

# BECOME A BRILLIANT COACH

AND AN INSPIRING LEADER  
MMS TRANSFORMATIONAL  
EXECUTIVE COACH CERTIFICATION  
LEVEL 1 & LEVEL 2

**Join Us to Transform Lives  
Yours & Others'**

February 4 - June 3, 2025  
The Netherlands



# Coaching

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## Why coaching as a leader

Coaching skill is one of the undisputable requirements of being a great leader and professional, and so is the need for coaching-style leadership in today's post-COVID work life.

Coaching deals with employee engagement, growth, creativity, and achievement by removing roadblocks to development and performance as no other development tool.

A strong coaching culture is far transcending the needs of executives & organizations. Perhaps that's why coaching has been rated the top desired skill for front-line managers (Chief Learning Officer Magazine).

When executed properly, coaching provides greater intrinsic motivation, in other words, inspiring the self-directed willingness to try and make new discoveries. According to McKinsey, when employees find greater intrinsic motivation, they are 32% more committed to their work and 46% more satisfied with their jobs.

Not only the constant change, economic uncertainty, and pressure for results, but also the need to attract and retain talent makes coaching-style leadership a huge necessity and coaching skills a new currency for the 21st-century workforce.



# Today's Leaders

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For today's leaders with a calling to help others



Organizations are re-inventing themselves, and 'human' capital is finally finding its place in the center stage.

Today's leaders understand that enabling the well-being and empowerment of individuals is the key to creating a better (business) world at large - starting from knowing, loving, and empowering themselves!

Today's leaders know that every step toward the right direction counts, and the very first step is theirs to take.

Empowering others authentically can only stem from self-awareness and genuine interest & belief in self and in others' capacity and potential.

That's what MMS coaching is all about!

If you want to bring out the best of yourself and others in your personal and professional life, first you need to know how to connect with yourself and with others at a deeper level.





# What differentiates OakTreeMe



## ***We believe in the quality of the content***

- That is why we chose **MMS Worldwide Institute (MMS)**. The MMS approach, refined over 50 years of experience, extends beyond mere coaching techniques and offers a framework and tools that connect science and mindfulness.
- MMS Transformational Executive Coach Certification is an **ICF Accredited Training** which serves as a mark of excellence and quality assurance for coaching training programs worldwide. Earning an ICF Credential provides you with instant credibility and increased visibility to prospective clients, enabling you to stand out in the crowd.
- All of **our trainers are certified by the ICF and trained by the MMS** Worldwide Institute and they are passionate about helping you succeed!

## ***We believe in experiential and practical learning***

- We connect theoretical knowledge to experience through experiential learning and we combine mindset development with practical skill development.
- Participants can observe a **live coaching and feedback session** every week.
- Participants receive live feedback from the mentors during **Coaching Lab**.

## ***We believe every coach is unique***

- We believe that everybody is unique and deserves a **personalized learning** journey rather than one size fit all approach.
- OakTreeMe has **highest ratio of trainer per participant** in the industry enabling close personal attention to your needs, progress, and development, so that you can discover your **own coaching style**.

## ***We believe in sustainable personal transformation***

- You can't take anyone further than you dare to go yourself. That is why we support your transformation, helping you embody what you have learned.
- **Inner Negotiation Workshop (INW)** a powerful 2-day journey into self-exploration and growth. During this experience you define a clear goal, identify and remove blockages and launch the next chapter of your life.



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# “Becoming” a Coach

Learning how to coach is often seen as mastering techniques, but our approach goes beyond and deeper. It helps you 'become' a coach, not just in practice, but in how you think, act, and live.

Grounded in the ICF Core Competencies, this training is a transformative journey that reshapes your perspective, empowering you to coach with authenticity and insight, far beyond simply acquiring skills.

## ICF Core Competencies

1. Demonstrates Ethical Practice: Understands and applies coaching ethics and standards
2. Embodies a Coaching Mindset: that is open, curious, flexible and client-centred
3. Establishes and Maintains Agreements: Partners with the client, creates clear agreements
4. Cultivates trust and safety : Creates safe supportive environment and relationship based on respect and trust,
5. Maintains Presence: Stays present, open, flexible, grounded and confident
6. Listens Actively: Focuses on what the client is and is not saying to fully understand what is being communicated
7. Evokes awareness: Facilitates client insights by using tools and techniques
8. Facilitates client growth: Partners with the client to transform learnings and insight into actions



## Your Transformation

- Connect with yourself and others
- Discover your blind spots
- Be more self-aware
- Stay in balance and set boundaries
- Be able to see when and why you are being judgemental about yourself and the others
- Learn how to listen to your inner voice
- Own and acknowledge your accomplishments
- Have enhanced self-confidence & interpersonal skills
- Trust yourself more
- Become your authentic self

Experience & become part of MMS Coaching Community instantly



# Transformational Coach Training



## What is Transformational Coach Training?

This training teaches masterful executive coaching, using the original **MMS coaching methodology** proven since 1974. MMS Worldwide Institute is widely recognized as the most rigorous professional coach training and certification program in the industry.

Our aim is to transform you into a coach, not just teach you coaching techniques. We take you on a journey of inner exploration, supported by extensive mentoring sessions. To embody what you've learned, you'll participate in our signature experiential learning events: **Coaching Lab** and the **Inner Negotiation Workshop**.

If you are ready to take your coaching to the next level, this program gives you all you need to grow your presence and authenticity, and to build stronger connections.

This will enable you not only to deliver a transformational coaching experience but also to take your leadership to the next level.

**The MMS Transformational Executive Coach Certification program** consists of 3 tracks designed according to the requirements of Level 1 and Level 2 coaching mastery levels, as described by the **International Coaching Federation (ICF)**.





# LEVEL 1 - ACC Track

Learn how to coach →  
Become a better leader for yourself  
and for others!

As part of the program you will receive:

- **66 hours of training & practice** (exceeding the ICF requirement)
- Covering ICF Core competencies, MMS Transformational Executive Coaching methodology, and content including the **Coaching Lab** - a full day with practice and feedback
- **10 hours of mentoring** - from different PCC mentors
- **5 recorded coaching sessions** reviewed by PCC Mentor Final Assessment indicating the ICF level you reached
- MMS Learning Management System e-learning platform access
- Guest lecturers covering diverse topics
- MMS/ICF Certificate upon successful graduation
- And a complimentary copy of the book '*Transformational Life Coaching*' written by the NYT bestseller author Dr. Chérie Carter-Scott!

If you are ready to take your coaching to the next level, this program gives you all you need to grow your presence and authenticity, and to build stronger connections. This will enable you not only to deliver a transformational coaching experience but also to take your leadership to the next level.

As part of the MMS Transformational Executive Coach Certification program, you can now register for the Level 1 Track to learn how to coach brilliantly and also become eligible for the ICF Associate Certified Coach (ACC) credentials. This track also offers you a lifetime opportunity to work on yourself like no other personal development program.



# LEVEL 2 - PCC Track

Learn how to “become a coach” →  
Transform as a person, too!

As part of the program you will receive:

- **126 hours of training & practice** (exceeding the ICF requirement)
- Covering ICF Core competencies, MMS Transformational Executive Coaching methodology, and content including the **Coaching Lab** full day with practice and feedback; including the **Transformational INW(Inner Negotiation Workshop) Weekend**
- **10 hours of mentoring** - from different PCC mentors
- **6 recorded coaching sessions** reviewed by PCC Mentor
- MMS Learning Management System e-learning platform access
- Guest lecturers covering diverse topics
- Final Assessment indicating the ICF level you reached
- MMS/ICF Certificate upon successful graduation
- And a complimentary copy of the book '*Transformational Life Coaching*' written by the NYT bestseller author Dr. Chérie Carter-Scott!

If you want to take your coaching to another level, the MMS Transformational Executive Coach Certification Program - Level 2 gives you all you need to get to know your true self and grow your presence to build deeper connections and create real impact on people's lives.

As MMS-trained coaches at OakTreeMe, our goal is not only to teach you how to be a confident, professional coach, our aim is to transform you into a 'brilliant' coach- in all aspects of your life.

As part of the MMS Transformational Executive Coach Certification program, you can now register for the Level 2 Track and become eligible for ICF Professional Certified Coach (PCC) credentials. This track also offers you a lifetime opportunity to work on yourself like no other personal development program.





# LEVEL 2B - ACC to PCC Track

If you have completed ICF  
accredited Level 1 training →  
Transform as a person, too!

As part of the program you will receive:

- **76 hours of training & practice** (exceeding the ICF requirement)
- Covering ICF Core competencies, MMS Transformational Executive Coaching methodology, and content including the **Coaching Lab** full day with practice and feedback; including the Transformational **INW Weekend**
- **10 hours of mentoring** - from different PCC mentors
- **5 recorded coaching sessions** reviewed by PCC Mentor
- MMS Learning Management System e-learning platform access
- Guest lecturers covering diverse topics
- Final Assessment indicating the ICF level you reached
- MMS/ICF Certificate upon successful graduation
- And a complimentary copy of the book '*Transformational Life Coaching*' written by the NYT bestseller author Dr. Chérie Carter-Scott!

OakTreeMe offers a unique track for coaches who have successfully completed **ICF accredited Level 1** training and aiming for Level 2 to become eligible for **ICF Professional Certified Coach (PCC)** credentials.

Having already mastered coaching on the "WHAT" in Level 1, this program shifts the focus to coaching on the "WHO" – where the magic of sustainable transformation happens. The goal isn't just to teach you ICF competencies and coaching techniques to become a confident, professional coach, but to transform you into a transformational coach who inspires real change in all areas of life.

If you're aiming to take your coaching to the next level, this high-impact MMS Transformational Executive Coach Certification Program – Level 2B provides all the tools you need to deepen your self-awareness and to improve your coaching skills.



# OakTreeMe Academy



## FACULTY



**ANNEMARIE SNOECK, MCC**  
ICF CERTIFIED  
EXECUTIVE COACH &  
TRAINER



**HARMEN VAN DIJK, PCC**  
ICF CERTIFIED EXECUTIVE  
COACH & TRAINER



**SUZAN VERZIJDEN, PCC**  
ICF CERTIFIED EXECUTIVE  
COACH & TRAINER



**MAAIKE STRACK VAN SCHIJNDEL, PCC**  
ICF CERTIFIED EXECUTIVE COACH  
& TRAINER



**VERDA SISMAN**  
FOUNDER & CEO OF  
OAKTREEME, EXECUTIVE  
COACH, ADJUNCT PROF.



**NEŞET IRŞİK**  
OAKTREEME ACADEMY  
DIRECTOR, FACILITATOR &  
EXECUTIVE COACH



**SONGUL BALABAN, ACC**  
ICF CERTIFIED EXECUTIVE  
COACH



“ I believe that lessons and tools provided during the MMS Coach Training are so practical that they can be applied to all everyday situations. They are so powerful that they can actually make a difference. I do not see a more profound, fast and effective way to help a coachee.”

**Marc Padberg**  
Netherlands



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## GUEST FACULTY

**DR. CHÉRIE CARTER-SCOTT, PH.D, MCC**  
FOUNDER OF THE MMS  
WORLDWIDE INSTITUTE,  
MASTER TRANSFORMATIONAL  
COACH



# PRACTICALITIES



## KEY DATES

Training modules start: February 4, 2025

Training modules end:

- Level 1: April 1, 2025
- Level 2/2B\*: June 3, 2025
- Coaching Lab: March 22, 2025
- INW weekend: April 11-12, 2025
- Graduation: June 3, 2025

## TIMING & SCHEDULE\*

The program starts on Tuesday February 4.

The regular training modules take place on Tuesdays, either online at 13h-17h or in-person starting at 09h-17:30h

Level 2 /PCC tracks continue after Level 1 /ACC track ends, until June 3rd which is the graduation date for all tracks.

*\*A detailed schedule will be shared via email upon request.*

## LOCATION

In-person training will take place at Kraaybeekerhof in Driebergen-Rijsenburg - centrally located in the Utrecht area.

The locations of the Coaching Lab, the INW weekend, will be communicated separately.

## LANGUAGE

The training material is in English. The communication with your trainer, your coaching practice, etc. can be in Dutch or English.

## BACKGROUND

No prior education or job experience is required. Compatibility is assessed during the intake process.



## Contact Us



**NEŞET IRŞİK**  
OAKTREEME ACADEMY  
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EXECUTIVE COACH



**Let's explore  
which track is  
right for you!**

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<https://www.oaktreeme.com/mms-coach-training>  
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