

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 methodology, frameworks, and professional credential to transform how people live and work.

35

VIDEO EPISODES

8

MODULES

6

ASSIGNMENTS

INVESTMENT

\$995

USD ONE-TIME

Eight Modules. One Complete Methodology.

MODULE 1

Foundations of Values Coaching

The role of a values coach. Trust, boundaries, and ethics. The core models, used properly.

MODULE 2

Discovering Values

Fulfillment, stories, friction, and admiration as pathways. Using and debriefing the Values Assessment. Refining and merging values.

MODULE 3

Interpreting Patterns

Values vs. goals, beliefs, needs, purpose. Identity. Motivation styles, archetypes, well-being insights.

MODULE 4

Turning Values into Action

Decisions, trade-offs, habits, rhythms, boundaries. Competing values and how values become distorted.

MODULE 5

Coaching the Survival Layer

Recognizing survival mode. Coaching through stress and overload. Recovery. The outward-only values trap.

MODULE 6

Case Studies

Three detailed cases: service without self, misaligned priorities, and performance pressure.

MODULE 7

The Coaching Process

Structuring a values coaching journey. Sustaining change and preventing drift.

MODULE 8

Values in Organizations

Why company values fail. Stated vs. real values. Reading signals. Running the right session. Turning values into behavior.

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 where a client is operating 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, six practical assignments, and monthly live community calls with Brad Hook.

EXPERT FACILITATOR

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.

The Values Alignment Method™

A Four-Stage Coaching Process

A complete, repeatable methodology for guiding individuals and teams from values discovery through to sustained alignment. The framework gives coaches a clear structure for any engagement, from a single conversation to a multi-month organizational program.



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

- ✓ 35 video episodes across 8 modules
- ✓ Bonus episode on Means vs. End Values
- ✓ Six practical assignments with rubrics
- ✓ Three detailed coaching case studies

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:



Investment: **\$2,995 USD** • Certified Values Coaches receive a **\$995 discount**

Ready to Start?

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

\$995

USD • ONE-TIME

ENROLL NOW

