



INTERNATIONAL  
COACH GUILD

# ICG BUSINESS MENTORSHIP

## BUSINESS MENTORSHIP PROVIDER POINT SYSTEM

NOTE: Required/Elective is NOT referring to the student's participation, but the **requirement of the coaching school** to provide that content.

NOTE: TCI elects to provide ALL the content, both Required and Elective, for our students.

### *BMP – Level I*

NOTE: This is Level I content only.

**CODE L01C01 – Mindset for Success**

**CODE L01C02 – Vision, Values, Branding**

**CODE L01C03 – Planning Your Coaching Practice**

**CODE L01C04 – Ethics and Legalities of Coaching**

**CODE L01C05 – Introduction to Marketing**

**CODE L01C06 – Attracting Clients**

**CODE L01C07 – Networking**

**CODE L01C08 – Point of Sale**

**CODE L01C09 – Client Experience**

**CODE L01C10 – Being Paid for Your Services**

NOTE: There are a total 150 points available in the Business Mentorship program. Level I (this level) contributes 25 of the total 150 points available. TCI provides ALL of this content at this level.



## *BMP – Level II*

NOTE: Required/Elective is NOT referring to the student's participation, but the requirement of the coaching school to provide that content.

NOTE: TCI elects to provide ALL the content, both Required and Elective, for our students.

NOTE: This is Level II content only.

**CODE L02C01 – Business Planning**

**CODE L02C02 – The Psychology of Marketing**

**CODE L02C03 – Ascension Models**

**CODE L02C04 – Website Foundations**

**CODE L02C05 – Niches**

**CODE L02C06 – Becoming Known in Your Market**

**CODE L02C07 – Writing Your First Book**

NOTE: There are a total 150 points available in the Business Mentorship program. Level II (this level) contributes 25 of the total 150 points available. TCI provides ALL of this content at this level.

*BMP – Level III*

NOTE: Required/ELECTIVE is NOT referring to the student's participation, but the requirement of the coaching school to provide that content.

NOTE: TCI elects to provide ALL the content, both Required and ELECTIVE, for our students.

NOTE: This is Level III content only.

**CODE L03C01 – Developing Your Business**

**CODE L03C02 – Competitor Analysis**

**CODE L03C03 – Online Marketing**

**CODE L03C04 – Developing Your Social Media Strategy**

**CODE L03C05 – Developing Your Tangible Niche**

**CODE L03C06 – Speaking Skills for Client Attraction**

**CODE L03C07 – Sales Funnels**

NOTE: There are a total 150 points available in the Business Mentorship program. Level III (this level) contributes 40 of the total 150 points available. TCI provides ALL of this content at this level.



### *BMP – Level IV*

NOTE: Required/ELECTIVE is NOT referring to the student's participation, but the requirement of the coaching school to provide that content.

NOTE: TCI elects to provide ALL the content, both Required and ELECTIVE, for our students.

NOTE: This is Level IV content only.

**CODE L04C01 – Benchmarking Excellence**

**CODE L04C02 – Strategic Thinking**

**CODE L04C03 – Establishing the Business Coaching Initiative**

**CODE L04C04 – Establishing the Leadership Coaching Initiative**

**CODE L04C05 – Breakthrough to Business Success**

**CODE L04C06 – Building Your Business (technician to Entrepreneur)**

**CODE L04C07 – Leadership in Business**

**CODE L04C08 – Culture in Business**

**CODE L04C09 – Managing the Performance of the Team**

**CODE L04C10 – Marketing Essentials – Advanced**

**CODE L04C11 – Sales**

**CODE L04C12 – Selling from Stage**

**CODE L04C13 – Client Retention**

**CODE L04C14 – Succession Planning**

NOTE: There are a total 150 points available in the Business Mentorship program. Level IV (this level) contributes 60 of the total 150 points available. TCI provides ALL of this content at this level.