

ONLINE SELF-PACED CERTIFICATION

Values Coach Certification Program

Become a Certified Values Coach. Help individuals discover their core values and help organizations build cultures that thrive. Gain the tools, frameworks, and professional credential to transform how people live and work.

22

VIDEO LESSONS

20

COACH TOOLS

6

MODULES

INVESTMENT

\$995

USD ONE-TIME

Six Modules. One Complete Toolkit.

MODULE 1

The Values Foundation

The science and philosophy of values. The Values Pyramid. Intrinsic vs. extrinsic values. Why values matter now.

MODULE 2

Measuring Values

Administering the Values Assessment. Interpreting profiles. Positioning alongside MBTI, DISC, CliftonStrengths & Business Chemistry.

MODULE 3

The Values Coaching Process

The Values Alignment Method™: Discover, Clarify, Align, Activate, Sustain. Decision-making tools, micro-habits & bringing values to life.

MODULE 4

Values in the Workplace

Co-creating team and company values. The Values Pyramid as an organizational diagnostic. Workplace values programs.

MODULE 5

Building Your Practice

Positioning, pricing, finding clients. The commercial conversation. Using the Values Assessment as a business development tool.

MODULE 6

Certification & What's Next

Your credential and code of ethics. Ongoing community. The pathway to becoming a FLAME Instructor.

The Values Pyramid — Your Core Diagnostic

A five-layer model mapping human motivation from survival to fulfillment. When people or teams are stuck at the base, they're prone to burnout and reactive decisions. Coaches use the pyramid to diagnose and design upward interventions.

- 5 **Fulfillment** Legacy, meaning, gratitude, contribution beyond self
- 4 **Impact** Influence, purpose in action, leadership, autonomy
- 3 **Growth** Learning, development, courage, curiosity, mastery
- 2 **Belonging** Love, connection, family, respect, fairness, inclusion
- 1 **Survival** Security, stability, financial safety, fear-driven reactivity

FORMAT

Fully self-paced online. Quizzes, practical assignments, and monthly live community calls with Brad Hook.

EXPERT FACILITATOR

This program is facilitated by Bradley Hook, author of *Start With Values* (Penguin). Speaker, coach, and founder of the Values Institute.

FOR COACHES & LEADERS

Whether you coach 1:1 or run workplace programs, this certification covers both.

Everything You Need to Start Coaching

Certification & Platform

- ✓ Certified Values Coach credential & logo
- ✓ Pro access to the Values Assessment platform
- ✓ Pay-per-use team assessments with group reports
- ✓ Monthly coach community call with Brad Hook

Learning & Assessment

- ✓ 22 video lessons across 6 modules (~4 hrs)
- ✓ 5 module quizzes + 3 practical assignments
- ✓ The Values Alignment Method™ framework
- ✓ 20 professional coaching tools & worksheets

20 Professional Coaching Tools Included

Values Pyramid Reference	Decision-Making Matrix	Coaching Session Guide	Micro-Habits Builder	Profile Debrief Guide
Framework Comparison	Values Ranking Sheet	Junk Values Checklist	Under Pressure Assessment	Mindfulness Script
Values Rituals Planner	Team Workshop Guide	Activation Program	Courageous Conversations	Values Articulation Sheet
Values Overlap Exercise	Corporate Pitch Deck	Services One-Pager	Intrinsic/Extrinsic Test	Means vs. End Guide

Next Level: **FLAME Instructor Certification**

FLAME is the complete human performance and culture change program, built for leaders and teams in the age of intelligence. It goes beyond values to encompass five dimensions of sustainable high performance:

Fellowship Belonging	Legacy Purpose & Values	Agility Change & Regulation	Mindset Cognition & Flow	Energy Vitality & Recovery
Investment: \$2,995 USD	Certified Values Coaches receive a \$995 discount			Deliver branded FLAME programs under license

Ready to Start?

Enroll today and become a Certified Values Coach.
hello@values.institute

\$995

USD • ONE-TIME

ENROLL NOW

