

FOR DAILY LIVING

BECOME A LIFE COACH

Emotional Intelligence + AI + People Management

A practical IFTA certification pathway for coaching, leadership, communication and modern workplace development.

15 HOURS GUIDED COURSE

+ approximately 35 hours workbook, exercises and applied study

Approximately 50 hours total learning

Study online in your own time or choose the one-to-one coached pathway.

IFTA CERTIFIED

Instinct Field Training Academy

ONLINE COURSE

£49.99

**Self-paced learning + workbook +
assessment**

ONE-TO-ONE PROGRAMME

£1,000

**10 private 60-minute coaching /
training sessions**

www.fordailyliving.com

COURSE AT A GLANCE

A modern life coaching route built around The Attention Clock framework

Who this course is designed for

Career changers

Build a professional coaching skill set and a practical route into self-employment or portfolio work.

Managers & team leaders

Develop people-management skills for feedback, motivation, delegation, conflict, performance and change.

Professionals & consultants

Add EI, coaching conversations and modern AI-supported working methods to an existing professional skill set.

Business owners

Use coaching, emotional intelligence and AI-enabled productivity to strengthen teams, customers and decision-making.

Aspiring life coaches

Learn a structured framework for goal setting, attention, mindset, communication, accountability and progress.

Trainers & workplace educators

Teach practical emotional intelligence, communication, focus and people skills in organisational environments.

Why EI + AI + People Management?

The Attention Clock training manual combines emotional intelligence, leadership, communication, coaching, mentoring, career development, business building and AI integration. The course turns that broad material into a coach-ready pathway for personal and professional development.

A valuable workplace skill set

Emotional intelligence can be taught through self-awareness, self-regulation, empathy, communication and social skills. Combined with coaching methods and people-management practice, it creates a practical development offer for individuals, managers, teams and business owners.

AI as a modern working skill

Learn how AI tools can support planning, research, communication, content creation, productivity, business development and preparation. The course keeps human judgement, ethics, confidentiality and the coaching relationship at the centre.

COURSE SYLLABUS - PART 1

Foundation, coaching method, EI and communication

Module	Focus	Core learning
1	The Attention Clock Framework	Map attention, time, energy and priorities. Use the 80/20 principle, personal focus reviews and practical goal direction.
2	Life Coaching Foundations	Define the role of coaching, establish outcomes, structure sessions, ask useful questions, set boundaries and create accountability.
3	Goals, Motivation & Action	SMART goals, vision mapping, motivation, habit formation, overcoming procrastination and converting intention into next actions.
4	Emotional Intelligence	Self-awareness, self-regulation, motivation, empathy and social skills. Apply EI to decision-making, relationships and workplace behaviour.
5	Communication & Empathy	Active listening, empathy mapping, non-verbal communication, constructive feedback, difficult conversations and relationship-building.
6	Mindset, Resilience & Adaptability	Growth mindset, reframing, problem solving, handling setbacks, personal reflection and adapting to changing realities.

Applied activities

- Build your own Attention Clock and identify where attention is currently being spent.
- Complete an EI self-review and create a development plan.
- Practise a structured coaching conversation around a measurable goal.
- Create an empathy map and communication plan for a real or fictional client scenario.
- Write a 30-day action plan for motivation, habits and accountability.

The coaching principle

Coaching is treated as structured, goal-oriented development focused on measurable outcomes, feedback, practice and forward movement. The training manual also distinguishes coaching from longer-term mentoring and gives exercises for both.

COURSE SYLLABUS - PART 2

People management, leadership and workplace application

Module	Focus	Core learning
7	People Management Skills	Team dynamics, motivation, delegation, empowerment, performance expectations, one-to-one conversations and team development.
8	Leadership & Self-Leadership	Leadership styles, credibility, ethical leadership, strategic thinking, decision-making, self-leadership and personal development planning.
9	Conflict, Feedback & Negotiation	Conflict resolution, constructive feedback, performance conversations, negotiation preparation, emotional control and agreement building.
10	Coaching & Mentoring at Work	Choose when coaching or mentoring fits, build development plans, set review points, support career growth and strengthen capability.
11	Change, Culture & Innovation	Leading through change, organisational culture, innovation, brainstorming, lateral thinking and building adaptable working habits.
12	Mindfulness, Stress & Work-Life Harmony	Mindfulness, breathing, reflection, stress-management routines, mental clarity, recovery and sustainable performance.

Workplace outcomes

Better conversations

Use active listening, empathy and structured questions to improve clarity and engagement.

Team development

Use coaching and mentoring approaches to develop people rather than only direct tasks.

Leadership growth

Build self-awareness, adaptability, decision routines and a personal leadership roadmap.

Stronger feedback

Give specific, constructive and action-focused feedback with agreed follow-up.

Conflict skills

Recognise emotional reactions, slow escalation and guide conversations toward workable outcomes.

Performance focus

Create goals, review points, accountability and practical routines for consistent progress.

COURSE SYLLABUS - PART 3

AI, career development and building a coaching business

Module	Focus	Core learning
13	AI for Coaches & Managers	Use AI for research, planning, idea generation, preparation, productivity and content support while preserving confidentiality and human judgement.
14	Career & Personal Development Coaching	Career vision, skill mapping, CV/interview preparation, personal branding, networking, professional development and transition planning.
15	Business Foundations	Choose a niche, define a target audience, validate an offer, identify competitors and create a simple coaching business model.
16	Branding & Online Presence	Value proposition, personal brand, website/landing page, social media positioning and authority-building content.
17	Sales, Pricing & Client Journey	Package services, price for value, build a simple sales funnel, handle enquiries, present offers and create follow-up systems.
18	90-Day Launch & Growth Plan	Create a 90-day plan covering visibility, client acquisition, delivery, review, referrals, revenue development and future scaling.

How AI becomes a teachable skill

A life coach or people-development coach can help clients use AI as part of modern working life: clarifying goals, improving preparation, organising information, generating options, practising communication, planning projects and freeing time for higher-value human work. This creates a contemporary coaching angle for workplaces as well as individual clients.

Important professional boundary

AI supports the process. The coach remains responsible for judgement, communication, privacy, context and the quality of the coaching relationship. Sensitive client information should be handled with appropriate care and confidentiality.

STUDY TIME, ASSESSMENT & CERTIFICATION

A structured programme with guided learning and applied work

Recommended study commitment

Learning activity	Hours	What it includes
Guided course lessons	15	Video / tutor-led teaching across the core syllabus.
Workbook & reading	15	Use The Attention Clock manual, templates, reflections and framework exercises.
Practical exercises	10	Coaching practice, EI exercises, people-management scenarios and action plans.
Business & AI project	5	Build a coaching offer, client profile, pricing model, AI workflow and launch plan.
Assessment & reflection	5	Knowledge checks, written reflections and final applied assessment.
TOTAL LEARNING	50	Approximate total learning time; learners can spend longer on workbook application.

Assessment

- Completion of the core course lessons.
- Workbook exercises and reflective activities.
- A sample life-coaching session plan with goals, questions, actions and review points.
- A people-management case study covering EI, communication, feedback or conflict.
- An AI-supported workflow showing appropriate, ethical use in coaching or business.
- A 90-day business or professional development plan.
- Final knowledge assessment and declaration of completion.

Certification outcome

On successful completion of the required learning and assessment, the learner receives an IFTA certificate: Certified Life Coach - Emotional Intelligence, AI & People Management. The certification reflects completion of the IFTA training programme and its assessment requirements.

BUILD A £100K-A-YEAR COACHING BUSINESS

A simple revenue model to show what a full client book can look like

The business section teaches learners how to turn coaching skills into a clear offer, choose a market, price services, build visibility and develop repeatable client acquisition.

$$\begin{aligned} &\textbf{£100} \times \textbf{21 CLIENTS} \times \textbf{48 WEEKS} \\ &= \textbf{£100,800 GROSS ANNUAL REVENUE} \end{aligned}$$

Approximately 21 one-hour client sessions per week

This is an illustrative business model, not an earnings guarantee. Actual income depends on demand, pricing, marketing, costs, retention, availability and the services you choose to offer.

Possible coaching markets

Individuals

Life direction, confidence, motivation, habits, focus, career change and personal development.

Business owners

People management, priorities, productivity, AI adoption, leadership and growth planning.

Career changers

Direction, transferable skills, personal branding, interview preparation and 90-day transition plans.

Managers

Communication, self-management, feedback, delegation, leadership confidence and decision-making.

Teams & workplaces

EI workshops, communication training, conflict skills, coaching conversations and performance routines.

Entrepreneurs

Goal setting, focus, offer development, sales confidence, pricing, marketing and accountability.

Ways to package your work

- £100 one-hour one-to-one coaching sessions.
- Three-session or six-session coaching programmes.
- Leadership and people-management coaching for managers.
- EI and communication workshops for small businesses and teams.
- Career-change and personal-brand programmes.
- AI productivity and modern working-skills coaching.
- Online group programmes, webinars and digital courses.

CHOOSE YOUR STUDY ROUTE

Self-paced course or a more personal one-to-one programme

Route 1 - Online course: £49.99

Complete the guided course in your own time. Work through the lessons, The Attention Clock training material, practical exercises and assessment pathway.

- Approximately 15 hours of guided course content.
- Approximately 35 hours of workbook, applied exercises and assessment.
- Approximately 50 hours total learning.
- Access the business-building pathway and 90-day launch framework.
- IFTA certification on successful completion of the required assessment.

Route 2 - One-to-one coached programme: £1,000

A personalised route for learners who want direct coaching, discussion, practice and feedback while building their own coaching style and business offer.

- 10 private 60-minute online sessions.
- Personalised learning plan using the same core syllabus.
- Practice coaching conversations and people-management scenarios.
- Feedback on EI, communication, coaching structure and business positioning.
- Build your niche, pricing, client offer and 90-day launch plan with direct support.
- IFTA certification on successful completion of the required assessment.

Built from The Attention Clock training manual

The source manual covers time and attention, emotional intelligence, empathy, leadership, negotiation, coaching and mentoring, team management, career development, AI integration, business strategy, branding, sales, side hustles and applied 30- and 90-day development programmes. This course organises those areas into a focused life-coach certification pathway.

WHAT YOU SHOULD BE ABLE TO DO

Practical outcomes from the completed programme

Coach with structure

Set an outcome, explore the current position, ask purposeful questions, agree actions and create review points.

Develop people skills

Support communication, feedback, delegation, motivation, conflict resolution, team development and leadership growth.

Support career development

Help clients map skills, direction, goals, personal brand, networking and transition actions.

Create coaching products

Design one-to-one sessions, programmes, workplace workshops and digital learning offers.

Teach emotional intelligence

Explain and apply self-awareness, self-regulation, motivation, empathy and social skills in everyday and workplace situations.

Use AI productively

Integrate AI into planning, preparation, research, content and productivity while maintaining human judgement and confidentiality.

Build accountability

Turn broad goals into practical routines, milestones, reviews and measurable next actions.

Build a business plan

Define a niche, audience, offer, pricing, visibility plan, client journey and 90-day launch strategy.

The professional identity

The aim is to graduate with more than a generic “life coach” label. The positioning is a modern coach who can work across personal development, emotional intelligence, people management, leadership, career change and AI-enabled working skills.

IFTA Certified Life Coach

Emotional Intelligence • AI • People Management • The Attention Clock • Coaching & Mentoring • Leadership & Communication • Career & Business Development

BECOME A LIFE COACH

Build a modern coaching skill set. Use it with people. Use it in business. Build your own route.

For Daily Living combines personal development, emotional intelligence, leadership, people management, AI and practical business building into one certification pathway.

ONLINE COURSE - £49.99

Self-paced | Approx. 50 hours total learning

ONE-TO-ONE PROGRAMME - £1,000

10 private 60-minute sessions + guided study + assessment

IFTA CERTIFICATION

Certified Life Coach - Emotional Intelligence, AI & People Management

www.fordailyliving.com

For Daily Living | Instinct Field Training Academy (IFTA)

Training is educational and professional-development focused. Certification confirms successful completion of the IFTA course and assessment requirements. Business revenue examples are illustrative and do not guarantee earnings.