

TRANSFORM YOUR CULTURE WITH SUPERABOUND COACH CERTIFICATION

Great leaders crave growth. They want to engage their team members more fully, and support them to reach their highest potential. They want to have more impactful conversations when stakes are high. And they want to do this without feeling busy, stressed, or overwhelmed by the demands of their role.

Coach Certification from Superabound will offer your team a new approach to leadership that aligns with the way workplaces are changing. All participants will learn a suite of mindset tools based on cutting edge research in interpersonal neurobiology, (i.e. how people affect each other), and by the end of the program your leaders will discover a way to build relationships that fosters trust, belonging, and creativity.

WHY THIS MATTERS:

When leaders have the toolkit of coaching, they don't just solve problems once and move on, they create a *culture* of solving problems, giving feedback, and engagement. Coaching is the ultimate leadership tool and your company will benefit from having your very own coaches to guide their teams.

But coaching is not easy. It takes practice, feedback, and support. That's why we created the Superabound Coach Certification. This is a program that teaches leaders how to coach themselves and others using the Superabound Method, a proven framework that combines mindset tools, business strategy, and leadership skills.

THE HIGH PRICE OF DISENGAGEMENT

The average cost of hiring a new employee is **\$4,129 and 42 days** (according to a report from SHRM). Assuming a yearly salary of \$50,000, the onboarding and training period of 90 days, during which you pay for learning and not max output, costs \$12,500.

If, after nine months, the new employee quits for a higher paying job elsewhere or is let go for underperforming, you have now invested \$41,000 and over ten months into a hire that didn't work. And then you have to do it all over again to find someone new.

And this isn't just happening one person at a time:

- Superstar employees get recruited for better pay and culture fit.
- Would-be stars don't reach their potential due to lack of training and support.
- Wrong fit employees hold back the culture and progress of their teams.

If you lose even 2 people this year either because they quit or you have to let them go, that is **costing your company \$82,000 plus months of wasted time** and personnel drama.

INVESTMENT

The Superabound Coach Certification is a \$10,000 investment per team member.

Participants will learn:

- How to lead through coaching and not micromanaging
- How to stay open and coach even when they have unmet expectations and high emotions
- How to have difficult conversations with grace
- How to recognize and clear up negative self-talk and unhelpful beliefs in themselves and the people they coach
- When to coach and when to create an action plan
- How to help someone overcome almost any challenge through coaching
- How to run better meetings that support business objectives

WHAT CERTIFICATION INCLUDES

During this 4-month program, your leaders will receive:

✓ **Monthly 90-minute Superabound Coaching Workshops**

These are where they will learn the Superabound tools not only as ideas but as a way of coaching people to reach their fullest potential. Your leaders will learn and practice coaching on the concepts so they can become more comfortable with them and take them into the work environment.

✓ **Eight 60-minute small group coaching calls**

Live, interactive practice calls with a dedicated small group to get more practice and supportive feedback on their coaching from Superabound Co-founders Erin Aquin and Steve Haase.

✓ **Eight 30-minute private coaching sessions with Erin or Steve**

Coaches flourish best when they have a coach of their own. These calls will give your leader a firsthand experience of what it is like to be a Superabound client. They will receive support towards their personal and professional milestones—what we call Lanterns—creating a plan for the challenges to be overcome, as well as help shifting any unhelpful self-talk that may be in the way.

HOW IT WORKS

Superabound Coaching is different from other methodologies because it is one of the only ones to combine the latest, most effective mindset skills with flexible strategic tools that have helped companies from small agencies to massive software firms grow and scale.

It complements any system your company may be using, including EOS (Entrepreneurial Operating System), OKRs (Objectives and Key Results), Situational Leadership, Radical Candor, and more.

WHY A CERTIFICATION RATHER THAN TRAINING

A certification allows you to confirm that your leaders have a real-world grasp of the tools and not just an academic understanding. It allows for the time and level of engagement to receive real skills transfer and feedback from two Master Coaches who have led thousands of sessions and trained hundreds of coaches.

You can be confident that everything your leaders learn in the program will be implemented in the real world situations they encounter leading at your company.

Book a call with Erin or Steve if you have more questions by reaching out to the team at hello@besuperabound.com.

YOUR COACHES

ERIN AQUIN

Master Coach and CEO

Erin Aquin is a Master Certified and Deep Dive Coach. She has written 3 books and co-hosts The Superabound Podcast.

Erin started her career in the music industry in artist management and promotions, managing tours for award-winning musicians including Sarah Harmer and Kathleen Edwards.

STEVE HAASE

Master Coach and COO

Steve Haase co-founded Superabound to share the skills and insights he learned leading global teams at hypergrowth tech companies—Shopify, HubSpot, as well as his own startup—for over a decade.

The merchants his teams supported generated hundreds of millions of dollars for their businesses.

After life on the road, she shifted her focus and became a Yoga Teacher and Acupuncturist. She supported people's wellness for over 16 years before having a health crisis of her own, forcing her to take a step back and decide more consciously what her work and life should look like.

Through coaching she was able to build a "true love business," co-founding Superabound alongside her partner, Steve Haase, and leading it to 7 figures in revenue over three years.

She believes that creating a thriving business and life isn't something that can be done separately in two parts. For your business to be sustainable and scalable, it must be created in harmony with the life you envision.

As a Master Certified Leadership Coach he brings a process of inquiry and introspection, along with proven leadership tools, to help solve the big problems leaders today face.

His biggest passion is to discover what is possible at the edges of human development—for clients, their businesses, and himself. And he's found that his clients' greatest steps forward come through a combination of sincere personal inquiry combined with practical business-building tools.

He and Erin live in southern Ontario with their two young children who keep them on their toes and young at heart.

