

# CatchFire Cafe

## Professional Certification

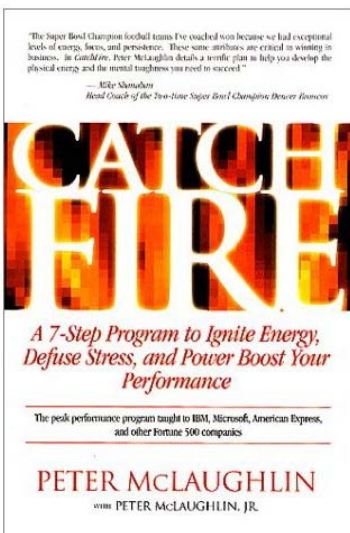


CatchFire Café Professional Certification is a year long curriculum featuring six programs focused on helping you and your people enrich your lives and energize your environment.



Each Program is six weeks in duration with a live, one-hour, interactive webinar conducted weekly. There is a two week break in between each program. Attendees receive a Program Playbook with applicable content and exercises. After the final session of each program an online test is administered to certify completion of that program. A diploma is awarded for the successful passing of each program.

CatchFire Professional Certification is awarded when all six courses are completed. If a participant is unable to attend the live session, web based recordings are available.



### CatchFire Café Professional Certification - \$3,145

Includes all 36 webinar sessions with Playbooks and testing for each program.

A 25% savings over the individual Program cost.

### Individual CatchFire Programs - \$699

Six one hour sessions with a Playbook and test.

**Sign Up** for CatchFire Café Professional Certification  
Contact us directly:

via email

[info@catchfirecoach.com](mailto:info@catchfirecoach.com)

via phone

303-321-5008

## Feed Your Brain

CatchFire Café is a science-based motivation and training organization featuring services and products dedicated to helping people build better lives through:

*Positive Energy  
Healthy Lifestyles  
and Laughter*

[www.catchfirecafe.com](http://www.catchfirecafe.com)

# CatchFire Café Professional Certification

## Includes Six Programs:



### The Principles of CatchFire in Business and in Life

Maintaining top levels of energy. Staying focused under pressure. Tackling problems with enthusiasm and persistence. Living a healthy, balanced life. CatchFire: Igniting Energy and Performance teaches your executives and employees how to thrive in today's demanding world. Using the Emergenetics™ model\*, the program teaches participants how to understand the dominant thinking and communication styles, and shows them how to use this knowledge to create dedicated, organized, supportive, high-performance employees.

### Positive Psychology

Renewing Energy and Positive Emotions. Everyone agrees that a "positive attitude" is important for success in business – as well as in life. But very few people have gone deeper than the platitude "have a positive attitude." Just what is a positive attitude? What is its role in work productivity? And just as importantly, how do you develop a positive attitude – and how do you reclaim it after a particularly bad day? This program will show you the new research from Dr. Martin Seligman's Positive Psychology and give you new activities to increase your levels of optimism and positive emotions.

### High Performance Coaching

Helping people align their strengths for high performance. High-Performance Coaching teaches supervisors, managers, and executives how to incorporate coaching skills into their management style so they can explode into a new level of performance. Coaching is the art and science of managing and developing people. Impressive new research studies have demonstrated that a manager's ability to coach his or her people has a profound effect on critical business measures such as customer service, employee retention, productivity, and profitability.

### I Love Feedback

Conversations with candor and grace. The Power of Feedback teaches you how to master the art of both giving and receiving feedback so you can improve your performance, relationships, and career growth. CatchFire Café's exciting presentation on The Power of Feedback begins with a review of research studies that show exceptional companies have higher levels of feedback and debate than mediocre companies.

### Team Building

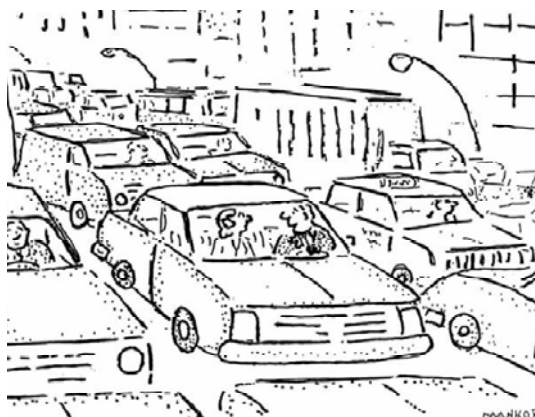
Understanding and leveraging individual strengths to build solid teams. This program includes Whole Brain Communications tools which present an exciting new way to jump start team enthusiasm and effectiveness. The process will help each member to be able to work with people who don't think like they do. Teams made up from diverse elements are more creative and productive. This new awareness combined with the use of humor and creativity will take your teams to new levels of problem solving and productivity.

### Creativity

Orchestrating humor and creativity throughout the company. Creative Innovation is geared towards helping people burst narrow perspectives and open up the brain for new ideas. In an enlightening ("lighten up") and fun way, CatchFire Café explores the art and science behind creativity and innovation. Using research from neuroscience, Robin Williams, and Dilbert, CatchFire Café outlines 10 eye-opening yet practical rules of creativity.

### Session Format Example (MST)

- 9:00 — AM Welcome and Overview
- 9:05 — CatchFire Café Daily Menu
- 9:10 — Today's Topic
- 9:20 — Case Studies
- 9:35 — Playbook exercises
- 9:45 — Concepts to Ponder
- 9:55 — Announce next session
- 10:00 — Adjourn



"Hey, is this great traffic, or what?"

**Mentally Tough, Emotionally High and Fun as Hell**

The Principles of *CatchFire* in Business and in Life

**Playbook**

Name \_\_\_\_\_

Date \_\_\_\_\_

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**Program Playbooks** are provided for participants to take notes, track assignments and absorb the content.

The Principles of *CatchFire* in Business and in Life

**Week 1 Igniting Energy and Performance**

**The Menu**

- 1 Managing Your Energy – Transform stress into positive energy
- 2 Mastering Your Mind – Maintain focus, optimism, and persistence
- 3 Eating for Performance – Eating for peak levels of energy and focus
- 4 Fitness and Energy – Abolish stress, engender positive moods and zest
- 5 Smart Recovery – Incorporate healthy breaks, relaxation, and sleep
- 6 Laughter – Humor to defuse stress, increase creativity, and have fun

**1 Managing Your Energy – Transform stress into positive energy**

**The Energy and Performance Model.**

Where's your Energy Level right now?

How's your mood right now?

*"As a leader you must first and foremost \_\_\_\_\_ your own energy, and secondly, you must \_\_\_\_\_ the energies of the people around you."*

Peter Drucker

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