to guide others through meaningful growth while remaining grounded in the principles of Relational Leadership and emotional safety.

© 2011–Present The Jai Institute for Parenting LLC. All Rights Reserved

Coaching Foundations & Relational Safety

You'll begin this next phase by learning to translate relational awareness into ethical, emotionally safe coaching and facilitation practices.

We'll cover topics related to:

- Foundations of transformational coaching
- Emotional safety and ethical support
- Coaching presence and relational awareness
- Scope of practice and boundaries
- Creating trust and psychological safety
- Introduction to coaching practice

© 2011–Present The Jai Institute for Parenting LLC. All Rights Reserved

Coaching Regulation & Emotional Safety

You'll develop coaching skills that support nervous-system awareness, regulation, and emotional safety within relational conversations.

We'll cover topics related to:

- Coaching through nervous-system awareness
- Emotional regulation and co-regulation
- Supporting emotional overwhelm safely
- Creating emotionally safe conversations
- Tracking activation and emotional intensity
- Staying grounded as a coach

© 2011–Present The Jai Institute for Parenting LLC. All Rights Reserved

PHASE 2 | WEEK 15

Coaching Through Attachment & Family Patterns

You'll learn how attachment and generational dynamics influence coaching conversations, family systems, and relational growth.

We'll cover topics related to:

- Attachment-informed coaching
- Recognizing relational and family patterns
- Family systems awareness
- Inherited beliefs and coping dynamics
- Supporting connection and repair
- Coaching with curiosity and compassion

© 2011–Present The Jai Institute for Parenting LLC. All Rights Reserved

Coaching Triggers, Shame & Reparenting

You'll learn to support clients through shame, emotional triggers, and opportunities for reflection, healing, and growth.

We'll cover topics related to:

- Shame-informed coaching
- Supporting emotional triggers safely
- Reparenting concepts within coaching
- Responding without judgment or fixing
- Building self-awareness and compassion
- Coaching reflective growth processes

© 2011–Present The Jai Institute for Parenting LLC. All Rights Reserved

Coaching Emotional Intelligence, Anger & Emotional Intensity

You'll develop greater confidence in supporting emotional expression, anger, emotional intensity, and relational stress within coaching relationships.

We'll cover topics related to:

- Emotional intelligence in coaching
- Supporting anger and emotional intensity
- Emotional expression and regulation
- Coaching emotional awareness
- Navigating difficult emotions relationally
- Building emotional resilience and flexibility

© 2011–Present The Jai Institute for Parenting LLC. All Rights Reserved

PHASE 2 | WEEK 18

Coaching Behavior Through a Neurobiological Lens

You'll learn to interpret behavior relationally and developmentally while helping clients move beyond punishment-based approaches.

We'll cover topics related to:

- Behavior as communication
- Brain development and regulation
- Developmentally informed coaching
- Adaptive behaviors and stress responses
- Curiosity-based interpretation
- Helping clients shift perspective and response

© 2011–Present The Jai Institute for Parenting LLC. All Rights Reserved

PHASE 2 | WEEK 19

Coaching Connection, Play & Relational Strength

Explore how connection, delight, play, and relational engagement support emotional health, resilience, and stronger family relationships.

We'll cover topics related to:

- Connection-based coaching practices
- The role of play and delight
- Strengthening relational trust
- Reducing power struggles relationally
- Supporting joy and resilience
- Building sustainable family connection

© 2011–Present The Jai Institute for Parenting LLC. All Rights Reserved

Coaching Boundaries & Leadership

You'll learn to support clients in developing healthy leadership, emotional steadiness, and boundaries rooted in connection rather than fear or control.

We'll cover topics related to:

- Relational leadership in coaching
- Boundaries with connection
- Power-With leadership approaches
- Navigating control and permissiveness
- Supporting confidence and steadiness
- Emotional regulation during limit-setting

© 2011–Present The Jai Institute for Parenting LLC. All Rights Reserved

PHASE 2 | WEEK 21

Coaching Communication, Repair & Collaboration

You'll learn to strengthen communication and facilitation skills that support collaboration, repair, trust, and healthier relational dynamics.

We'll cover topics related to:

- Coaching communication and listening skills
- Collaborative conversations and problem-solving
- Repair and reconnection processes
- Empathy and relational understanding
- Facilitating healthier communication patterns
- Supporting relational trust and connection

© 2011–Present The Jai Institute for Parenting LLC. All Rights Reserved

Coaching Conflict & Resistance

You'll build confidence coaching through conflict, defensiveness, resistance, and emotionally charged relational dynamics.

We'll cover topics related to:

- Coaching through conflict and resistance
- Emotional escalation and protection
- Maintaining steadiness during intensity
- Supporting relational flexibility
- Navigating stuck patterns compassionately
- Strengthening trust and cooperation

© 2011–Present The Jai Institute for Parenting LLC. All Rights Reserved

Coaching Integration & Session Structure

You'll integrate coaching skills while strengthening confidence, session flow, relational presence, and practical application.

We'll cover topics related to:

- Session flow and coaching structure
- Integrating relational frameworks
- Coaching reflection and feedback
- Supporting sustainable client growth
- Real-life coaching application
- Strengthening coaching confidence and competency

© 2011–Present The Jai Institute for Parenting LLC. All Rights Reserved

Final Practicum & Certification Readiness

You'll complete your supervised coaching practice and final integration while preparing for certification and professional application.

We'll cover topics related to:

- Final coaching practicum
- Observed coaching and feedback
- Ethical coaching readiness
- Relational Leadership embodiment
- Integration and reflection
- Certification completion and next steps

© 2011–Present The Jai Institute for Parenting LLC. All Rights Reserved

Jai Institute for Parenting

PHASE 3

Business Development & Sustainable Practice

Weeks 25-28 | Business Training

Phase 3 supports students in making the transition from certification to professional application. As students begin stepping into their role as Parenting Coaches, they learn how to share their work with confidence, attract aligned clients, navigate enrollment conversations, and create sustainable business practices that support long-term growth. Rather than relying on hustle culture, complicated marketing systems, or performative visibility, this phase focuses on authentic connection, ethical service, and practical momentum.

You'll learn to develop the confidence, visibility, and practical foundations needed to bring your work into the world and build a sustainable coaching practice rooted in service, integrity, and meaningful impact.

Students Experience:

- Guided business instruction and practical implementation
- Visibility and confidence-building exercises
- Messaging, positioning, and offer-development support
- Enrollment conversation training and roleplay practice
- Business planning, reflection, and momentum-building activities
- Templates, scripts, and practical business resources
- Graduate stories, examples, and real-world applications
- Community support and implementation-focused learning

Students Often Develop:

- Greater confidence in sharing and communicating their work
- Clarity around who they serve and how they create transformation
- Practical strategies for attracting aligned clients ethically and authentically
- Confidence navigating enrollment and pricing conversations
- Sustainable business rhythms, boundaries, and foundational systems
- Increased visibility without overwhelm, burnout, or performative marketing
- A stronger understanding of service-based business development
- Clear next steps for launching into real-world work and professional practice

By the end of Phase 3, many students discover that building a coaching practice is not about becoming someone different; it is about learning how to confidently share the work they already believe in. Through practical application, visibility, and consistent action, students develop the foundation to begin supporting families, creating impact, and building a sustainable practice that reflects their values.

© 2011–Present The Jai Institute for Parenting LLC. All Rights Reserved

Messaging, Positioning & Offer Creation

You'll learn how to clearly communicate who you help, the transformation you provide, and the unique value of your coaching practice.

We'll cover topics related to:

- Identifying and understanding your ideal clients
- Common parenting challenges and pain points
- Developing emotionally resonant messaging
- Storytelling and authentic communication
- Creating a clear positioning statement
- Designing coaching offers and packages
- Developing a signature coaching framework
- Pricing considerations and value creation
- Integrating Jai principles into your unique approach
- Building confidence in communicating your work

© 2011–Present The Jai Institute for Parenting LLC. All Rights Reserved

Relationship-Based Marketing & Client Attraction

You'll learn how to attract clients through visibility, trust, service, and authentic connection rather than complicated marketing systems.

We'll cover topics related to:

- Networking and community engagement
- Building trust through consistency and service
- Referral-based growth strategies
- Creating meaningful professional partnerships
- Hosting workshops and community events
- Social media fundamentals
- Content creation through storytelling and education
- Simple newsletter and email strategies
- Understanding the client journey
- Visibility practices that feel aligned and sustainable

© 2011–Present The Jai Institute for Parenting LLC. All Rights Reserved

PHASE 3 | WEEK 27

Enrollment Conversations & Supporting Clients Well

You'll develop confidence in enrollment conversations while learning how to guide prospective clients through a clear, ethical, and supportive decision-making process.

We'll cover topics related to:

- Ethical enrollment conversations
- Releasing fear and discomfort around sales
- Discovery call structure and flow
- Listening for needs, goals, and readiness
- Communicating coaching outcomes clearly
- Presenting offers naturally and confidently
- Pricing conversations
- Responding to objections with empathy and clarity
- Follow-up practices and relationship building
- Strengthening confidence through roleplay and practice

© 2011–Present The Jai Institute for Parenting LLC. All Rights Reserved

PHASE 3 | WEEK 28

Simple Operations, Sustainability & Business Rhythms

You'll create the foundational systems, habits, and rhythms that support a sustainable coaching practice while reducing overwhelm and burnout.

We'll cover topics related to:

- Weekly and monthly business rhythms
- Client onboarding and first impressions
- Introductory operational systems
- Communication boundaries and expectations
- Scope of practice and ethical considerations
- Preventing emotional exhaustion and burnout
- Building consistency without perfectionism
- Maintaining momentum during slower seasons
- Money mindset and financial sustainability
- Creating a practice that supports both impact and well-being

© 2011–Present The Jai Institute for Parenting LLC. All Rights Reserved

How Graduates Use Their Training

At The Jai Institute for Parenting, we've trained thousands of coaches around the world. What we've found is that there isn't one "right" way to use a Parent Coach Certification. Instead, there are many opportunities to create impact while building a career that aligns with your skills, interests, and goals.

We have a full article dedicated to this topic. Read it here!

Career Path	Approximate Percentage
Personal Growth & Family Transformation	10%
Existing Career Enhancement	25%
Part-Time Parent Coaching Practice	35%
Full-Time Parent Coaching Business	27%
Parenting Industry Leadership	3%

Path #1: Personal Growth & Family Transformation

For parents who enroll for themselves, but gain skills that ripple outward

Some of our students, like Maria Amtmann, simply want these skills for their own families. There is no greater immersion into making the shift from the dominant model of parenting to the new, connected, empowered, and transformational model of parenting than gaining the skills of a parenting coach.

Path #2: Enhancing an Existing Career

For professionals already working with children or families

Students like Melissa Griffing are professionals who were already supporting children and families. Parent coaching gives them additional tools, frameworks, and communication skills that deepen their impact. For some, parent coaching becomes an additional service offering. For others, it simply enhances the work they're already doing.

© 2011–Present The Jai Institute for Parenting LLC. All Rights Reserved

Path #3: Building a Part-Time Business

For stay-at-home parents, educators, therapists, and professionals who want a meaningful income on flexible hours

Many of our students' primary focus IS parenting their own children, while others have a career they love and want to do this work on the side. Like for Jaclyn Carlson, the opportunity to become a Jai Certified Parenting coach gives a way to make extra money while being able to pick up your kids from school every day, homeschool, or tend to small children who are still home full-time. For these parents, working with a couple of clients at a time and earning an extra couple of thousand dollars per month for their family is enough!

Path #4: Creating a Full-Time Practice

For people ready to replace (or surpass) their previous salary

Other students, like Danielle Ridgway, come into our training with the intention of doing this work full-time and earning a full-time living doing it! A full practice would likely be made up of 10-12 personal clients at a time, with a group program or two to allow families more flexible payment options to access this life-changing work! Building a full practice takes time and commitment, but here at Jai, we give you the training, support, and community to allow you to reach your business goals.

Path #5: Becoming a Parenting Industry Leader

For the 3% who want to scale, systemize, and serve on a bigger stage

Some of our coaches have bigger entrepreneurial goals, meaning they want to build a leveraged business or expand an existing business that generates revenue beyond getting paid to work with clients. These coaches, like Destini Ann Davis and our very own CEO, Sarah R. Moore, are writing books, creating their own digital courses and programs, and cultivating and nurturing large social media followings. Seeing the core work of Jai being transformed, applied in new ways, or to specific niches, fills us with pride and joy!

© 2011–Present The Jai Institute for Parenting LLC. All Rights Reserved

About The Jai Institute for Parenting

We teach a science and research-based Parent Coaching model created for passionate parents, educators, therapists, healthcare practitioners, and aspiring coaches, who see that the solution to the myriad of challenges that children face is in supporting parents' personal growth and transformation.

The Jai Institute for Parenting helps you to rapidly improve your relationship with the children in your world while gaining the knowledge, skills, and confidence to coach others as a Parent Coaching professional. Coaching is foundational to behavior change in adults.

And when adults' behavior shifts, children reap the rewards.

Our students are conscientious parents, therapists, pediatricians, educators, and professionals who SEE that the best way to help children is to provide the parents, caregivers, and professionals in their lives with education, support, and coaching that allows them to be the people they want to be.

The Jai Impact

We've certified **2000+ Students** in **65+ Countries**.

And we're just getting started! Our vision is to have 100,000 Jai Coaches who collectively impact 50M lives world-wide.

Read Student Reviews >>



© 2011–Present The Jai Institute for Parenting LLC. All Rights Reserved

Meet Your Team



Sarah R. Moore, *Owner & CEO*

Sarah R. Moore is the author of *Peaceful Discipline: Story Teaching, Brain Science & Better Behavior*, founder and CEO of Dandelion Seeds Positive Parenting, Owner & CEO of the Jai Institute for Parenting, and Board President for the American Society for the Positive Care of Children. With two undergraduate degrees and a Master's degree, alongside her extensive training in child development, trauma recovery, interpersonal neurobiology, business leadership, improv comedy, and play, her work supports parents and caregivers around the globe. Her work has been featured on NBC, CBS, and SiriusXM, and in countless international parenting magazines. Some of her specific areas of expertise include parenting highly sensitive and/or strong-willed children, playful parenting, secure attachment, healthy communication, emotional intelligence, and re-parenting ourselves. She models how we can learn from our mistakes, knowing that some of the most profound change happens in our parenting when we learn to be kind not only to our children, but also to ourselves.



Heather Cook, *Director of Client & Program Operations*

Heather is a Jai Certified Parent Coach, a Certified Health Coach with the Dr. Sears Wellness Institute. She holds a Bachelor's Degree in Communication from the University of New Hampshire. Heather's passion for personal growth drives her mission of guiding others as they embrace their own journeys of progress. Outside of Jai, she cherishes family time with her husband and two boys.



Kelly Arzonico, *Strategic Partnerships Consultant*

As a former school counselor and current Jai 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 is to create a lifelong connection between you and your child. She brings passion, energy, and empathy into your world.

© 2011–Present The Jai Institute for Parenting LLC. All Rights Reserved



Marissa Goldenstein, *Jai Trainer*

Marissa, a Jai Certified Parenting Coach, is devoted to guiding parents toward mindfulness and joy in their parenting journey. As the co-founder of a visionary elementary school that focused on cultivating changemakers through curiosity, connection, and community, Marissa demonstrates a proven commitment to innovative education. Leveraging her MBA and an MA in Experimental Psychology, she integrates both business and human development insights into her coaching practice. Beyond coaching, Marissa embraces mindfulness in her own parenting alongside her partner and their two sons, engaging in family dance parties and adventurous learning experiences whenever possible.



Amanda Carrara, *Jai Trainer*

Amanda is a Jai Certified Parenting Coach and Positive Discipline Parent Educator. For over 22 years, she has worked to create a positive impact in the lives of children through many avenues. Most recently, she has facilitated in schools and community groups, spoken at conferences, and coached parents. Amanda supports clients to step into confidence and calm so they can connect with their families the way they have always desired (and never knew was possible). In her spare time, you'll find Amanda taking walks with her husband, laughing with her 3 kids, or traveling the world.



Kayla Tychsen, *Jai Trainer*

Kayla Tychsen is a Jai Certified Parent Coach and TEDx speaker. She has spent over a decade in the nonprofit sector, leading projects that provide trauma-informed care and education to those affected by war. With training in Interpersonal Neurobiology under Dr. Dan Siegel and Applied Educational Neuroscience under Dr. Lori Desautels, she created the Emotional Resilience Toolkit. Kayla is passionate about sharing tools so parents, educators, and caregivers can help children cultivate the skills for emotion regulation and resilience. In her free time, you'll find her enjoying nature and traveling with her husband and their two daughters.



Harriet Hamid-Collett, *Jai Trainer*

Harriet Hamid-Collett is a Dandelion Seeds Peaceful Discipline Certified Parenting Coach, a Double-Certified Infant and Child Sleep Specialist, a Circle of Security Parenting Facilitator, a Mindfulness Teacher, a Somatic Coach, a Mindful Breastfeeding Supporter, an Anthropologist, and a Resilience Toolkit Facilitator. She takes these qualifications, along with her work and life experience, to create tender and supportive spaces for parents and families. Harriet brings her specialization in attachment, sleep, and somatic-informed practice into the live training components of the certification program, supporting students through real-case coaching applications.

© 2011–Present The Jai Institute for Parenting LLC. All Rights Reserved



María Amtmann, *Jai Trainer*

María Amtmann is a Jai Certified Parenting Coach, holds a degree in Human Resources and has continued her professional development through training in Clinical Psychology and Reading Mediation & Creativity. She is currently studying Storytelling Therapy, weaving the transformative power of stories into her work with families. Maria coaches parents to build deeper, more compassionate connections with their children in a way that feels natural to them. She has witnessed the transformative impact of coaching extending far beyond the parent-child relationship. She loves spending time with her friends and family, traveling with her husband and their 3 sons, cooking, and spending time in nature.



Ariela Goldstein, *Jai Trainer*

Ariela is a parenting coach certified through the Jai Institute for Parenting, specializing in peaceful parenting through Dandelion Seeds Positive Parenting. She's also an ICF-certified life coach. She brings depth to helping you grow. She holds a bachelor's degree in Communication from Universidad Iberoamericana in Mexico City and studied acting at Televisa's Centro de Educación Artística. Her path into coaching started when she noticed people kept coming to her for advice, and she realized how much she loved helping them work through it. Fluent in Spanish and English, she draws on her own experience raising three children with love and connection.

© 2011–Present The Jai Institute for Parenting LLC. All Rights Reserved

Hear From Our Graduates



"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



"Certifying myself in the Jai program was a pivoting point in my life. I learned many tools to manage my emotions and to raise my three children in a conscientious and respectful way, which gave us a strong bond of love. It was the beginning of an endless journey of evolution and knowledge for my life, my family, and my career, helping many families in my work."

— 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, 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."

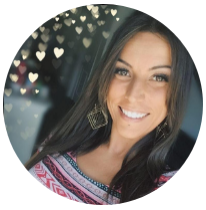
— Crystal & Rae Stampley, Simply Parent Coaching

© 2011–Present The Jai Institute for Parenting LLC. All Rights Reserved



"[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 Maldanado, Connected Kindred



"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 witl 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 my 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



"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 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



"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

© 2011–Present The Jai Institute for Parenting LLC. All Rights Reserved

More Than A Certification

While many students join Jai because they want to become Parent Coaches, others enroll to strengthen their own families, enhance an existing career, or deepen their understanding of human behavior and relationships.

Our graduates include parents, educators, therapists, social workers, pediatric professionals, nonprofit leaders, and entrepreneurs from around the world. Some build thriving coaching practices. Others integrate the skills into the work they are already doing. All leave with a deeper understanding of themselves and a greater capacity to create meaningful change.

At its core, this certification is about more than parenting.

It's about learning how to lead relationships with greater awareness, compassion, confidence, and integrity.

Because when adults grow, children benefit. Families become stronger. Communities become healthier. And the ripple effect extends far beyond what any one person could accomplish alone.

Whether you're looking to transform your own family, support others professionally, or build a meaningful coaching practice, the Jai Institute for Parenting offers a pathway that is both practical and deeply human.

Your journey begins with a single step—and we'll be honored to walk alongside you.

Your Journey Begins Here

Become A Purposeful, Confident, Thriving Parenting Coach.

Fill Out Your Application Today →

© 2011–Present The Jai Institute for Parenting LLC. All Rights Reserved