

What do I need to do to become certified? Why certification?

To become certified, a coach must join GAZELLES INTERNATIONAL and complete 10 critical actions as outlined in the CERTIFICATION WORKBOOK to earn the certification credential.

GAZELLES INTERNATIONAL is approaching 100 coaches worldwide - we strive to create a brand of quality and consistency as we educate our member coaches to help their customers build successful growth companies.

In order to achieve these objectives, we need to ensure our coaches remain well educated with leading growth company content, AND remain skillful and current in the use of the *MASTERING THE ROCKEFELLER HABITS* principles & tools.

How long does it take to earn certification? Are there any critical path (time constrained) actions? And how long do I have to complete the certification process?

Certification typically takes 6 months to complete, however some coaches have completed the certification process in 3 months to 1 year.

The critical path items for certification are:

- a) Intellectual Property (IP) product training which is only offered twice a year - the third week in April and October, held in conjunction with the semi-annual Summit events.
- b) Complete two *MASTERING THE ROCKEFELLER HABITS* workshops with clients to show mastery of the IP content.

A coach has one year from completion of Intellectual Property (IP) product training to complete their certification process of the 10 critical actions. Otherwise, they start over by taking the IP product training class again.

What are the benefits of certification?

Several key benefits of certification include:

- a) Public promotion of the certified coach on [www.GICoaches.com](http://www.GICoaches.com);
- b) Authorization to host and lead a public *MASTERING THE ROCKEFELLER HABITS* workshop in the coach's primary metropolitan market;
- c) Secure access to the education tools, certification resources, and programs via [www.GICoaches.com](http://www.GICoaches.com).
- d) Certification is an exclusive status; there are currently only 25 certified coaches worldwide. For a full list of benefits, see the one-page *BENEFITS OF CERTIFICATION* matrix.

How do I track my (re)certification process so that I can stay on course to complete them in a timely manner?

Coaches can track their (re)certification with a simple online visual tool on [www.GICoaches.com](http://www.GICoaches.com).

The new, upgraded website has a special secure login section for member coaches to track their progress each month toward (re)certification. It is a trust-based system that uses simple check boxes to track critical actions, such as attendance at a summit event or a thought leader webinar.

Are there additional training requirements once I am certified?

After certification is completed (in the first year), the certified coach is required to complete several ongoing critical actions annually to remain certified. The critical path item for recertification is to attend the half-day recertification training which is held in conjunction to the semi-annual Gazelles summit events.

What is the cost to become certified, and to remain certified? How will I be charged for recertification costs (training and Intellectual Property) annually?

The initial cost to begin certification process is \$2,500 for the Intellectual Property (IP) product training course, in addition to standard dues payment and any travel costs.

The cost for the annual recertification process and updated Intellectual Property is \$2,000 per year (after year one). This is paid quarterly of \$500 (with your quarterly membership dues).

Is there a special Agreement I need to execute? (Applicable to coaches who joined before October 15, 2010)

To be certified, each coach will execute an updated **GAZELLES INTERNATIONAL AGREEMENT** which has new sections for clarification regarding the Intellectual Property, Certification, and Logo & Service Mark Usage.

Once a coach executes the new Agreement, pays the re-certification fees, and attends IP product training, s/he will receive the updated Intellectual Property, certification logo, online access to the [WWW.GICOACHES.COM](http://WWW.GICOACHES.COM) **CERTIFIED COACHES ONLY** section and toolkits.

What are the guidelines for the use of the Intellectual Property?

**GAZELLES INTERNATIONAL** has licensed the core **MASTERING THE ROCKEFELLER HABITS** Intellectual Property (IP) from **GAZELLES SYSTEMS** and **VERNE HARNISH**. The IP has gone through an extensive updating process over the past 6 months. Only certified coaches are authorized to utilize the IP with private clients and to conduct public workshops.

The use of the IP is governed by the updated Agreement. Each year upon re-certification and payment, the coach is granted a one-year, unlimited usage license for the IP (there is no pay-per-use requirement).

If a coach's certification lapses (and does not meet the recertification requirements), s/he is no longer authorized to use the IP and has to return it to **GAZELLES INTERNATIONAL** (the annual, unlimited usage license expires). Further use of the IP without a current valid license in place is in violation of the new Agreement. All certified coaches will be clearly identified and kept current each quarter on [WWW.GICOACHES.COM](http://WWW.GICOACHES.COM).

What if I attended IP product training (the older version) over a year ago and I am not yet certified?

Since we are introducing the full certification process at the 2010 October Orlando Summit, we are giving a 6-month grace period to coaches who have been trained with the old IP and have not yet completed certification in the one-year timeframe.

You will simply need to decide if you wish to pursue certification. If so, opt in to the certification process by doing the following:

- a) Secure and complete the **CERTIFICATION WORKBOOK**;
- b) Execute the new **GAZELLES INTERNATIONAL AGREEMENT**;
- c) Pay for and receive the new, updated Intellectual Property by attending the new **RE-CERTIFICATION TRAINING SESSION IN ORLANDO (SUNDAY, OCTOBER 17<sup>TH</sup>, FROM 1:00PM TO 6:00PM)**.

Why wouldn't I want to pursue certification?

Certification is not for everyone. Some coaches might feel that their business may not warrant earning the certification credential and taking advantage of the benefits; other coaches may be in **GAZELLES INTERNATIONAL** for the education and learning only.

More Information on the (re) certification process, please contact:

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