



## Hawk Eye Veteran Development Coach Training:

The opportunities for you to take your skills, talents and passions and align them with noble causes are great. Earn either a Certificate of Completion or a Credential as a Certified Coach - Develop dynamic and empowering tools to help veterans, reservists, students and other professionals redefine new futures. Also covers theories including motivation, conflict management, and interpersonal communications. [Learn more about ideal candidates here.](#) .

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### ABOUT COACHING

It is a powerful, profound resource for many people. At its core, it is about a confidential relationship between a trained coach and you that results in clarity, trust, and purposeful potential. Transitioning to civilian life is both challenging and rewarding and yet often full of roadblocks.

*"I was focusing on jobs that I was either overqualified for, or not interested in, and getting wrapped around the axle, so to speak, when I didn't hear back on them. I was also having difficulty with translating my skills and abilities in a way that employers would understand and appreciate. **Jessi helped me see the value I could bring to a potential employer, and also to overcome some of the negative self-talk I was engaging in.** Once we got through all that, I was able to focus my efforts while at the same time I was able to prevent myself from going in directions that really did not help me. **The important thing is that I was able to focus on finding a career that aligns with what is most important to me. All I can say is, the Hawk Eye system works. Without Jessi I would likely still be looking for a job!"** US Air Force Veteran*

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### Gain the following from the training:

- Develop heightened problem-solving skills
- Improve self-awareness and leadership abilities
- Take, train, and certify to administer values-based assessment
- Cultivate and innovative coaching strategies, and refine personal styles
- Develop career management tools
- Develop leadership and development skills to help people in career, college and life management.
- Certify as a Veteran Development Coach (Optional)
- ISPI and HRCI Recertification Credits
- One-on-One coaching with Founder and Board-Certified Coach
- Understand conflict-management and communication modes
- Use insight to offer services in many communities for under-served populations
- Certification Track offers increased credibility for building your on coaching practice
- Approved for academic credit offered through Portland State
- [\\*Approved credential program through CCE's BCC.](#)  
(Center for Credentialing and Education – Board Certified Coach Credential. For many with Master's degrees this program will be all the training you need plus proof of additional coaching to sit for the board exam. Visit their [site](#) for more information)
- Future: Hawk Eye is applying to become an approved provider for **Approved Coach Specific Training Hours (ACSTH)** through the ICF (International Coaches Federation.)



**The entire program is delivered on-line with live and offline sessions. You will need a computer with Internet access, speakers and a microphone. High-speed Internet is recommended.**

It is about 35 hours in learning – only 7 hours (total of four classes) are live and online- granting access from virtually anywhere –and they will be recorded. The class has a minimum of 5 students. **It is an intensive program that moves quickly.** However all students have the option to continue into the next session should they not complete their work on time.

**Session four (May – June) runs for approximately six – eight weeks.** \*Participants may have additional time to take final exam – Live classes are recorded.

**Dates of Live Classes Will Be Scheduled Soon.** (1 live class on Saturday and live classes on Wednesdays) [Tentative Schedule:](#)

- Saturday May 1, 2013: 8:30am – 9:30 am (PST)
- Wednesday May 15, 2013: 9:00 – 11:00am (PST)
- Wednesday May 29, 2013: 9:00 – 11:00am (PST)
- Wednesday June 12, 2013: 9:00 – 11:00am (PST)

#### **ELEMENTS of TRACK A: (Full coach certification)**

- Access to all classes (approx 35 hours, 4 live classes, all virtual)
- One [VAL assessment and Report](#)
- Training to use the VAL assessment
- One Style Matters Conflict Mode Assessment and Report
- **Three individual coaching sessions with founder** (value \$450.00)
- Peer-Coaching Hours
- Listing in future veteran coaching directory
- Certification as a Certified Veteran Development Coach specializing in veteran transition, reintegration and career management
- Ability to use hours to apply for

**Cost: \$925.00 per**

credentialing through CCE

#### **Elements of NON-CERTIFICATION track – Track B**

- Access to all classes (approx 35 hours, 4 live classes, all virtual)
- One VAL assessment and Report
- Training to use the VAL assessment for your own clients or staff
- One Style Matters Conflict Mode Assessment and Report
- **One 45-minute coaching session with the founder** (value – \$125)
- Certification of Completion of Training

**Cost: \$ \$450.00 per pers**

[\\*Inquire about non-profit discounts or military/veteran discounts -\\*Partial Scholarships available.](#)

#### **Scholarships:**

<http://www.coachesforveterans.com/enroll/scholarships/>





**PROGRAM SESSIONS INCLUDE:** (This is NOT a complete list of sessions)

- Hawk Eye Coaching Process
- Ethical Considerations for Coaching Individuals: How to establish foundation for coaching
- Understanding and clarifying obstacles client may face in coaching
- Developing coaching plans (basic intro)
- Understanding and Utilizing IPNB-based thinking: (basic intro)
- Building resonance and attunement with clients
- Ethics and laws for coaches
- Review/exploration of general fears/concerns about the transition process
- Facts versus fiction how to help veteran navigate the reality of the transition landscape
- Important Issues with spouses and partners
- The difference between coaching and counseling and referring vets to proper support.
- Theories of motivation – engagement- accessing clients' strengths
- Basic overview of interpersonal communication
- Empowering phrases and questions for coaches to use.
- Communication in conflicts
- Assessing clients strengths (various online assessment choices)
- Helping to determine client's visions, values, missions/purpose
- Goal setting and assessment of client's state throughout process
- Overview of personal branding/brand-centered sustainability
- Career Choice and Resource Support
- Basic overview of resumes/cover letters
- Social networking/social media
- Understanding organizational roles that veteran may explore

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**WHY and HOW TO PUT THE TRAINING TO USE:**

Veterans receive decent transition services from the military, however very few of these services are private, individual or customized for each veteran the way that coaching can be.

Work with others serving veterans and bring your expertise and value to them as a consultant, trainer or staff member: Many public, for-profit and nonprofits need assistance in working with veterans – these include schools, faith-based organizations, veteran transition centers, government agencies and more....[Read statistics about veteran population.](#)

Enhance your current career – use the skills and certification to demonstrate your credibility and knowledge for supporting and helping veterans transition and reintegrate into the civilian world.

***“This was a collaborative learning experience where everyone came together as teacher and student. One of the encouraging aspects of Jessi’s’ teaching style, was how she embraced everyone’s input as added value in place of right versus wrong. As a result, this decreased my level of intimidation I felt with my lack of direct military experience. I would refer anyone interested in working with our military veterans, without reservation, to be a part of what Jessi has to offer. Thanks Jessi for your unselfish sharing and passionate dedication toward creating a better world.”*** Trish Nabors, Session 3

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**REQUIREMENTS:** <http://www.coachesforveterans.com/about-hawk-eye/train-in-the-hawk-eye-method-2/requirements/>

**CANCELLATION POLICY:** <http://www.coachesforveterans.com/training/details/cancellation-policy/>



### **About the Advisors and Teacher:**

**Jessi LaCosta** focuses on professional development, organizational effectiveness and community building. She is passionate about integrating branding, transformational leadership, strategic communication for sustainable community organizational and individual growth. Educated in Interpersonal Neurobiology (IPNB), which is based in more than 13 scientific disciplines, including neuroscience, sociology and biology, has equipped LaCosta with a deepened insight into managing crisis and conflict along with developing people to their fullest potential. Since 2011, she has been active as a contract facilitator one week per month in a well-respected San Diego nonprofit (REBOOT) whose mission is to "...assist veterans in making a successful transition from military service to civilian life," and is also their on-call career coach.

LaCosta holds a B.S. degree in Corporate Media, an M.A. degree in Communication Design and a certificate in Leadership, a Certificate of Completion in Interpersonal Neurobiology, Certificate of Completion in conflict resolution, is also a certified mediator, and a CCE-Board Certified Coach with special designations in Career and Corporate/Leadership Coaching, as well as Certified Mastermind Executive Coach.



### **Joseph Almond – Advisor**

Joseph serves as an advisor to the Hawk Collaborative. He is an Army Veteran, author, speaker and consultant. He has 16 years expertise as a consultant specializing in the area of Diversity and Inclusion. In addition to other consulting work he is also the lead facilitator for REBOOT, a San Diego Nonprofit veteran transition program. He has consulted with Fortune 500 companies in their planning and implementation of their Diversity and Inclusion Initiatives. These organizations have often exceeded their strategic goals. The results have yielded more inclusive work environments and improved hiring practices. Some of these organizations have been recognized as leaders in the area of Diversity and Inclusion. He is a certified Mediator and a Certified Mastermind Executive Coach.

### **Debra Pearce-McCall, PhD, LP, LMFT – Advisor**

Debra Pearce-McCall, PhD, LP, LMFT (Portland, OR) provides consultation, training, and psychotherapy to thought and change leaders, healthcare, education, and legal professionals, and high achievers in performance arts and sports. Currently, she serves as President of the Global Association for Interpersonal Neurobiology Studies and is the Co-Executive Editor of the GAINS Journal. She helped create and continues to teach in the Graduate Certificate Program in Interpersonal Neurobiology at Portland State University. She is a licensed psychologist, a licensed marriage and family therapist, an AAMFT approved supervisor, and has experience with executive and organizational coaching, and with many methodologies of change. Her desire to see veterans assisted with respect, compassion, and expertise has been deeply informed by her love and admiration for her stepfather, a retired two-star general.



Read more about the advisors here: <http://www.coachesforveterans.com/training/advisors/>