



Coach TRAINING AND TOOLS

EMPOWER EDUCATE ELEVATE

COMENSA-Approved Training Provider
ICR-Recognised Program (International Coaches Register)



Course Director & Founder Lee-Anne Venter

Empowerment Coach | Trainer | Speaker | Program Developer

I am a passionate Empowerment Coach, Trainer, and Founder of Coach Training and Tools (Pty) Ltd. With a steadfast commitment to helping individuals step into confidence, clarity, and purpose, I specialise in Empowerment Coaching, Mindset Transformation, and Resilience Building.

As a COMENSA-Approved Training Provider and ICR-Recognised Educator, I have developed structured, ready-to-use coaching methodologies including the Women Empowerment Coach Programme, the MindShift Accelerator Process™, and the Overcoming Impostor Syndrome Mini Course, to equip both aspiring and established coaches with the tools they need to create lasting transformation.

My approach is practical and results-focused, ensuring every coaching experience delivers genuine breakthroughs rather than surface-level motivation. Whether I am training coaches, leading empowerment programmes, or offering one-to-one coaching, my mission remains the same: to empower people to take ownership of their growth, shift their mindsets, and take meaningful action towards their goals.

Let's connect and unlock your next level of confidence and success.

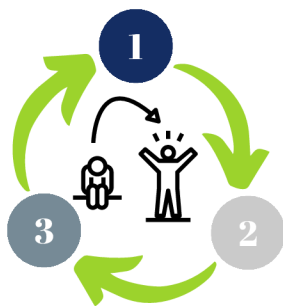
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The Empowerment Cycle

A structured framework guiding women through transformation with three key stages: Awareness, Ownership, and Action.



Who We Are

At Coach Training and Tools, we specialise in Empowerment Coaching, supporting both men and women through life transitions, helping them to build confidence, strengthen resilience, and achieve both personal and professional growth.

Our flagship Women Empowerment Coach Programme is grounded in Empowerment Coaching methodologies, making it ideal for anyone wishing to coach from an empowerment-based framework. While the programme focuses on coaching women, the core coaching skills, models, and transformation strategies are universally applicable, meaning that men can also qualify as Women Empowerment Coaches or apply these same principles within other coaching niches.

Our work is built upon the Empowerment Cycle, a proven coaching framework which integrates:

- Awareness – Recognising internal and external influences on personal growth.
- Ownership – Taking responsibility for mindset, behaviours, and self-leadership.
- Action – Driving sustainable change through empowered decision-making.

Through accredited training, structured coaching methodologies, and personalised one-to-one coaching, we equip coaches, professionals, and leaders with practical, real-world coaching skills to facilitate empowerment, regardless of gender.

Our Flagship Programs & Services

Women Empowerment Coach Program

COMENSA-Approved and ICR-Recognized Program

The Women Empowerment Coach Programme is a comprehensive dual offering that not only equips coaches with the essential knowledge and skills for effective coaching, but also provides them with a structured, ready-to-use coaching programme to deliver to their clients. Unlike standard coaching courses, this integrated solution is aligned with COMENSA's nine behavioural standards, ensuring both coach development and client empowerment.

It is a complete coaching certification programme designed for individuals who wish to specialise in empowerment coaching, with a niche focus on working with women.

The programme is applicable to both men and women, a male coach can qualify as a Women Empowerment Coach or apply empowerment coaching methodologies across other coaching specialisms.



What This Program Covers:

Core Coaching Skills & Ethical Practice

- Understanding the role of a Women Empowerment Coach in guiding, motivating, and supporting clients.
- Mastering the distinctions between coaching, counselling, and mentoring to ensure ethical and effective practice.
- Developing active listening, trust-building, goal-setting, and resilience coaching techniques.
- Embedding diversity, equity, inclusion, and belonging (DEIB) principles within the coaching process.

Theoretical Foundations & Coaching Frameworks

- Grounded in the Empowerment Cycle (Awareness, Ownership, Action) supporting clients to shift mindsets and take ownership of their growth.
- Anchoring coaching practice in psychological, feminist, and leadership theories, including:
 - Self-Determination Theory (Deci & Ryan)
 - Empowerment Theory (Zimmerman)
 - Intersectionality Theory (Crenshaw)
 - Transformational & Authentic Leadership Theories
- Exploring a range of coaching models, such as:
 - GROW, TGROW, CLEAR, OSCAR, and S.O.L.V.E.
 - Strengths-Based, Solution-Focused, and Narrative Coaching
 - Cognitive Behavioural Techniques and Motivational Interviewing

Women's Empowerment & Leadership Development

- Coaching women to build self-confidence, assertiveness, and overcome impostor syndrome.
- Guiding clients through career progression, leadership roles, and navigating male-dominated industries.
- Supporting women entrepreneurs in business planning, decision-making, and financial empowerment.
- Addressing strategies for work-life balance and overall well-being.

Trauma-Informed & Inclusive Coaching Practice

- Understanding trauma-informed coaching methodologies and their vital role within empowerment coaching.
- Supporting survivors of trauma, abuse, and significant life transitions.
- Helping clients to overcome internalised self-doubt, stereotypes, and societal barriers.
- Creating a safe, supportive coaching environment while upholding professional and ethical standards.

Structured, Ready-to-Use Coaching Programme for Clients

- A complete coaching methodology that graduates can apply immediately within their own coaching practice.
- Training coaches to structure sessions effectively, track progress, and measure coaching outcomes.
- Providing ready-made coaching exercises, workbooks, and reflective tools designed to facilitate client breakthroughs.



Program Modules Overview

What You Will Learn

This course is designed not only to equip you with the tools and techniques to become a confident and effective Women Empowerment Coach, but also to inspire personal growth along the way.

Introduction

An overview of what to expect from the programme, along with course orientation to set you up for success.

Module 1: Essentials of Women Empowerment Coaching

Gain the foundational knowledge, tools, and techniques to coach with confidence and purpose. This module provides the essential principles of Women Empowerment Coaching while also encouraging your own personal growth and self-awareness.

Module 2: Mastering Women Empowerment Coaching

Refine your coaching skills through advanced strategies, techniques, and real-world scenarios. You will learn how to effectively support women in overcoming challenges and achieving their goals. Mastery is developed through consistent practice—this module is designed to deepen your expertise in this vital coaching discipline.

Module 3: Empowering Women Through Coaching Frameworks and Models

Discover the essential coaching frameworks and models that form the backbone of effective coaching sessions. Learn how to apply these tools to guide women towards clarity, focus, and actionable outcomes, ensuring each session is structured for maximum impact.

Module 4: Foundations of Trauma-Informed Coaching for Women's Empowerment

Develop the skills to work sensitively and effectively with women who have experienced trauma. This module covers trauma-informed coaching approaches, helping you create a safe, compassionate environment where clients can heal, rebuild, and move forward with confidence.

Module 5: Coaching Techniques for Empowerment

Master the key techniques that inspire clients to take control of their lives. You will learn practical, actionable tools to help women break through barriers, build self-belief, and achieve their personal and professional aspirations. These techniques form the core of Women Empowerment Coaching.

Program Modules Overview

Module 6: Emotional Mastery

Discover how emotional intelligence and emotional mastery can empower your clients to thrive. You will learn strategies to help women manage their emotions effectively, build resilience, and navigate personal and professional challenges with confidence and composure.

Module 7: Empowerment in Relationships and Communication

Equip women to enhance their communication skills and cultivate healthier, more fulfilling relationships. This module covers coaching clients in assertiveness, setting and maintaining boundaries, and developing deeper, more meaningful connections in both personal and professional contexts.

Module 8: Career and Personal Development

Guide your clients in creating career and personal development goals that align with their values and aspirations. You will learn coaching strategies to help women set, pursue, and achieve these goals in a balanced, sustainable, and fulfilling way.

Module 9: Community Engagement and Leadership Development

Explore how women can engage meaningfully with their communities and embrace leadership opportunities. This module equips you to coach clients in leveraging their skills, expertise, and experiences to make a positive impact and inspire change within their spheres of influence.

Module 10: Ethical Considerations, Self-Reflection, and Continuous Learning

Delve into the vital role of ethics in coaching, the transformative power of self-reflection, and the importance of lifelong learning. You will discover how to maintain integrity, professionalism, and personal growth in your coaching practice to ensure long-term success and credibility.

Wrap-Up Guidelines

Congratulations on reaching the culmination of your Women Empowerment Coaching journey!

We believe women do not need fixing, they need frameworks.

We believe empowerment begins with ownership, not advice.

And we believe that your story, with all its highs and lows, can become your greatest coaching tool.

MindShift Accelerator Process™

(Breakthrough Mindset & Resilience Coaching Framework for Men & Women)

The MindShift Accelerator Process™ is a transformational framework designed to help individuals recognise, reframe, and rewrite disempowering thought patterns and emotional responses. Developed by Coach Training and Tools (Pty) Ltd, this structured 14-step process equips both aspiring and established coaches to facilitate profound personal breakthroughs for themselves and their clients.

This is not a form of therapy. Instead, it offers practical, action-focused coaching techniques that empower individuals to take charge of their emotional responses, navigate cognitive triggers, and cultivate resilience for sustained, long-term success.



How the MindShift Accelerator Process™ Works

This process takes individuals through 14 structured steps, enabling them to:

- Trace the origins of emotional triggers through Lifeline Emotional Mapping.
- Identify subconscious cognitive triggers that shape thoughts and behaviours.
- Distinguish between what is within their control and what must be released.
- Reframe limiting beliefs into empowering perspectives.
- Develop a practical resilience strategy for sustained personal growth.
- Establish a new emotional response system using the STOP Method.
- Acknowledge and celebrate breakthroughs with a structured Success Résumé.

By the end of the process, participants gain greater self-awareness, emotional mastery, and a clear, actionable roadmap for responding effectively to life's challenges.

Overcoming Impostor Syndrome Mini Course

(Confidence & Self-Worth Coaching for Men & Women)

Break Free from Self-Doubt and Step into Confidence

The Overcoming Impostor Syndrome Mini Course is a structured empowerment programme designed for aspiring and established coaches, professionals, and individuals who experience self-doubt, fear of failure, and the persistent feeling of being a “fraud.”

This programme is built around two powerful frameworks:

- The Impostor Breakthrough Coaching Framework. A structured coaching process that guides individuals through self-awareness, mindset shifts, and empowerment.
- The Impostor Mapping Method (IMM). A self-reflection tool that helps participants identify impostor triggers, trace their origins, and reframe limiting beliefs.

Unlike traditional confidence-building courses, this transformational approach enables individuals to uncover the subconscious patterns driving impostor syndrome, freeing them from self-sabotage, perfectionism, and cycles of overwork.

How the Overcoming Impostor Syndrome Mini Course Works

This course leads participants through a five-step process, enabling them to:

- Understand the root causes of impostor syndrome and how it manifests in everyday life.
- Identify their personal impostor triggers using the Impostor Mapping Method (IMM).
- Recognise and disrupt the two cycles of impostor syndrome: overworking to prove worth, and procrastination combined with self-sabotage.
- Reframe limiting beliefs into empowering self-affirmations that build and sustain confidence.
- Create a long-term Confidence Commitment to support lasting personal and professional growth

By the end of the course, participants develop a strong internal belief system that allows them to own their achievements without the fear of being “found out.”

Personalised 1-on-1 Coaching

(For Individuals & Corporate Clients – Men & Women)

100% Client-Centred Coaching for Deep Transformation and Lasting Growth

Why Choose One-to-One Coaching?

Tailoured, High-Touch Support for Meaningful Change

Unlike structured courses, private coaching is fully personalised to meet each client's unique needs, challenges, and aspirations. Whether navigating self-doubt, career stagnation, burnout, or emotional blocks, these sessions offer a safe, supportive environment for genuine breakthroughs.

A Blended Coaching Approach for Maximum Impact

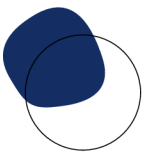
Drawing on expertise in Women Empowerment Coaching, MindShift Techniques, and Impostor Syndrome Coaching, I integrate multiple methodologies to create a fully customised roadmap for each client's success.

- Women Empowerment Coaching. Gain clarity, build resilience, and strengthen leadership skills for personal and professional growth.
- MindShift Accelerator Process™. A structured eight-step system designed to identify and reframe limiting beliefs, fostering a powerful mindset shift.
- Impostor Syndrome Coaching. Break free from confidence challenges, perfectionism, and the fear of being “found out,” unlocking your true potential.

This holistic, client-centred approach ensures that clients experience more than a single breakthrough, they develop long-term emotional intelligence, self-trust, and confidence to sustain their success well into the future.

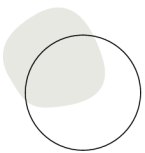


This fully client-centred coaching is designed for individuals seeking profound personal insight, greater confidence, and strategic growth. Each tailored coaching experience delivers the strategies, mindset shifts, and personalised support required to create sustainable transformation in both personal and professional life.



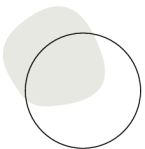
High Achievers Battling Impostor Syndrome and Self-Doubt

Learn how to silence your inner critic, acknowledge and celebrate your achievements, and step fully into your potential.



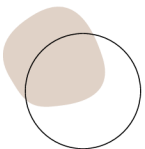
Women Navigating Career Growth and Leadership

Gain clarity, build resilience, and develop the confidence to excel in leadership roles or pursue personal empowerment journeys.



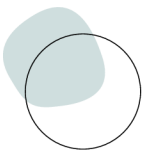
Individuals Experiencing Emotional Burnout

Access practical strategies to manage stress, regulate emotions, and create a healthier, more balanced way of living.



Aspiring Coaches, Consultants, and Entrepreneurs

Build confidence, refine your approach, and expand your influence with expert, results-focused guidance.



Corporate Professionals Seeking Leadership Growth

Strengthen assertiveness, resilience, and leadership capabilities to progress in your career with confidence and clarity.

Who Benefits Most from 1-on-1 Coaching?

Why Choose Coach Training and Tools?

At Coach Training and Tools, we offer 100% client-centred coaching and training designed to empower individuals and organisations with accredited, practical, and transformational coaching solutions.

Accredited Training and Professional Certification

Our Empowerment Coaching Certification is COMENSA-approved and ICR-recognised, meeting internationally recognised standards for professional coaching excellence.

Empowerment for Both Men and Women

Whether you are seeking personal growth, career advancement, or leadership development, our coaching programmes are designed to help you unlock your full potential.

Practical, Ready-to-Use Coaching Frameworks

We provide structured, client-ready coaching methodologies that deliver results in real-world settings, enabling coaches to make an immediate impact.

Trauma-Informed, Confidence-Based Coaching Approach

Our programmes integrate emotional intelligence, resilience-building, and self-leadership principles, ensuring clients experience deep, lasting transformation.

Coaching for Individuals and Businesses

We work with both individual clients and corporate teams, offering leadership coaching, HR development solutions, and professional growth programmes tailored to your objectives.

Accessible and Flexible Learning

With remote coaching and training options, transformation is available anytime, anywhere.

At Coach Training and Tools, we do more than teach coaching. We equip, empower, and transform lives.

Your Questions Answered

Q: Is this programme accredited?

A: Yes. The programme is COMENSA-approved and ICR-recognised, giving you the credibility and confidence to coach professionally.

Q: How long do I have access?

A: Although the course is designed as a 12-week programme, you will have 365 days of access to complete it at your own pace, because we understand that life happens.

Q: Do I need prior coaching experience?

A: Not at all. We teach you everything from the ground up. This course is ideal for aspiring coaches just starting out, as well as experienced coaches who wish to deepen their knowledge and expand their toolkit.

Q: Can I coach clients after completing this?

A: Absolutely. You will be certified and equipped with practical tools, proven frameworks, and the confidence to begin coaching real clients straight away.

Q: Can men become Women Empowerment Coaches?

A: Yes. While the programme focuses on empowering women, the frameworks and methods are universally applicable. Many male coaches use these skills in a variety of niches, including coaching women.

Q: Do you offer payment plans?

A: Yes. We are happy to work with your budget. Simply email lee@coachtrainingandtools.com and we will assist you with flexible payment options.

Q: Is there student support available?

A: Yes. You will receive ongoing support via email, plus weekly Live Q&A Sessions every Thursday evening. You are welcome to send in questions ahead of time for us to address during the session.

Q: When can I start?

A: You can start at any time. Once your payment is processed, you will receive immediate access to the online learning platform.

If you have arranged a custom payment plan, your access will be activated according to the agreed terms.

Your Questions Answered

Q: What are the minimum requirements to enrol?

A: You must be at least 18 years old and have a genuine willingness to learn and grow. No other prerequisites are required.

Q: Will you help me set up my business?

A: We provide you with a starter business plan template and a suite of essential tools to help you launch your coaching journey with clarity and confidence.

Inside This Bonus Module, You'll Also Receive:

- A fully customisable funnel template designed specifically for coaches and course creators
- A professional brand board and Canva mockups
- A done-for-you funnel setup, including:
 - Squeeze Page
 - Sales Page
 - Order Page (with bump)
 - Upsell Page
 - Thank You Page
 - Error Page
- Pre-written demo text & graphics
- Step-by-step video tutorials
- One-click installation to simplify the process

Everything you need to begin, in one place, minus the overwhelm.

These tools and recommendations offer a solid starting point, but it's important to remember:

Your success ultimately depends on your own commitment, consistency, and willingness to learn. With dedication, self-led learning, and the coaching skills you'll gain through this program, you'll be well-positioned to build a business that reflects your purpose and potential.



CONTACT INFORMATION

Contact Information

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Let's Connect

Whether you are an individual seeking personal transformation, an aspiring coach ready to gain certification, or an organisation aiming to empower its employees, we have the tools, expertise, and experience to support your journey.